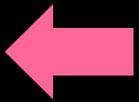
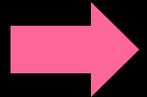


LOOKING BACK, LOOKING FORWARD



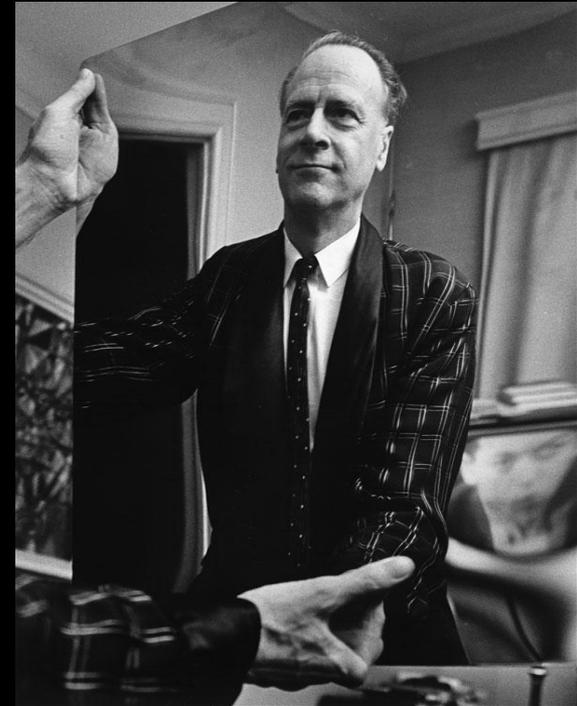
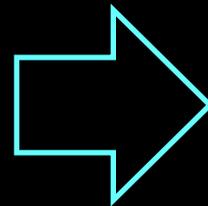
Stevens and Poetic Perception
McLuhan: The Primacy of Media



Pedercini: Games as Aesthetic Form of Rationalization
Games and Aesthetic Education in the 21st Century

QUIZ 9: STEVENS & MCLUHAN

THE PRIMACY OF MEDIA, MEDIATION



POETRY

Human – Reality
Poetic value / possibility

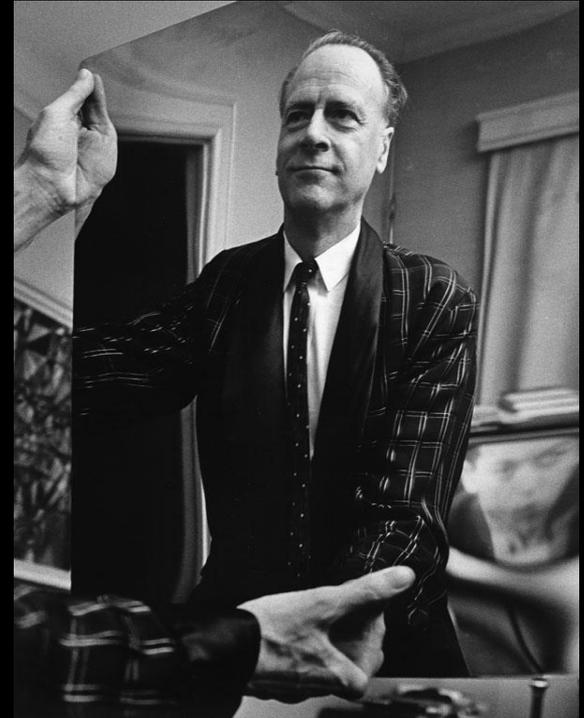
ALL MEDIA

Human – Media Ecology
Media literacy / agency

MARSHALL MCLUHAN, 1911-1980

The Mechanical Bride (1951)
The Gutenberg Galaxy (1962)
Understanding Media (1964)
The Medium is the Massage (1967)
Laws of Media (1988)

