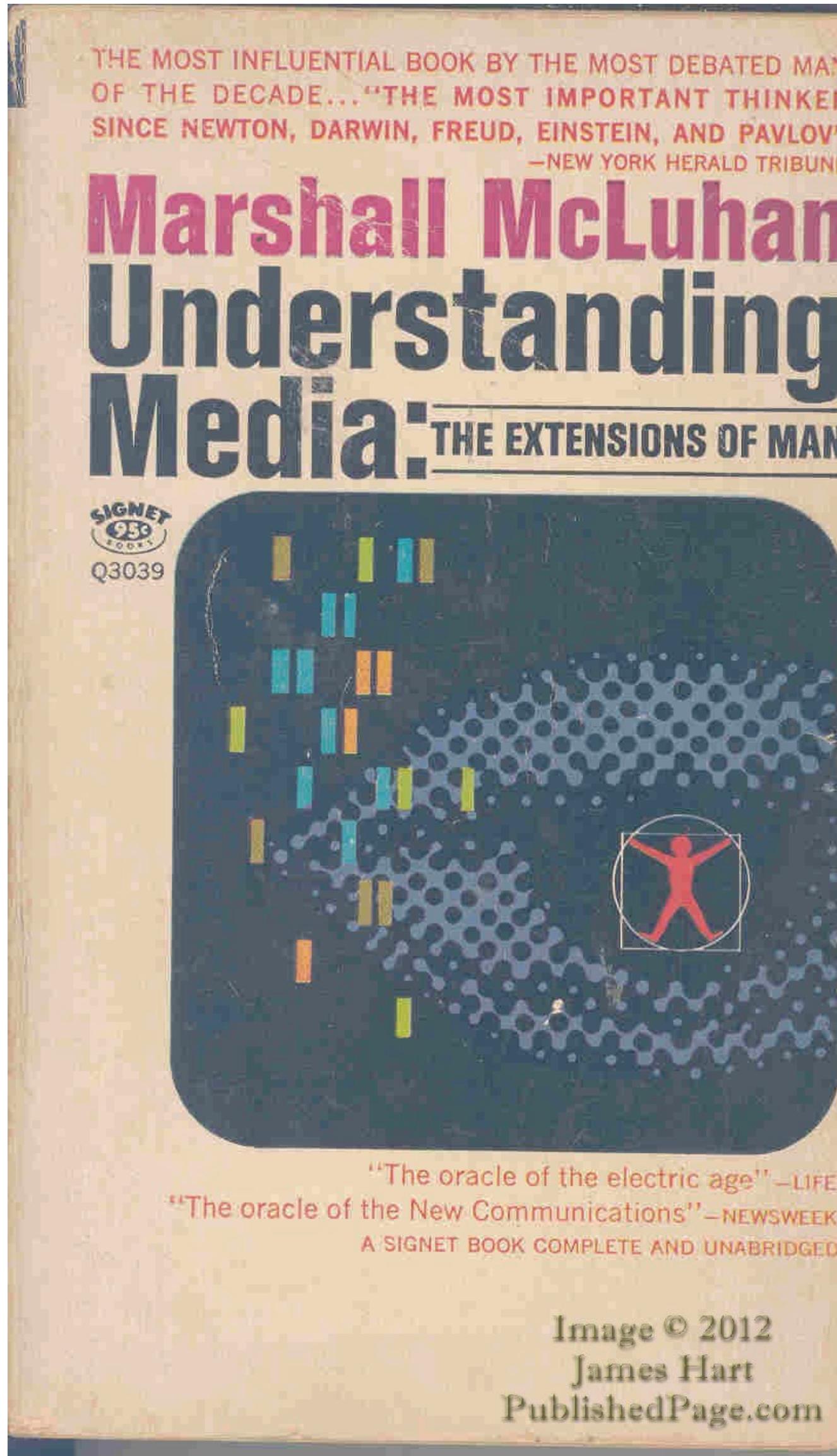


# MEDIUMS AND PUBLICS

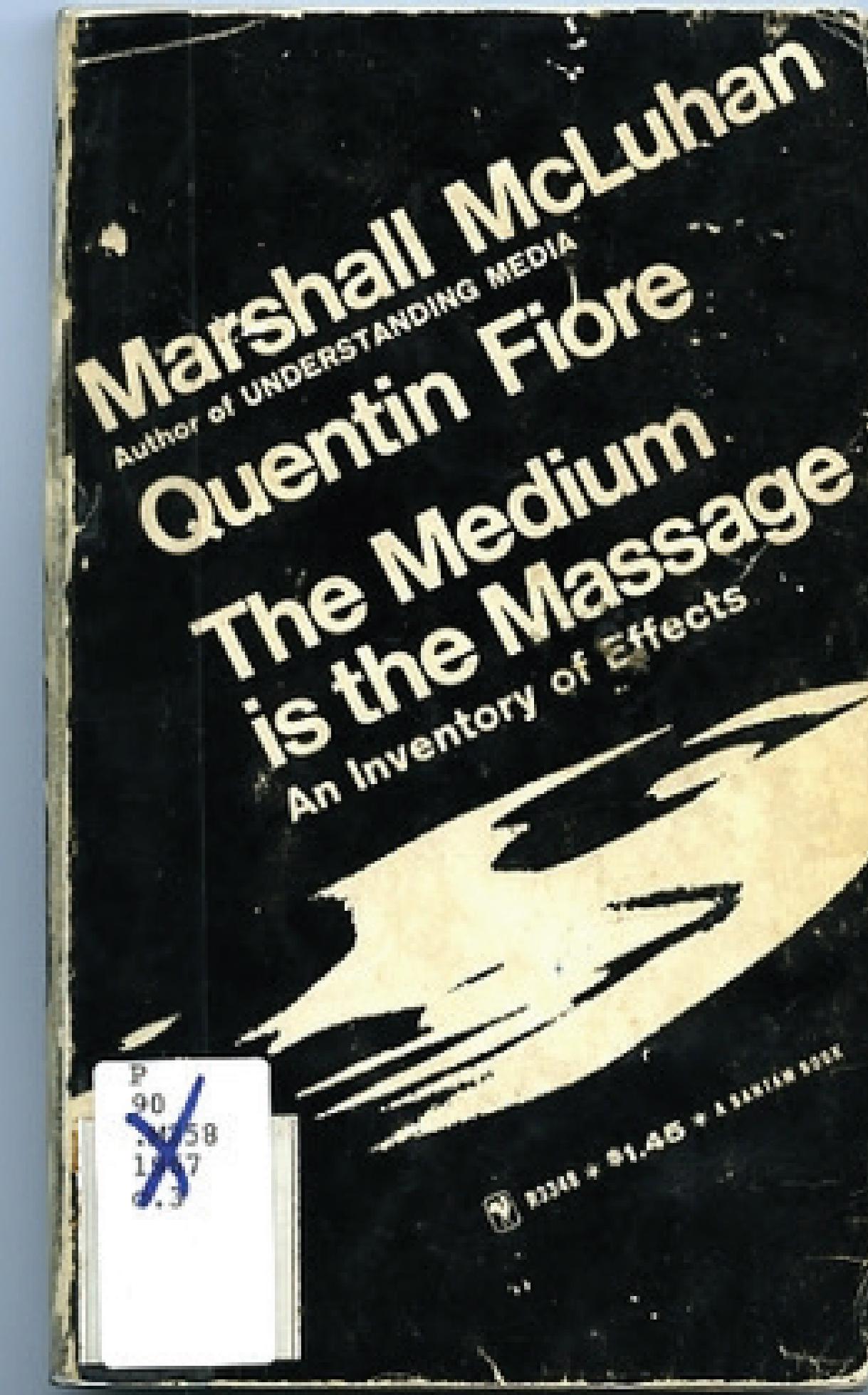
THE MEDIUM  
IS THE  
MESSAGE



THE MEDIUM  
IS THE  
MESSAGE



1964

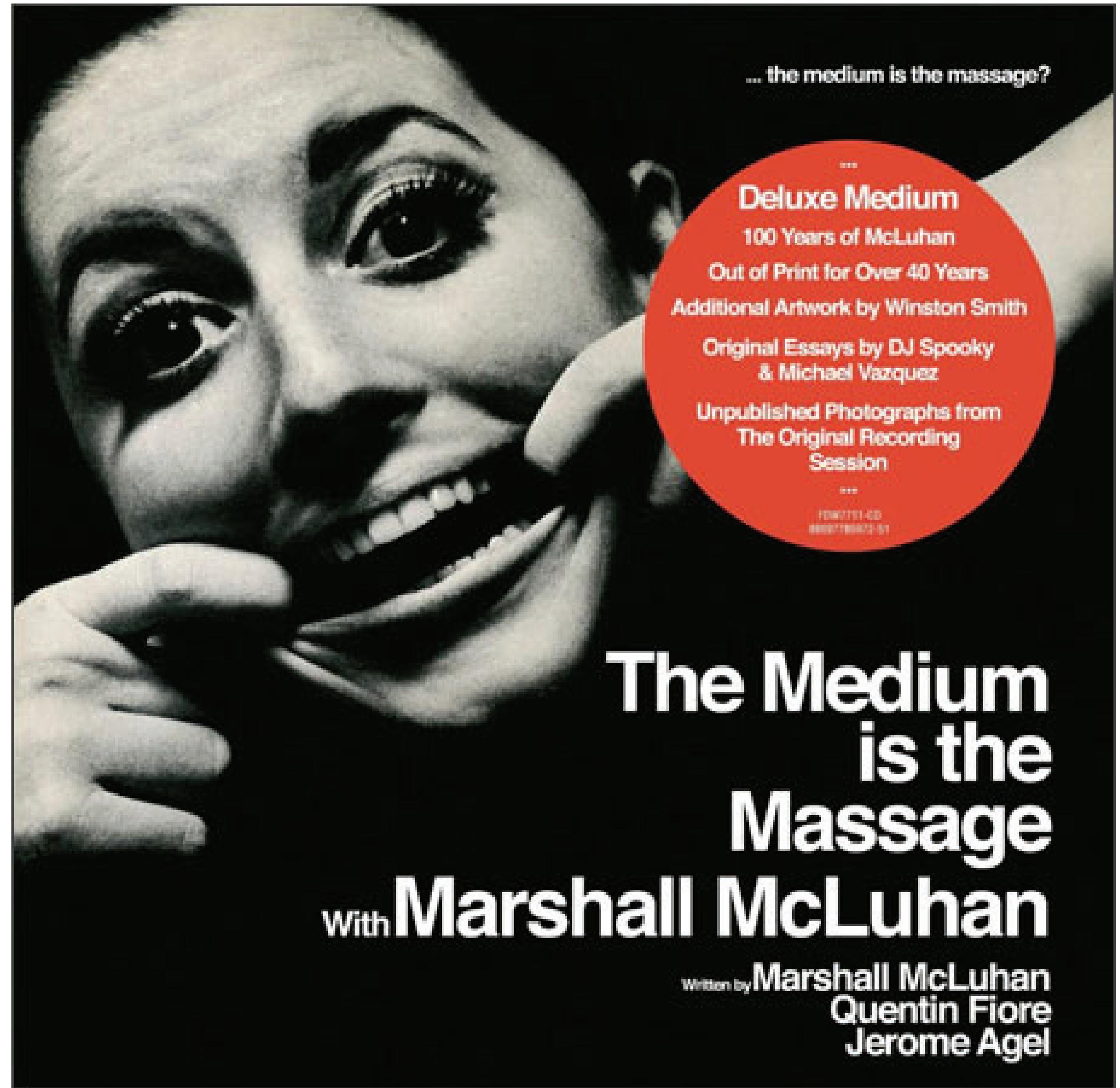


