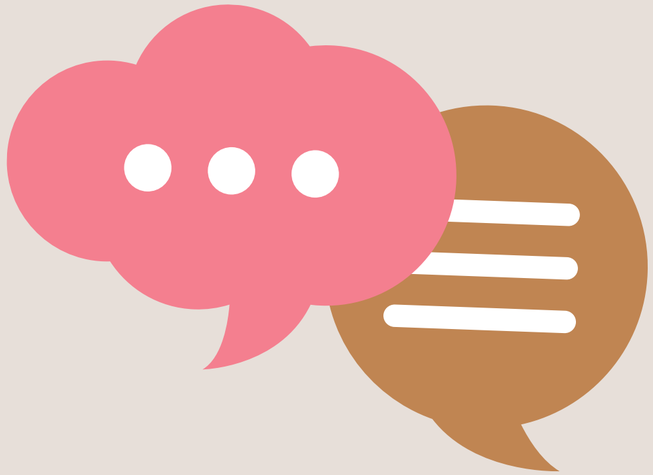
COMMUNICATION AND MEDIA TECHNOLOGIES

Précis Discussion led by **Gabby** and **Sahar**

Walter J. Ong

PROLOGUE; LOGOS AND DIGITIZATION; LANGUAGE, TECHNOLOGY, AND THE HUMAN



John Durham Peters

THE TELEPHONIC UNCANNY & THE PROBLEM OF COMMUNICATION

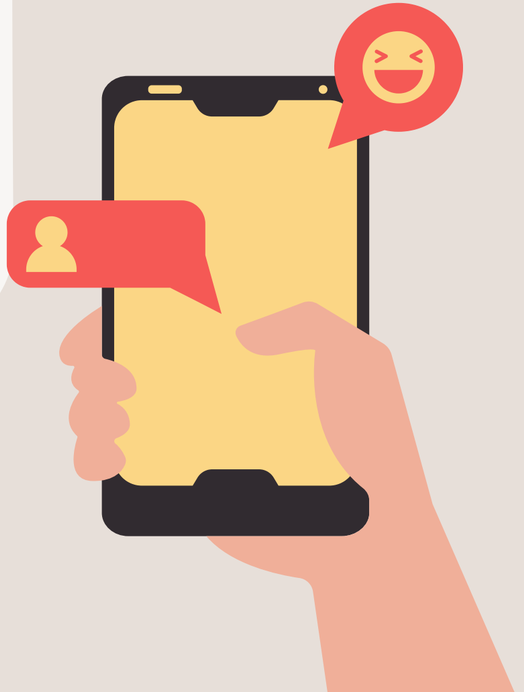
Michael Litwack

EXTENSIONS AFTER MAN: RACE, COUNTER/INSURGENCY AND THE FUTURES OF MEDIA THEORY

first...

WHAT FORMS OF MEDIA AND TECHNOLOGY DO YOU INTERACT WITH DAILY?

HOW SIGNIFICANT IS THEIR INFLUENCE ON YOU?



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DIGITIZATION:

“DIVISION INTO NUMERICALLY DISTINCT UNITS AND TO OPERATIONS CARRIED ON BY MEANS OF SUCH UNITS” (12) >> PROCESS OF BREAKING DOWN INFORMATION INTO SMALLER BITS SO IT CAN BE CONVERTED INTO A DIGITAL FORMAT

HERMENEUTICS:

“INTENSIVE, SCHOLARLY, MORE OR LESS SYSTEMATIZED VERBAL INTERPRETATION...OF TEXTUAL MATERIAL” (12)

INTERPRETATION:

“TO BRING OUT WHAT IS CONCEALED...IN A GIVEN PHENOMENON OR STATE OF AFFAIRS PROVIDING INFORMATION” (13)

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LANGUAGE AS INTERPRETIVE AND DIGITIZATION

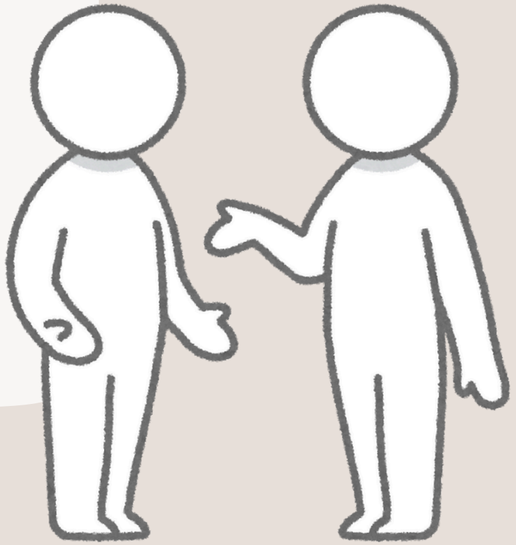
LOGOS VS MYTHOS (RATIONAL DISCOURSE VS POETIC EXPRESSIONS)

THE LIMITATIONS OF TECHNOLOGY IN THE RISE OF DIGITALIZATION

THE ROLE OF HUMAN EXPERIENCES IN TECHNOLOGY

TOTAL VERBAL EXPLICITNESS IS IMPOSSIBLE”

WHAT DO YOU THINK OF ONG’S OPENING STATEMENT? HAVE YOU SEEN THIS PROVEN OR DISPROVEN IN YOUR OWN LIFE/IN OUR SOCIETY?



