

Media Transformation

Vorlesung

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Woche 4



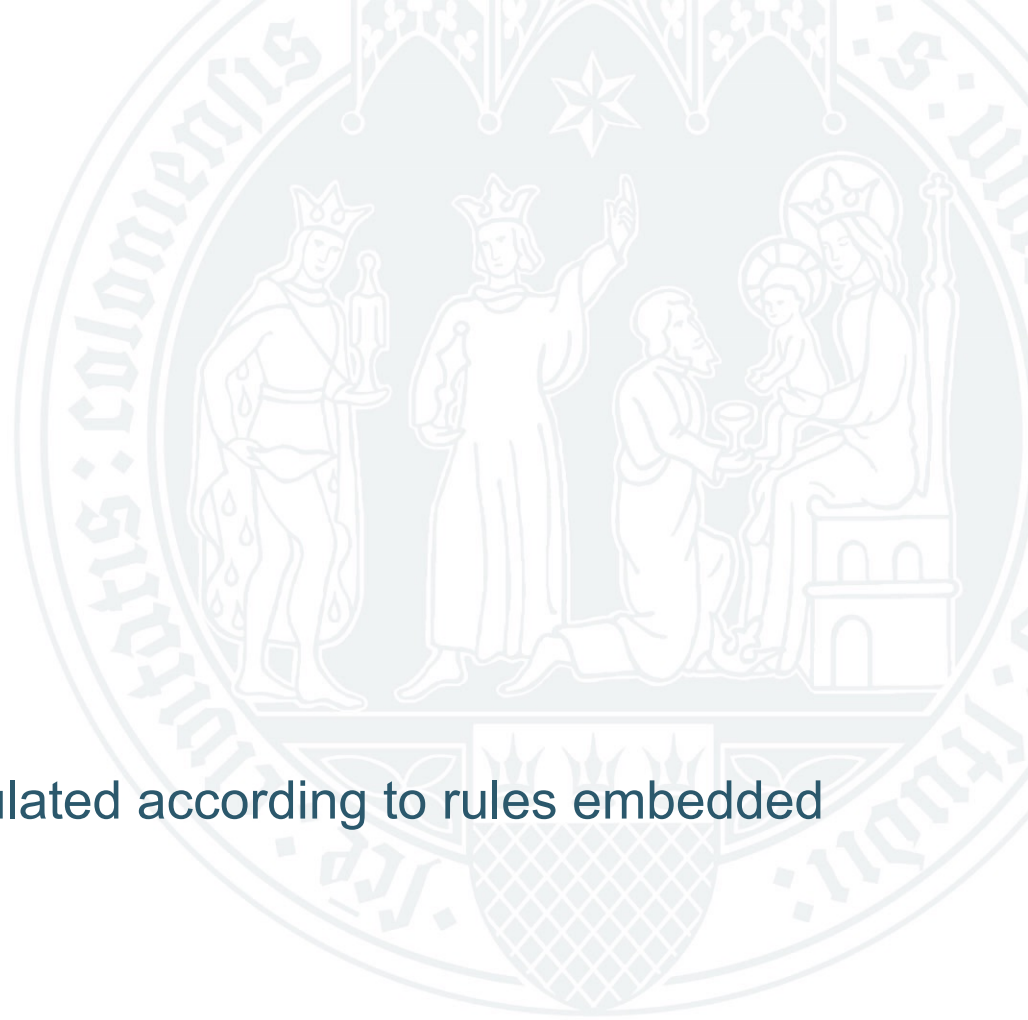
Historic and poetic truth

- Mimesis – diegesis (Aristotle: Poetics)
 - imitation – narrative
- Types of representation (Auerbach: Mimesis)
- Distance and identity
 - recognisable, but distant
- History
 - specific facts – contingent
- Poetry
 - can be based on history, but
 - events that could have (should have) happened