1967

Text/Image

Fragmentation/Montage

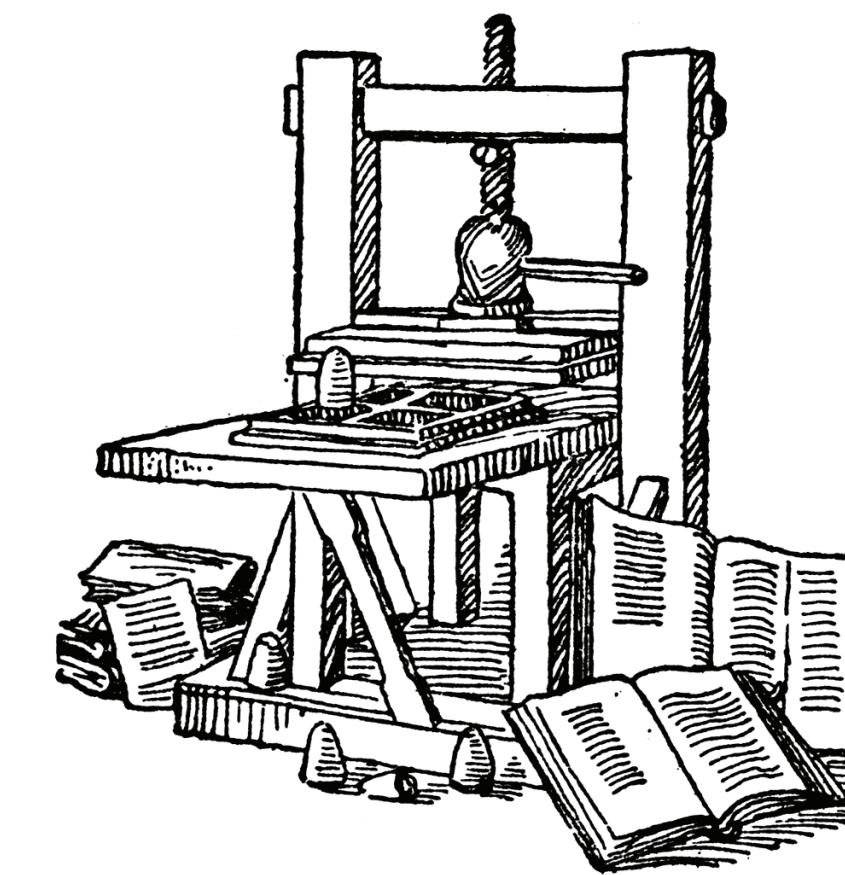
Feel like television



“Societies have always been shaped more by the nature of the media by which men communicate than by the content of the communication.”

