



Foto: Thomas Jösek

# Media Transformation

Lecture Winter term 2024–25, week 9

Media modalities.

# CAVE visit

- December 18, 12:00–13:30
- Gebäude 137
  - Serverhalle RRZK, Gyrhofstr. 17a
- VR—material interface
- VR and communication
- VR and movement

# 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 in use

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

# Material modality

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

# Sensorial modality

Mode	Text	Theatre	VR
Seeing			
Hearing			
Feeling			
Tasting			
Smelling			

# Spatiotemporal modality

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