Week 7 hoorcollege IID – 16/10/14

**Media Life** – Mark Deuze

The Truman Show

(Media Life – Mark Deuze)

Living *in* media (a Truman show delusion)

“*Of what is significant in one’s own existence one is hardly aware.. what does a fish know about the water in which he swims all his life?”* – Einstein

“Just as water constitutes an a priori condition for the fish, media do so for humans” –Deuze

Media as artifacts – activities (things you can do) – (social) arrangements

Lean backward media towards lean forward media (more active)

Media artifacts: - Phone (from a static device changed into a smartphone (which isn’t really a phone anymore, multimedia device, Samsung “Life Companion”).

- Television (central place in our home, nowadays architecture is adapting to the place of television). (Fahrenheit 451).

Media life: activities

Middletown media studies, we always spent our lives on media (11 hours a day in 2003, 11,5 now).

Media life: arrangements

Media as physical and emotional infrastructures (f. e. only liking and favour things).

Mediatope: ‘living’ environments of media.

Polymedia: media as integrated environments. “Technologies of love” (regarding the research of Philippine women that are staying in touch with family back home).

A Truman Show delusion.

We all know we live in media, but we live in denial.

Truman Show – Plato allegory of the cave.

(Suspicious Minds – How culture shapes madness (Gold & Gold)) 🡪 The Truman Show Delusion.

Could the idea of a Truman delusion be helpful, such as optimism/pessimism helps us cope with situations in our life?

**Deel II**

Robin Boast