

# Media Transformation

## Vorlesung

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Woche 10



# 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

- 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





# Modalities in spatial information

Material



Sensorial



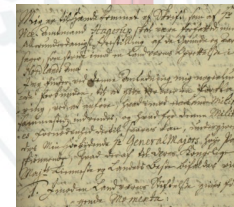
Spatiotemporal



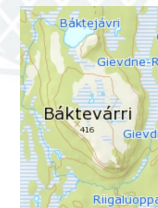
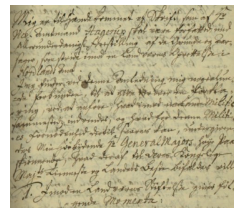
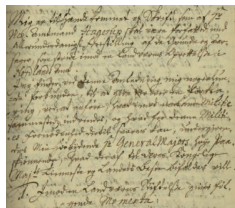
Semiotic



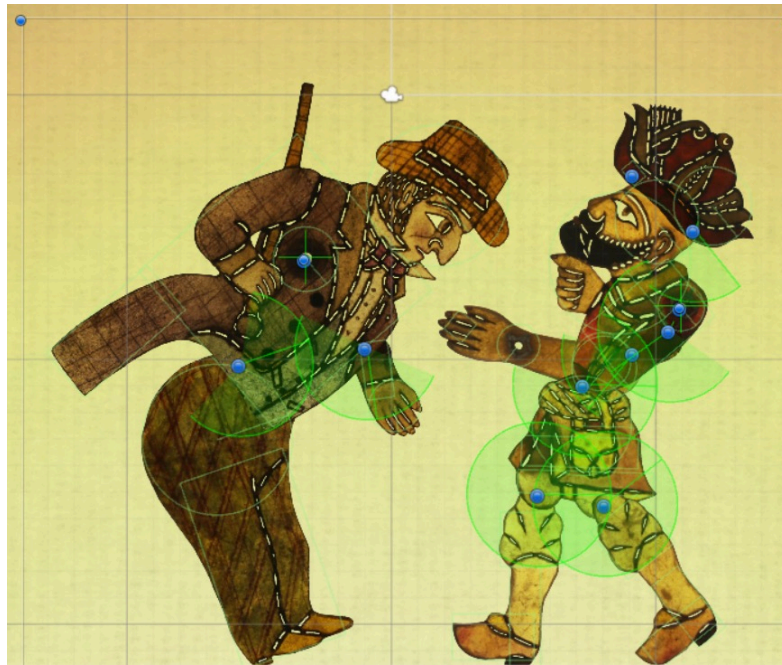
virtual



Manifested in the material interface



# Modalities in puppet theatre in VR



Reproduction of two digitised Turkish shadow puppets in performance modus in Unity. The Frenk Figure is to the left and the Karagöz figure to the right.

*Thanks to Enes Türkoğlu for providing the basis for this example*



# Media modalities in puppet theatre ...and in VR



- Material modality
  - Flat surface, paper or screen. Thickness?
  - Movement
- Sensorial modality
  - Sight
- Spatiotemporal modality
  - Spatial change
  - Time based movement
  - Storytelling
- Semiotic modality
  - Strongly iconographic
  - Symbolic elements
  - Indexical relationship?