# What is media?

# AaBbCc



“We impose the form of the old on  
the content of the new.”

“We look at the present through  
a rear-view mirror. We march  
backwards into the future.”

## Hybridity/metaphor:

“*Horseless carriage*”

“*self-driving car*”

“*Virtual reality*”

“*mobile phone*”

“*smart city*”

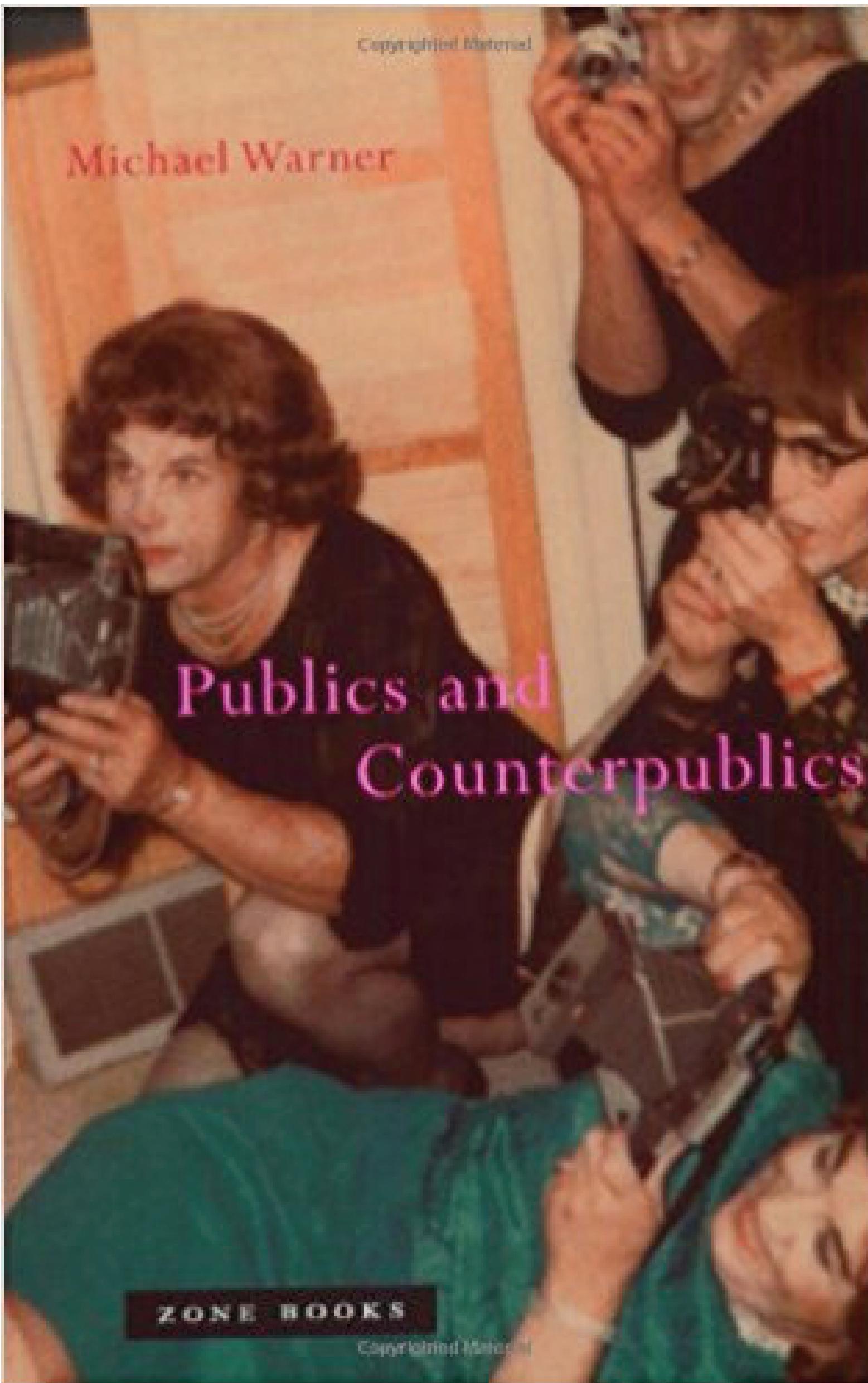
*electronic book  
digital magazine  
web page  
posting on your wall*

