

Media Transformation

Vorlesung

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Øyvind Eide

Woche 9



Media modalities

- A media product has a material interface
 - document pages, bodies dancing, sounds in a room
- which meets the senses of the recipient
 - seeing, hearing, smelling, feeling, tasting
- in a spatiotemporally based interpretation
 - direct or reconstructed space and time
- based on a semiotic understanding.
 - symbolic, iconic, indexical



Media modalities

- Bottom up (or rather middle out)
 - an expression includes all four
 - analytical distinction
- Mode: “a way to be or to do things”
- Specify a medium
 - find the mix between modalities representative for this specific medium



Expressions and modalities

- An expression
 - will include all four modalities
 - each in a form specific for the expression,
 - classifiable according to general rules
 - cannot be divided into its modalities
- The distinctions between modalities
 - analytical, that is
 - based on our analysis only



Expressions and modalities

- Each modality consists of various modes
 - to be mixed in various ways
- To specify a medium
 - find a type of mix between modalities
 - representative for this specific medium
- Modalities cannot be separated in practice
 - to discriminate between them theoretically can help us understand media and expressions better



Meanings of 'medium'

- Technical medium of display
 - the physical entities needed to realize media products and hence media types
- Basic media types
 - based on the most basic features of media products
 - classified according to the most salient media modalities
 - example: still image
- Qualified media types
 - further qualified than basic media types
 - example: children's drawings



Material modality

“The latent corporeal interface of the medium; where the senses meet the material impact”

- Important modes
 - human bodies
 - other demarcated materiality
 - not demarcated materiality
- Not the physical substance of the medium, but rather the potential in need of something to be expressed, that which is capable of being manifested in it.



Material modality, typical examples

- Television programs, motion pictures
 - more or less flat surface of changing images
 - sound waves
- Written text
 - flat surface, appearance not changing
- Music, radio theatre
 - sound waves
- Sculptures
 - extended, generally solid materiality



Sensorial modality

“The physical and mental acts of perceiving the interface of the medium through the sense faculties”

- Important modes
 - seeing, hearing, feeling, tasting, smelling
- Sensorial stimulus and recollecting are closely related
 - all modes may be triggered by any medium
 - The Madeleine cake (Proust)



Sensorial modality

- Sense-data
 - from objects, phenomena and occurrences
- Receptors
 - our cells
- Sensation
 - experienced effect