# 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





# Types of media

- Short story
- Film
- VR

*relationship?*

- Technical medium of display
- Basic media types
- Qualified media types



# Types of media

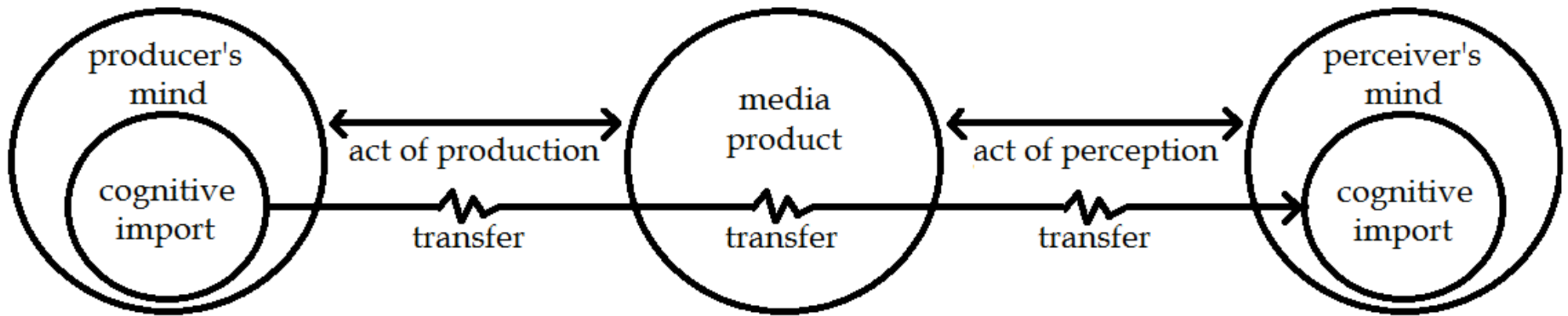
- Short story
- Film
- VR

*relationship?*

- Material modality
- Sensorial modality
- Spatiotemporal modality
- Semiotic modality