What are new hybrids in graphic design?

What are new mediums—new forms—designers can work with?

How do these different formats change the message? the audience?

“Print technology created the *public*. Electric technology created the *mass*. The public consists of separate individuals walking around with separate, fixed points of view.

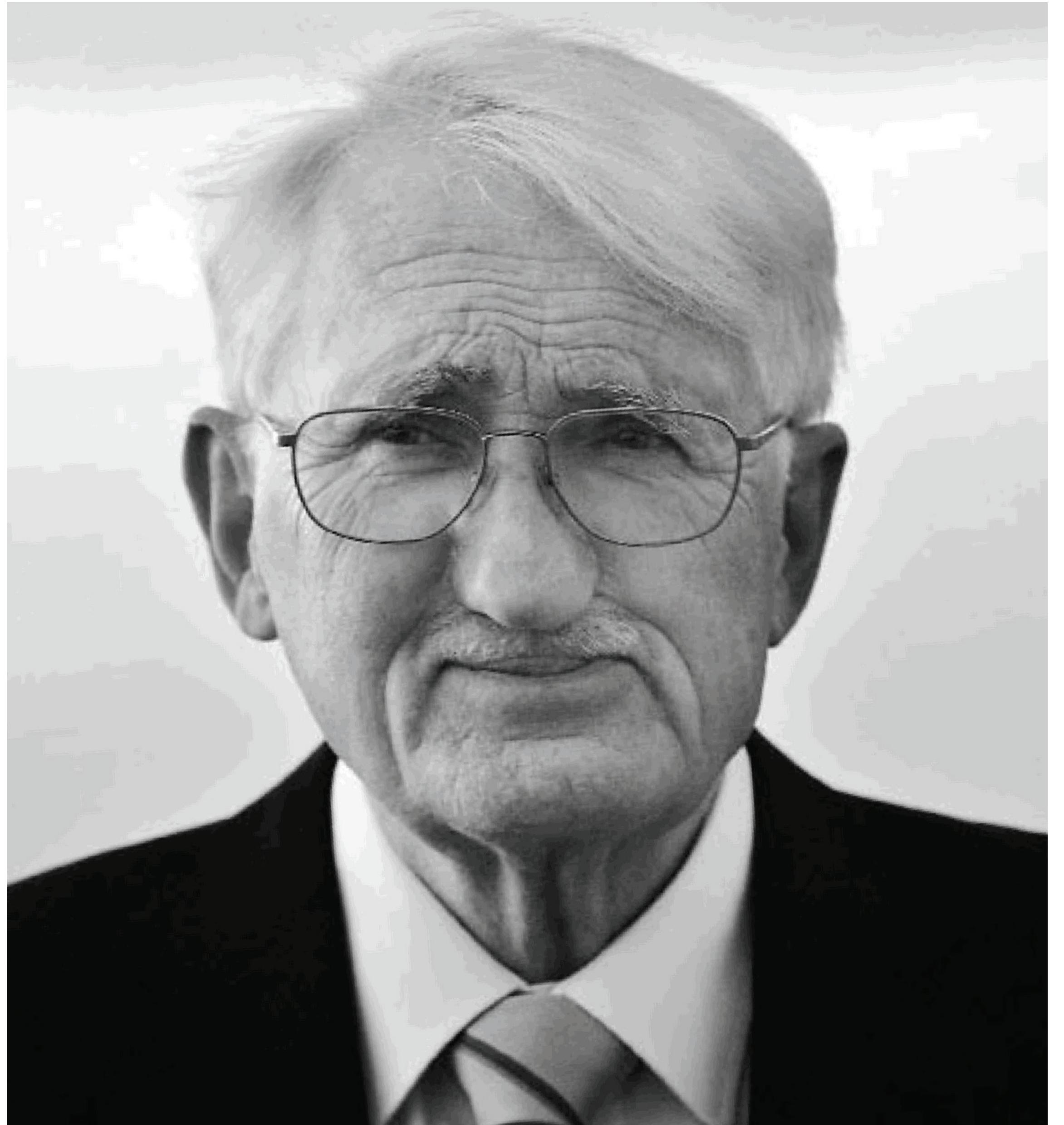


# Michael Warner

literary critic/social theorist

