

Media Transformation

Vorlesung

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Woche 10



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



Spatiotemporal modality

“The structuring of the sensorial perception of the material interface into experiences and conceptions of space and time”

- Space
 - manifested in the material interface
 - cognitive space (always present)
 - virtual space
- Time
 - manifested in the material interface
 - perceptual time (always present)
 - virtual time



Spatiotemporal modality

- All media receive both spatial and temporal qualities
 - have aspects of time and space
- Close to sense-data
 - relatively separate
 - overlaps with material modality
- Close to sensations
 - space-time distinction loses its relevance
- Four dimensions
 - width, height, depth, and time
- All media are realised in time



Spatiotemporal modality

- Static media
 - lacking time dimensions
 - sense-data remain the same
- Time incorporated in physical manifestation
 - sense-data change
 - three types
 - fixed sequentiality,
 - partially fixed sequentiality
 - non-fixed sequentiality
 - forms a graded scale



Spatiotemporal modality examples

- Corporeal interface of photographs
 - width and height
- Sculpture
 - width, height, and depth
- Dance
 - width, height, depth, and time
- Motion pictures, recorded music
 - fixed sequentiality
- Hypertext, computer games music
 - partially fixed sequentiality
- Mobile sculptures, truly improvised music
 - non-fixed sequentiality (potentially)