# Communication

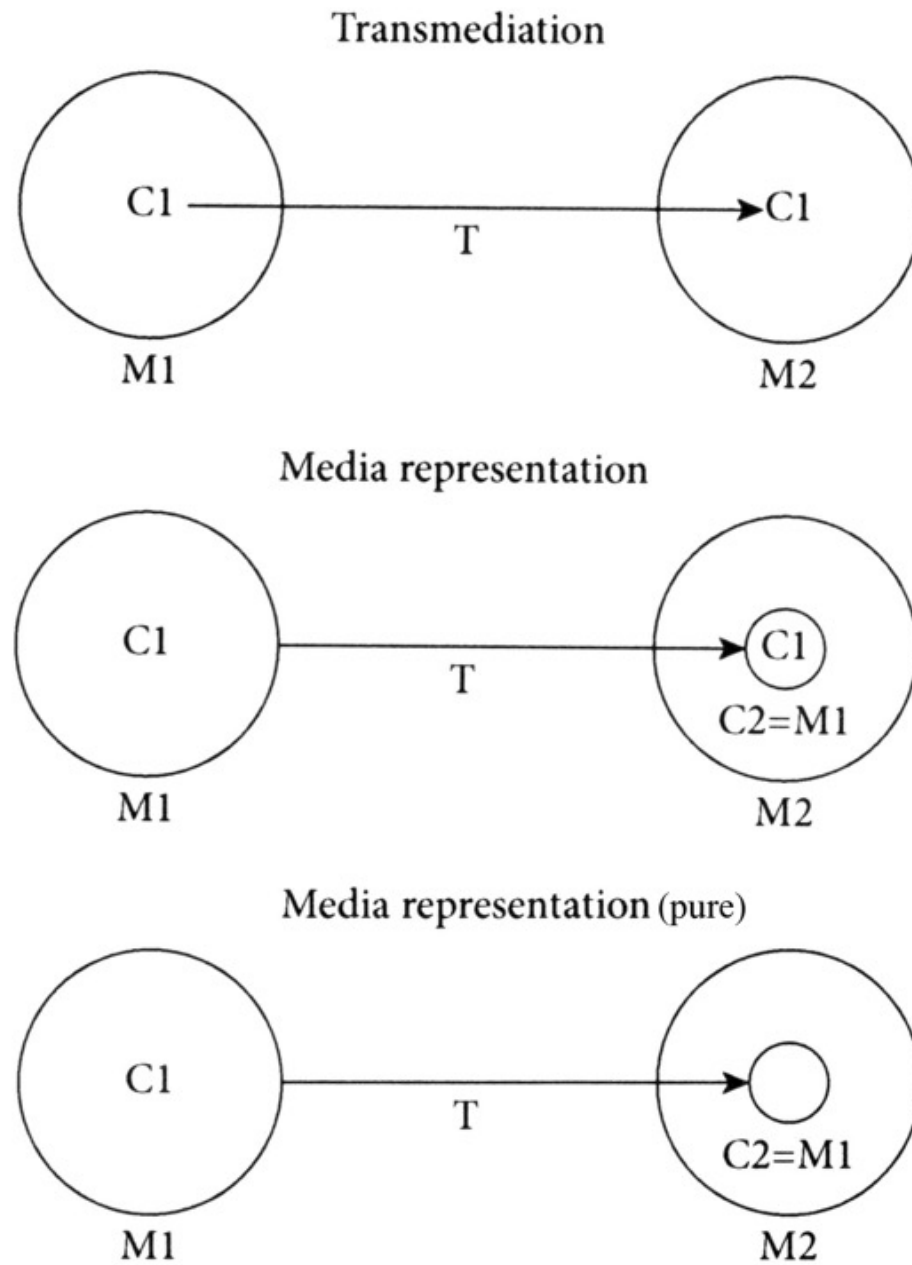




# Media transformations

- Transmediation
  - creating a similar impression in another medium
  - adaptation
- Media representation
  - a media product is represented in another medium
  - ekphrasis

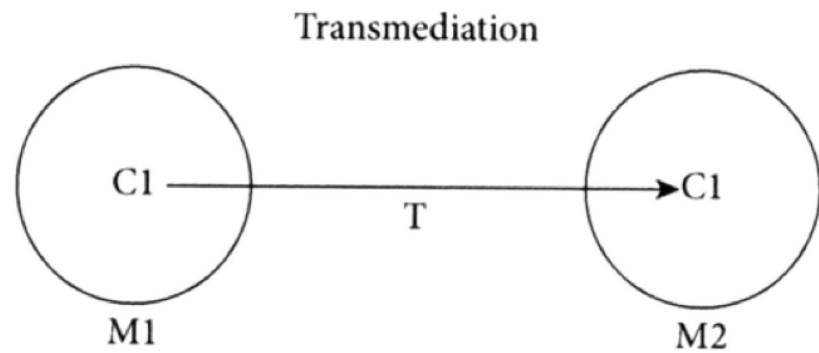




Elleström, Lars. *Media Transformation : The Transfer of Media Characteristics among Media*. Houndsmill, Basingstoke, Hampshire: Palgrave Macmillan, 2014.

**FIGURE 2.2** *Pure media representation*

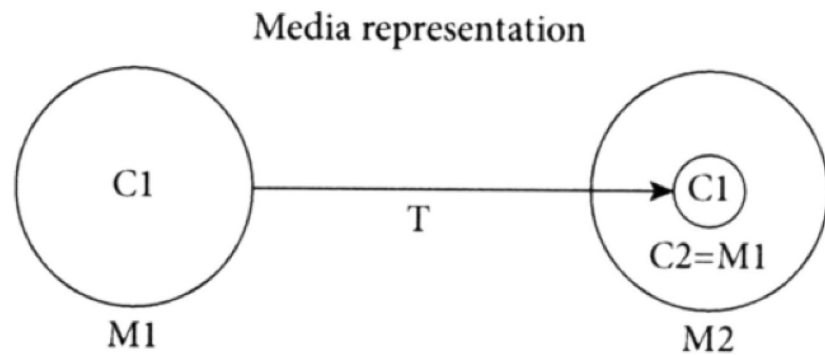
13 Notes: M = Medium; C = represented media Characteristics; T = Trai



# Examples

- From picture to film
  - a man picking red flowers while crying
  - represent situation, not painting itself
- Transfer of narrative structure
- Musical score
- Dramatic texts
  - what is happening is transferred