# Jurgen Habermas

## “The Public Sphere”



- A realm within social life which public opinion can be formed and which is “accessible” to all.
- Private persons discussing public concerns or common interests - holds states accountable

“A public is a space  
organized by nothing  
other than discourse  
itself.”



Anonymous Interior of a London Coffee House (1668)

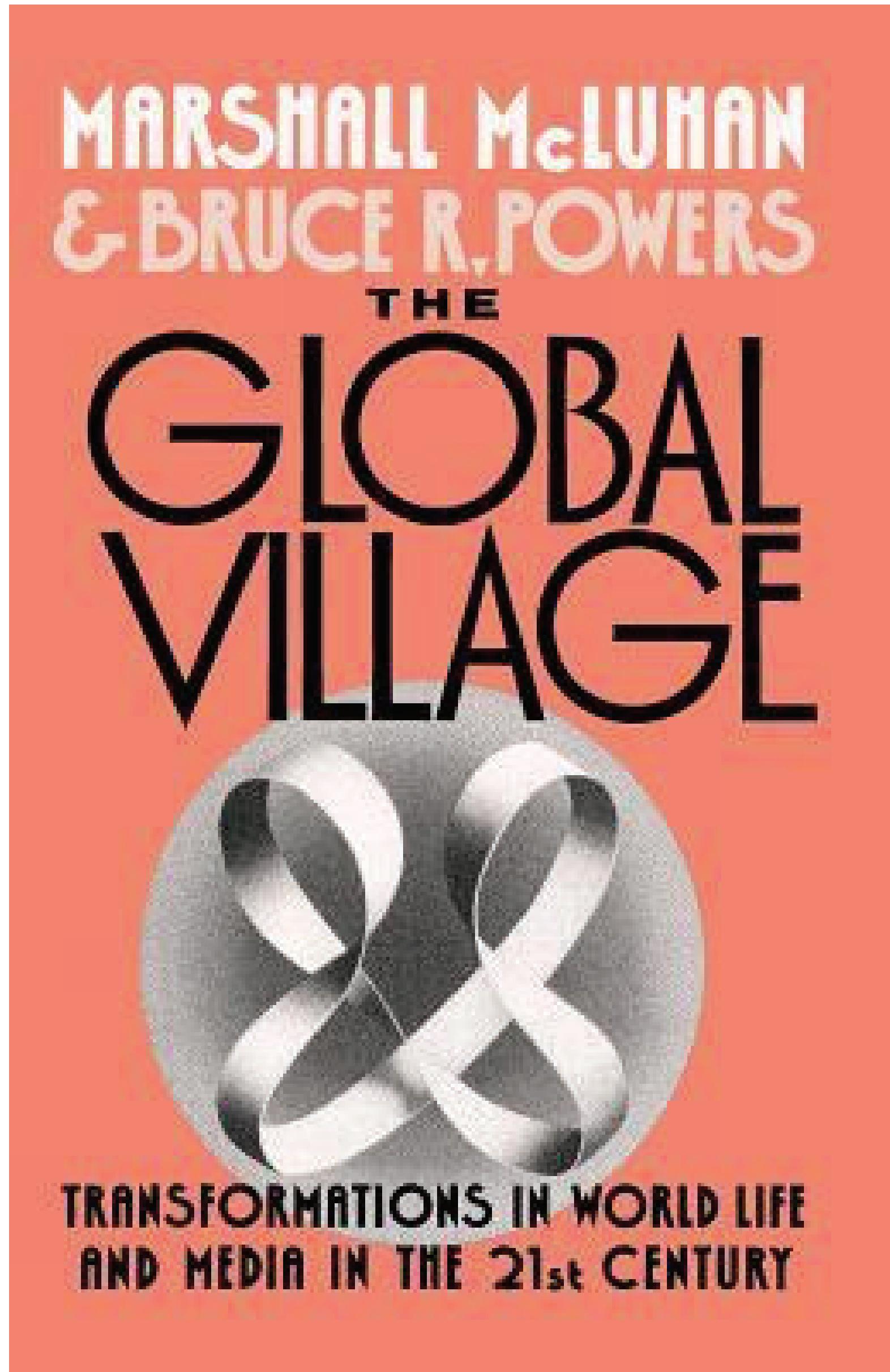
Publics are mediated by cultural forms.  
The *medium* creates the public.