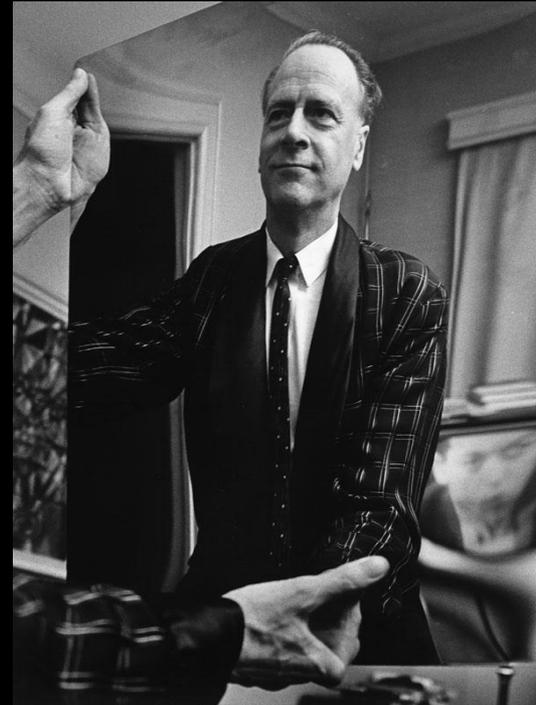
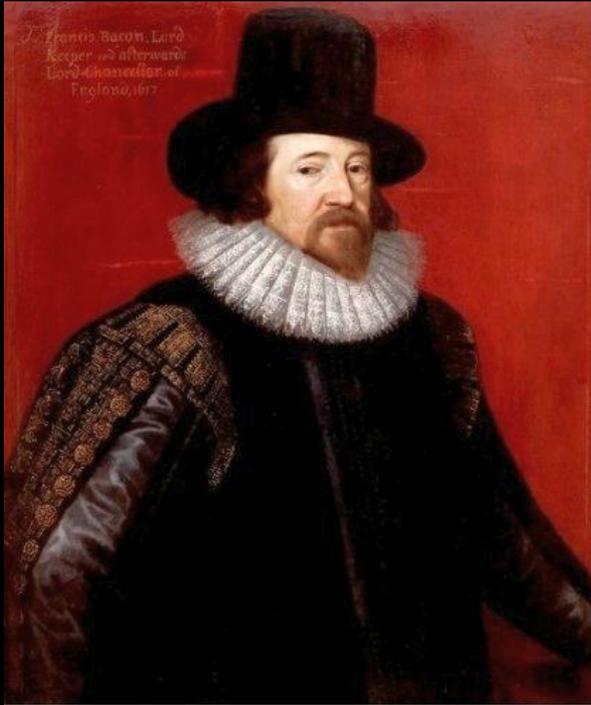
1. centrality of media
2. ecology of thought & art/tech
3. probation vs. explanation
4. concepts: mediums, tetrads
visual/acoustic space,
figure/ground (all: *relational thinking*)



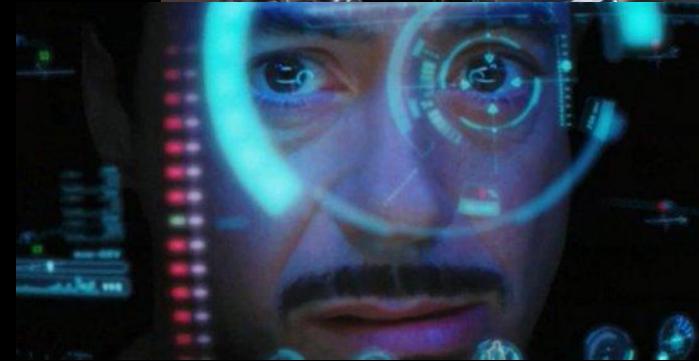
“How are we to get out of the maelstrom created by our own technological ingenuity?”

MCLUHAN IS BACON 2.0

HELPS OF HAND *SHAPE MIND, PERCEPTION, IMAGINATION*



FROM COGITOS TO PROSTHETIC BEINGS



17thC, Descartes: humans are “thinking substances”
20thC, Stiegler: humans are “prosthetic beings”

Meme: MCLUHAN

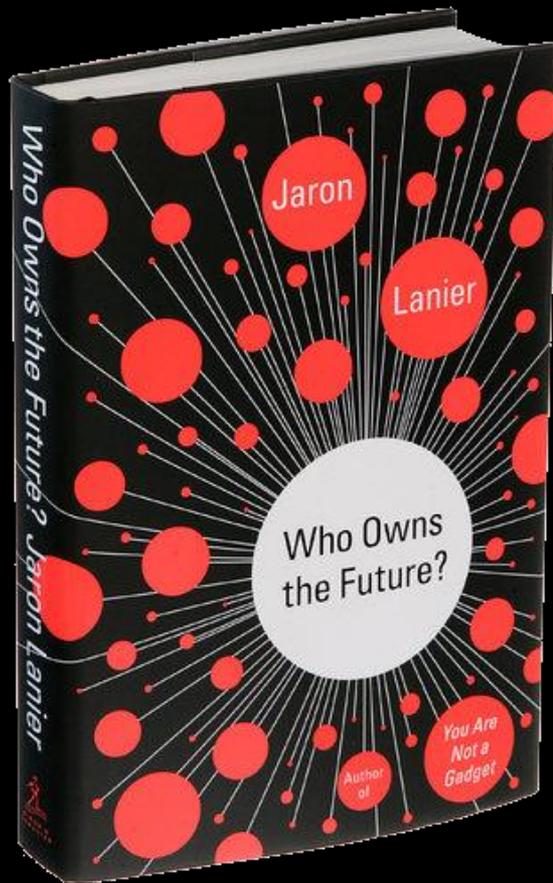
LANIER: SWALLOWING OUR FUTURE

1. "Open culture orthodoxy"
2. "Siren servers"
3. "Informal economy"
(so-called "sharing economy")
4. Current "ideology of automation"

"To shrink [the economy] under the ideology of automation is to pretend that people aren't there, which means we're pretending that the value isn't there, which means that the economy has to be smaller. I want us to grow rich, I want us to be successful, but we're doing it in a wrong way and the reason it is wrong is because it is not sustainable. We're swallowing our own futures just for short term gain."