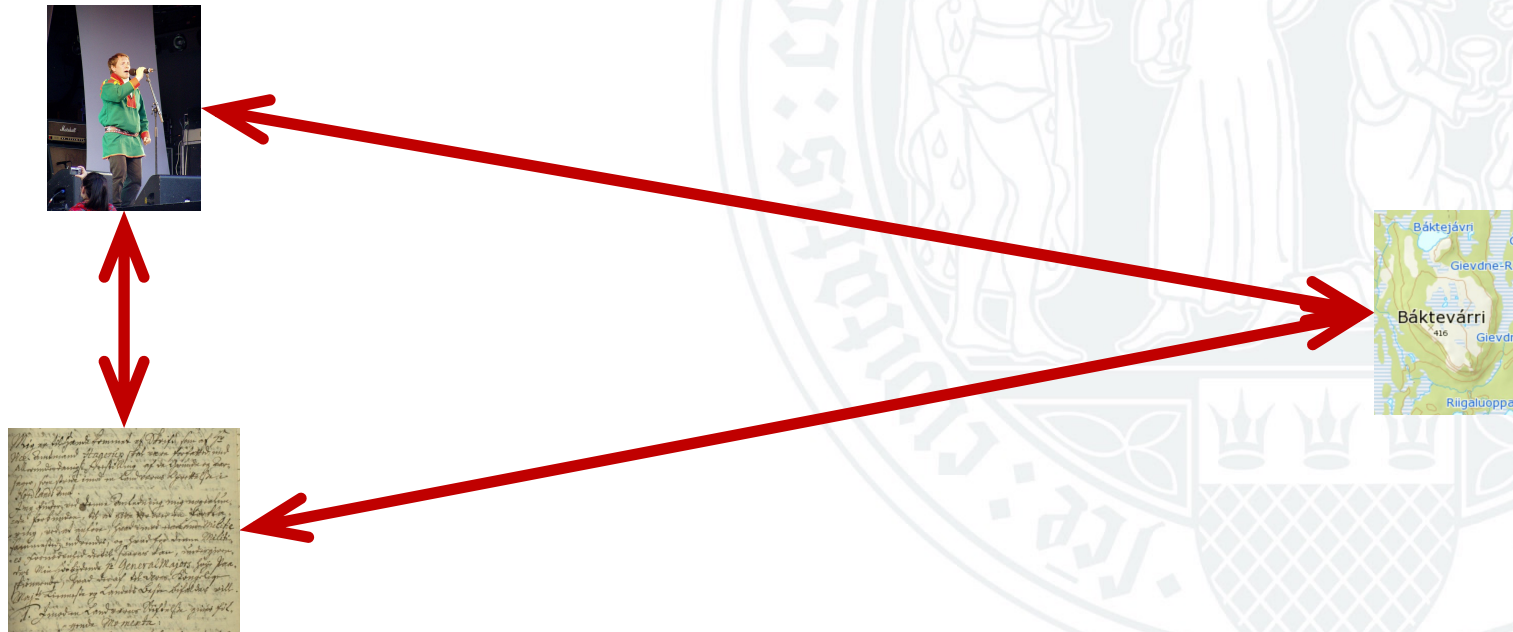


# Examples

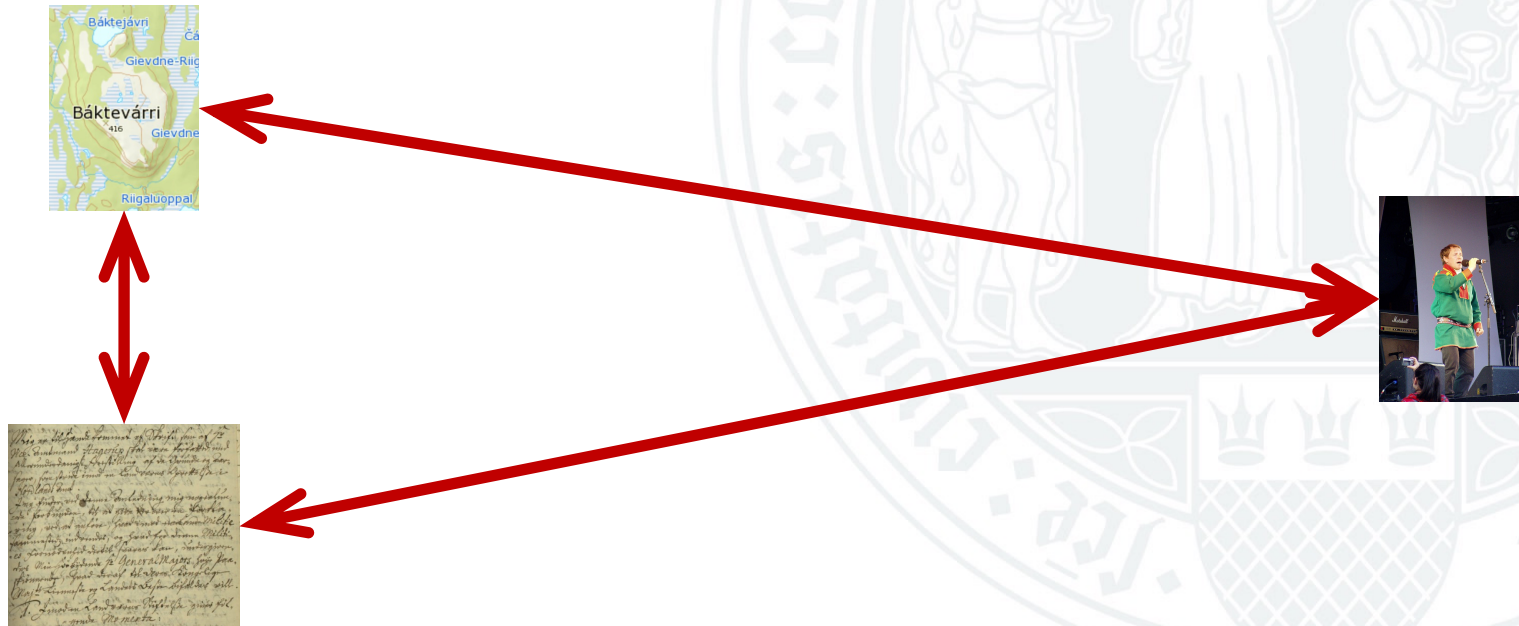
- Newspaper notice referring to a Patti Smith song
- A story describing a photograph taken by a character
- A poem describing a statue  
– ekphrasis