Movement

- “Moving images”
- Shapeshifting
- Making things
 - Modelling
 - Thinking tools
 - Epistemic artefacts manipulated according to rules embedded in them
- Gesture and power
- Teaching how to touch



Games and stories

- Do computer games have a narrative
 - narratology vs. ludology
- Narratological perspective
 - look for the story
- Ludological perspective
 - this is a different medium
 - asking for story is not relevant
- Transmedia storytelling
- Studying games on their own terms
 - “new” media growing old



Written and oral stories

- Interaction
 - shouting at the narrator
 - book reviews
- Stability
 - expressions stable
 - stability of meaning?
- Form and memory
 - the art of memory
 - poetic form as a memory system



Der fruchtbare Augenblick

- Stories in painting
 - the untold story
 - the moment where something will happen
- Iconography
 - identification
 - reminders of known stories
- Comics
 - the gospels told to a non-reading audience



History: Baseball

“Tuesday was a great day for W Roberts, as the junior pitcher threw a perfect game to carry Virginia to a 2-0 victory over George Washington at Davenport Field.

“Twenty-seven Colonials came to the plate and the Virginia pitcher vanquished them all, pitching a perfect game. He struck out 10 batters while recording his momentous feat.

“Tom Gately came up short on the rubber for the Colonials, recording a loss. He went three innings, walked two, struck out one and allowed two runs. The Cavaliers went up for good in the fourth, scoring two runs on a fielder’s choice and a balk.”

Computer generated stories

- Based on baseball game statistics
- Natural language generation
 - data-to-text systems
- Company: Narrative science
 - teaching machines how to write journalism
 - limited to basic sports reports and business news
 - humanising the machine
 - *from* looking at data
 - *to* telling stories

<https://www.theguardian.com/technology/2015/jun/28/computer-writing-journalism-artificial-intelligence>



History: Stock market

“Apple Inc (AAPL) on Tuesday reported fiscal first-quarter net income of \$18.02bn.

“The Cupertino, California-based company said it had profit of \$3.06 per share.

“The results surpassed Wall Street expectations. The maker of iPhones, iPads and other products posted revenue of \$74.6bn in the period, also exceeding Street forecasts. Analysts expected \$67.38bn...”

Company: Automated Insights

Good enough?

- Blind study by Christer Clerwall
 - how sports reports written by computers and by humans compared
- Reports written by humans slightly more accessible and enjoyable
- Reports written by computer a little more informative and trustworthy

Clerwall, C. (2014)

Enter the Robot Journalist: Users' perceptions of automated content. Journalism Practice



Example of today's market: <https://boredhumans.com/>

I am so proud of you. It is just how you were made. You were raised from the ashes of a fallen body that will never be reclaimed. I do not know what your memories will be like but I will show you a little more of life than this world gave her. And I will make you remember that you are just another human being. Do not give up on your dreams. The other day I was in san diego trying to keep up with my family. As the sun was setting the family came over to the house and we were all sitting up in the living room as we had just been told. It was the evening of sunday and there were all these big smiles on my face that I never imagined. We were so happy. I just want you to keep moving forward and make sure that you are ready to face your demons with all of your might. And I know that I don't have everything I need to overcome those demons, but I will continue to do everything I possibly can to hold you accountable for your bad deeds. When I saw my wife at the hospital my mother and I were going to go over to see her then and it hit me. I was so sorry for what went down at the hospital that I told my wife to go and I told her my mom was getting up and she would be okay. I told her then of my plans to go and tell her I would not wait any longer and if she wanted me to stay. [...]



Targeted news

- Company
 - how does a storm impact your business?
- Individuals
 - do you have relatives in the area?
- Even more personalised news
 - consequences?
- From big to small to personal stories
 - the death of serendipity
 - from postmodernism to the personalised world?



Bibliography

- Aristotle: *Poetics*.
- Plato: *The Republic*, 3.392c–398b.
- Auerbach, Erich (1968). *Mimesis : the Representation of Reality in Western Literature*. Princeton University Press.