LANIER: CHANGE TECHNICAL CULTURE



JARON LANIER, BAN6 CONFERENCE

"It's really about the hearts and minds of young engineers, of the most talented ones. It's really about the quality of "nerdiness" in our world, and what it means. That becomes this huge driver for what the future looks like."

Art & persuasion, and the non-consensual power of Technology (esp. digital systems)

THE TECHNOLOGICAL IMAGINATION

1964



tech+media matter



2014



Marshall McLuhan

Understanding Media
media poetics

import. of media

Critical
Media Literacy

Jaron Lanier

Who Owns the Future?
political econ. of digital

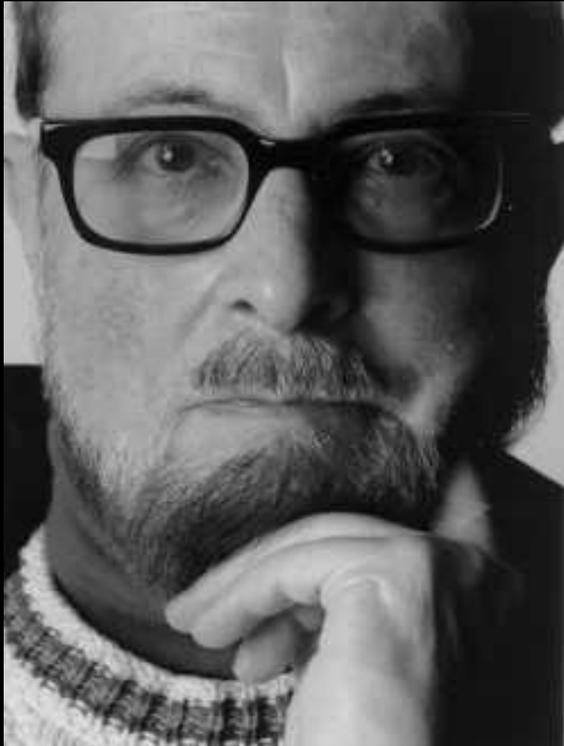
digital ideals

Digital
Humanism



RETHINK

URSULA K. LE GUIN & DARKO SUVIN



1930 -
cognitive estrangement



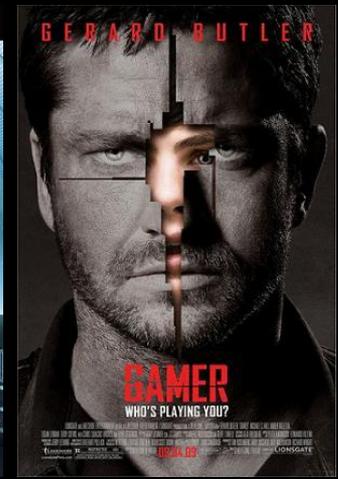
1929-
imaginative understanding

Discussion: LEGUIN

SUVIN: SF AND THE CRITICAL IMAGINATION

SF & “COGNITIVE ESTRANGEMENT”

1. “realist” literature
2. literature of estrangement: myth, folktale, fairytale, fantasy, horror, pastoral, etc.
3. literature of cognitive estrangement: science fiction



LE GUIN: FANTASY & UNDERSTANDING

FANTASY, A DISCIPLINE OF IMAGINATION

1. Power of Imagination is innate in human nature
2. Fantasy is one expression, and it has been *repressed*
3. Fantasy is vital and “true” (not factual)
4. Its primary use = to give pleasure and delight
5. Its secondary use = “deepen” understanding of world, humanity, feelings, and individual destiny

“True, but not factual”



IMAGINATION AS A METHOD

METHODOS, METHOD

1. Greek: “meta” (after) “hodos” (way or path)
“pursuit, a following after”; path of inquiry
2. Latin: “methodus”
a way of teaching or proceeding

THE “DISCIPLINE” OF IMAGINATION

Schiller, Shelley, Whitman, Hughes, Stevens, LeGuin, Suvin
ALL argue, in their own way, from their own contexts, that the imagination is not only a central human power, but an essential *METHOD* or technique, a “path” or means of apprehending or understanding the universe through experience, as well as transforming ourselves and our world.

Meme: LANIER