Distribution  
Publication  
Information  
Discourse

Graphic design creates publics.

- readers
- viewers
- users
- collaborators

What makes up the public sphere?  
Who gets to participate?  
Who gets to have a voice?  
Who has control?



# The Global Village

*“a simultaneous happening”*



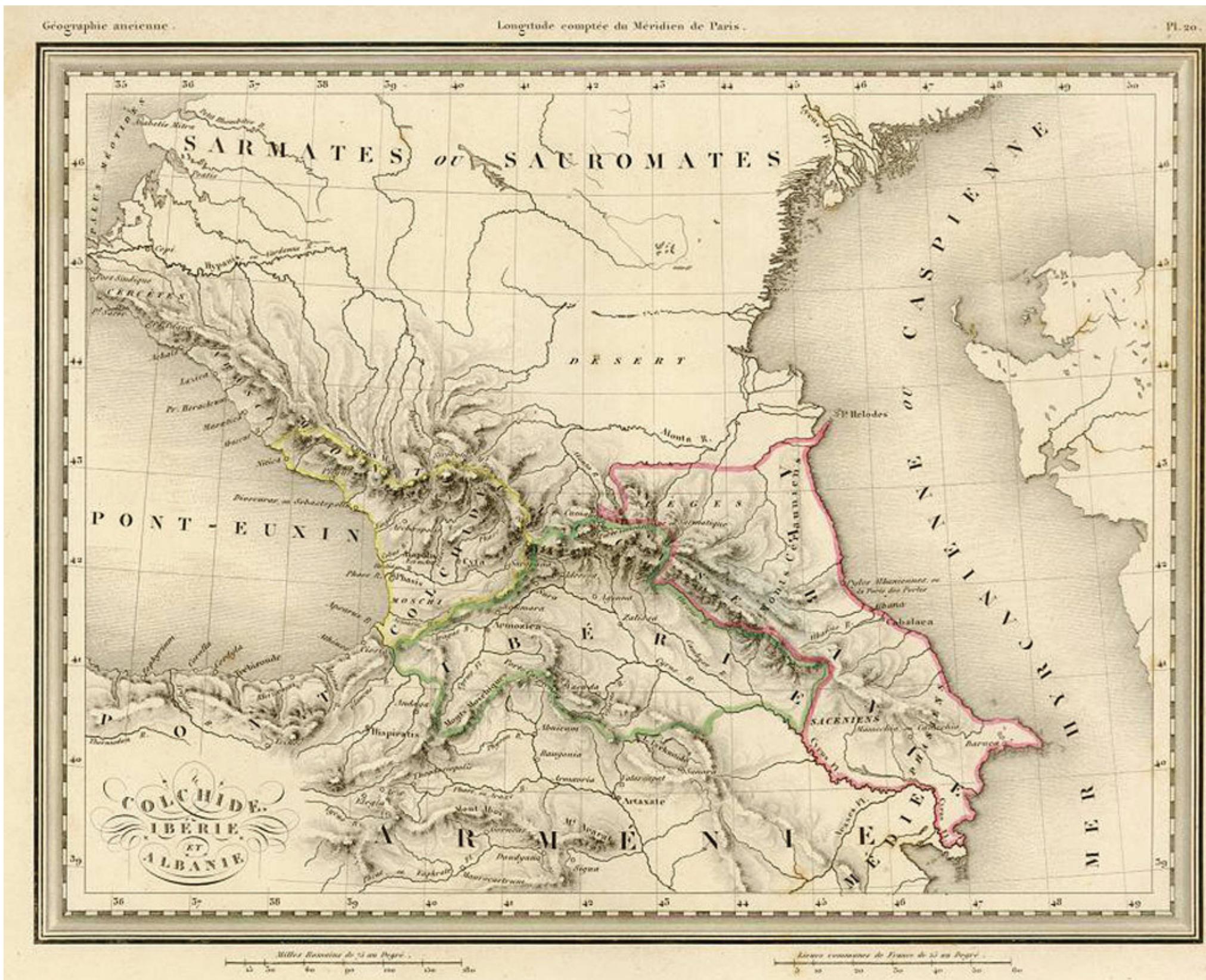
“Facebook is a medium.”

