

Week 3 - The Happening of A Relative Absence

Meeting 19 . iv . 010

1. investigating mediums is done by examining qualities/properties
 - by looking at the formats it “hosts” (how to pick that verb?)
2. how to study media
 - definitional step (properties)
 - Manovich: computer complicates medium understanding, making it no longer so easy just to define media strictly by their properties
 - ★ becomes focused on input and output
 - chronological order of theory?
 - ★ McLuhan -> Bolter -> Hayles -> Manovich
 - media through McLuhan: based on sensory captivation; “effects” analysis
3. how to treat computer typography
 - what is the relationship between medium analysis and computer typography?
 - is it a medium?
 - cross-media challenge
 - ★ transmedia?
 - ★ transference (a cross-media strategy)
 - ★ there could be other approaches
 - ★ “one could evaluate various strategies for moving to the screen in terms of media theory.”

- ▷ is it a remediation problem? cross-media problem? does the problem go away if looked at in a different sense, a la transmedia?
- ★ what can theory do?
 - ▷ reformulate the problem in ways that lead to more productive work in that area
 - ▷ can theory help redefine or reposition the problem with computer typography?

TODO

- read up 'genres'
 - 'genres' vs 'formats' ?
 - van der Pol teaches a whole genre theory class
- cross-formats? (can formats be found in other formats a la Hayles?)
- cross-media / transmedia (Jenkins)
 - same story vs story segmented across media
- the complicated nature of typography can be seen as through remediation?
- Nature of the problem??
 - classic problems of conversion
 - ★ Mars rover metric vs english
 - the *reason* to go to media theory
- what are the most obvious ways of studying this?
 - make the point for introducing another point of view
 - how is it researched normally