Ong, p. 1

DO YOU BELIEVE THE DIGITALIZATION OF LANGUAGE HAS STRIPPED IT OF DEPTH, EMOTION, AND OTHER HUMAN EXPERIENCES AND COMPLEXITIES?

Ong, p.71

THE MORE IMPORTANT THE COMPUTER BECOMES, THE MORE SUPREMELY IMPORTANT THE HUMAN BEING ALSO BECOMES”

AS COMPUTERS CONTINUE TO PLAY AN ESSENTIAL ROLE IN OUR LIVES, DOES OUR HUMANITY INCREASE AS WELL, OR DO WE LOSE OUR INDIVIDUALISM?

HOW MIGHT THIS QUOTE BE INTERPRETED IN THE CONTEXT OF AI‘S EXPANDING ROLE? CAN WE MAINTAIN OR EVEN ENHANCE OUR SIGNIFICANCE AS CERTAIN JOBS AND TASKS BECOME AUTOMATED?

Ong, p.93

John Durham Peters

THE TELEPHONIC UNCANNY & THE PROBLEM OF COMMUNICATION

THE TELEPHONE AS "UNCANNY"

FACE-TO-FACE COMM'S PROS V.S. MEDIATED COMM'S CONS

EAVESDROPPING & SURVEILLANCE

MEANING: INHERENT OR FABRICATED?

THERE ARE MEN WHO, AS SOMEONE HAS PUT IT, TAKE ADVANATGE OF THEIR LOW VISIBILITY OVER THE TELEPHONE TO ACT AS THEY WOULD NEVER DARE IN PERSON.”

WHEN DISTANCE HAS BEEN ALTERED, ARE RULES OF ETIQUETTE CHANGED?

Peters, p. 366

ALL THAT SEPARATES DESOLATION FROM ELATION IS A PHONE CALL.”

HOW DO YOU THINK THE IDEA OF CALLING, TEXTING AND LIKING/COMMENTING ON POSTS VIA SOCIAL MEDIA HAS AFFECTED HOW WE FORM RELATIONSHIPS WITH OTHER PEOPLE AND OUR EXPECTATIONS FOR COMMUNICATION WITHIN THOSE RELATIONSHIPS?

TO WHAT EXTENT IS PETERS’ STATEMENT TRUE?

Peters, p. 367

WHO OWNS MEANING?

THE READER'S CREATIVITY

THE AUTHOR'S INTENT

THE TEXT ITSELF

THE INTERPRETIVE COMMUNITY

THE CANON

THE TRANSACTION OF READING & TEXT

Peters, p. 369

WHAT'S A DYSTOPIAN FEAR YOU HAVE ABOUT THE EVOLUTION OF MEDIA AND TECHNOLOGY?

Michael Litwack

EXTENSIONS AFTER MAN: RACE, COUNTER/INSURGENCY AND THE FUTURES OF MEDIA THEORY

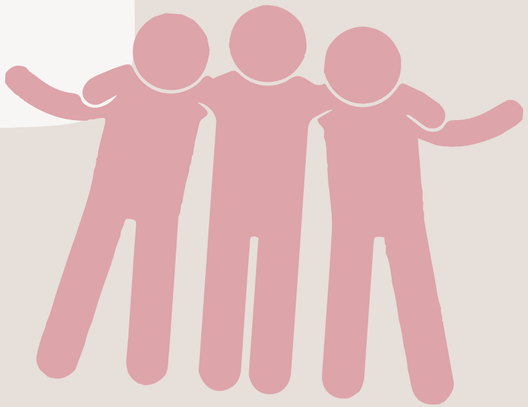
SLAVERY'S ROLE IN WESTERN MEDIA THEORY

MCLUHAN'S BELIEFS ON SOUTHERN PLANTATIONS

BOGGS AND HOW TO REWORK THE FIELD

LITWACK SUGGESTS THAT THE CONCEPT OF MEDIA AS AN “EXTENSION” CARRIES COLONIAL AND RACIAL IMPLICATIONS.

HOW MIGHT THIS INSIGHT AFFECT THE WAY WE THINK ABOUT MEDIA AS A UNIFYING OR DIVIDING FORCE IN SOCIETY?



Litwack, p. 1351

SLAVES BECOME EXTENSIONS OF SLAVE OWNERS.”

HOW DO MODERN TECHNOLOGIES THAT ENHANCE OR EXTEND HUMAN CAPABILITIES CHALLENGE OR REINFORCE POWER DYNAMICS, SUCH AS THOSE SEEN IN HISTORICAL SLAVERY?

Litwack, p. 1352

CAN YOU THINK OF WAYS COMMUNICATION SCHOLARS OR MEDIA PROFESSIONALS COULD BEGIN TO ADDRESS RACIAL AND HISTORICAL ISSUES WITHIN MEDIA THEORY?

Litwack, p. 1360

FINAL THOUGHTS, CHALLENGES & IMPRESSIONS?