# The privatization of the public sphere



“I don’t like the idea that Facebook controls how people express themselves and changes it periodically according to whatever algorithms they use to figure out what they should do or the whim of some programmer or some CEO. That bothers me a great deal.”

# Filter bubbles vs. the Global Village



# (multiple publics)

# Counterpublics

- emerge in response to exclusion
- members see themselves as part of wider public

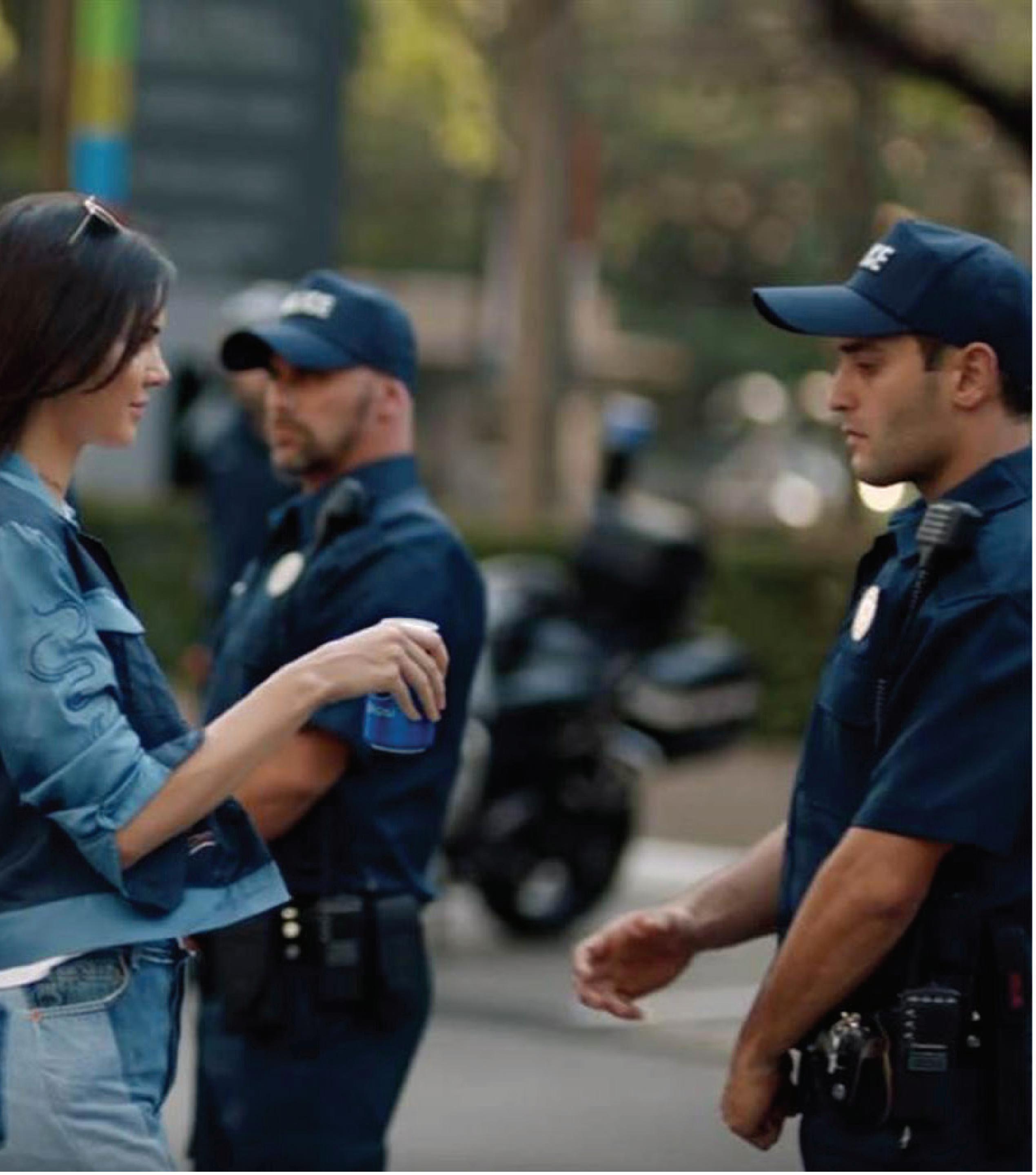
Counterpublics have an aesthetic.

**Your body**

**is a**

**battleground**





How does your work create a public?  
Who's a part of the publics?  
Who's excluded?  
What's the medium's influence?