

Media Transformation

Vorlesung

WiSe 2019–20

Øyvind Eide

Woche 10



Studienleistung – expectations

Group presentations 15.1 or 22.1. The groups will be the same as in the AM3a Übung. Each group make a 5-10 minute presentation on one of these topics:

1. How does the VR system you are developing relate to the source text you base it on? Give some examples of how you interpret specific passages in your VR system.
2. Explain your project in the light of Elleström's concept of media transformations, pointing out how it relates to the concept pair "media representation" — "transmediation".
3. Present your project based on the distinction between time based and space based media/art forms. Discuss how appropriate such a distinction is for VR systems.

If you need Studienleistung without taking part in the AM3a Übung, please contact Prof. Eide.



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)



Semiotic modality

- “The creation of meaning in the spatiotemporally conceived medium by way of different sorts of thinking and sign interpretation”
- Important modes
 - convention (symbolic signs)
 - resemblance (iconic signs)
 - contiguity (indexical signs)
- Based on an interpreting mind
 - meaning seeking from the outset



Semiotic modality, typical examples

- Written text
 - symbols dominate
- Instrumental music, visual images
 - dominated by icons
 - iconic qualities differ
 - photographs: also an important indexical character
- Semiotic character of media very complex



Media modalities in use

- Can this system be used?
- Try it out on
 - text
 - film
 - VR
- Not the Truth
 - a language we can use to discuss
 - a toolbox for understanding



Material modality

Mode	Text	Film	VR
Human bodies			
Other demarcated materiality			
Not demarcated materiality			



Sensorial modality

Mode	Text	Film	VR
Seeing			
Hearing			
Feeling			
Tasting			
Smelling			



Spatiotemporal modality

Mode	Text	Film	VR
Space manifested in the material interface			
Cognitive space (always present)			
Virtual space			
Time manifested in the material interface			
Perceptual time (always present)			
Virtual time			

Semiotic modality

Mode	Text	Film	VR
Convention (symbolic signs)			
Resemblance (iconic signs)			
Contiguity (indexical signs)			



Media modalities in use

- Can this system be used?
- Try it out on
 - text
 - film
 - VR
- Not the Truth
 - a language we can use to discuss
 - a toolbox for understanding
- Remember:
 - *Yes on the same line does not mean identical*