# Transmediation of spatial information

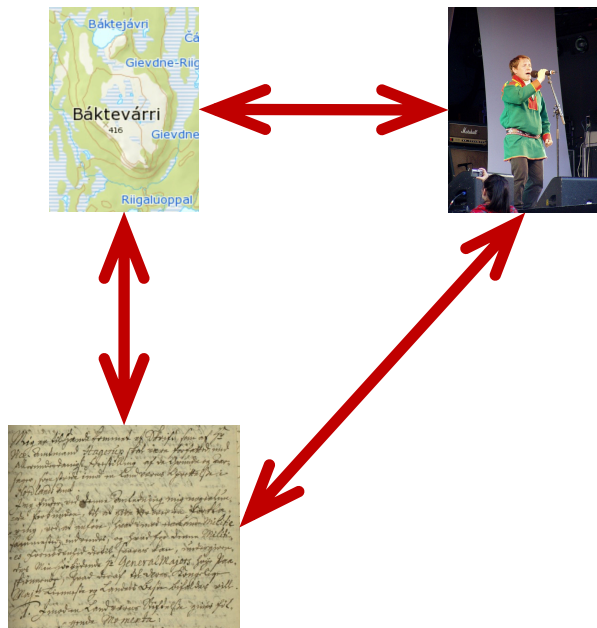


# Blending of spatial expressions

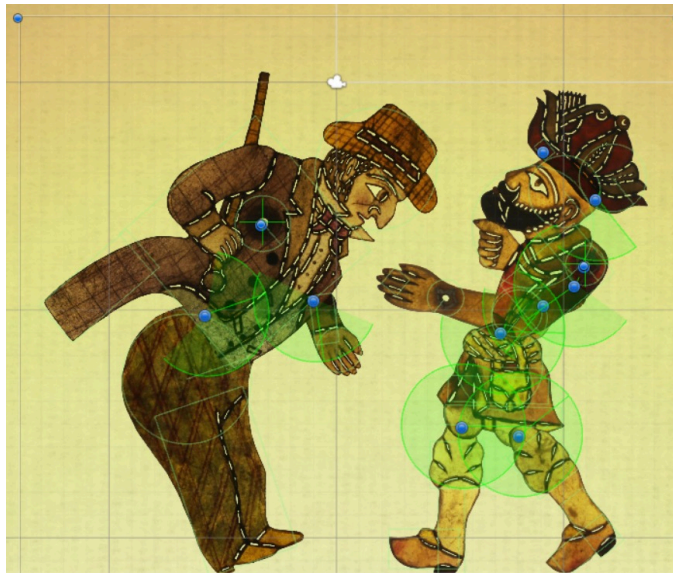




# Digital blending of spatial expressions



# Transmediation of puppet theatre



- Goals:
  - all modalities unchanged
  - movement reconstructed
  - *transmediation of interactivity*