

WHAT IS MEDIA?

MEDIA

- Television
- Phones
- Social Media
- Computers
- News

MEDIA

- Definition: Plural of Medium
 - Something that mediates between us and the world.
 - A bridge between our minds and something else.
- Chair, mediates between us and the floor – we don't have to sit on the floor.
- A window mediates between us and the outside – we don't have to be out in the cold to see the world.
- Essentially any technology that improves our lives or mediates our ability to do something.

NEW MEDIA

- Any new media that has entered our lives that we are trying to figure out and adapt to.
- Anything that changes the way we look at the world is going to have a process of acceptance. As much as Humanity constantly creates change, and we are very bad at accepting it.

STORIES

- How we share ideas, thoughts, emotions, and histories with each other.
- Very important technology in allowing us to grow as cultures.
- Stories and the ability to tell them is probably the first real technology that humanity created.
- The ability to tell others about something changed how we lived and probably affected our evolution.

ORAL STORIES

- Oral Stories
 - Shared by the knowledgeable, the sages, the shamans, the gurus, the storytellers, the bards, and skalds.
- As far as we can tell, every culture has oral stories.
- Some cultures still heavily rely on oral stories to spread their culture.
- Culture spreads through the sharing of common stories
 - Creation, morality, entertainment
- Families tell stories, perform plays, sing songs, dance, and recite poems

PICTURES

Used to assist in storytelling, or as way markers, warnings, or records of events.

Drawn on walls, or even etched in clay



PROGRESSION OF IMAGE TO WRITING

In the three historical languages represented on the right, notice how the languages changed from a somewhat familiar drawing further down the chart into a very abstract 'letter'.

This is done to increase speed in writing and recording language.

	<i>Fish</i>	<i>Bird</i>	<i>Ax</i>	<i>Arrow</i>	<i>Bottle</i>
M E S O P O T A M I A					
E G Y P T					
C H I N A					
	魚	鳥	戚	矢	壺

WRITTEN LANGUAGE

- Different cultures have different symbols based on different ways of writing.
- The Sumerians, who wrote in clay invented cuneiform. Their written language is represented by lines pressed into clay.
- The Chinese language was influenced by their use of ink, paper, and a brush.
- The Egyptian language was influenced by engraving into stone.

SUMERIAN



- This is a sales contract selling a field and a house.
- It was created by pressing a wedge-shaped pen into wet clay which is then dried.



EGYPTIAN

- Egyptian Hieroglyphs of a funerary marker
- Mixture of pictures, and hieroglyphs that tell the story of the individual.

VARIOUS CHINESE SCRIPTS

Oracle Bone Script	Seal Script	Clerical Script	Semi-Cursive Script	Cursive Script	Regular Script (Traditional)	Regular Script (Simplified)	Pinyin	Meaning
							rì	Sun
							yuè	Moon
							shān	Mountain
							shuǐ	Water
							yǔ	Rain
							mù	Wood
							hé	Rice Plant



WHY WRITING?

- Human memory is fallible – prone to fail.
- Writing it down makes it a fact [the saying: *it's not etched in stone*, means it can be changed, implying that something etched in stone cannot be changed]
- Technology continues to allow us to keep our knowledge safe: we write it. Now, if we forget or die, we still have all that information kept.
- It is a media that allows us to remember

DOWNFALL TO WRITING

- Someone has to write it
- You have to know how to read
- It can be destroyed
- It is difficult to copy (same amount of time to write as the first copy!)

- Not many people could read.
- Reading is a very special thing – knowledge is power: *The pen is mightier than the sword*

ENTER THE PRINTING PRESS

A machine that allows us to make many copies of the same writing!

Invented by Johannes Gutenberg in Germany in 1440.

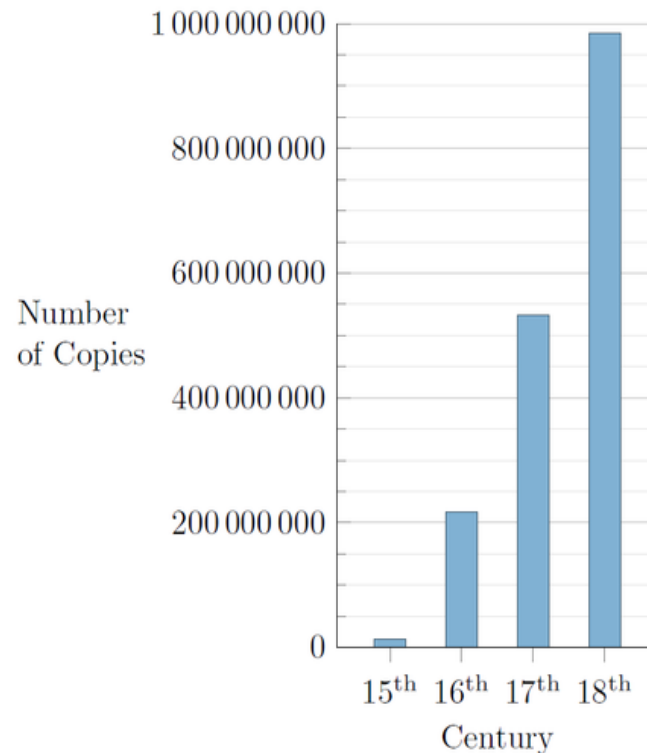
China had a copy stamps 200 years earlier.



BOOKS FOR EVERYONE

- Instead of writing books by hand, now they could be mass produced.
- More people wanted to read
- More knowledge spread
- Plays were performed by different people, not just the writer
- Music was be widely distributed
- Fiction and non-fiction explosion!
- Newspapers!

European Output of Printed Books ca. 1450–1800*



*without Southeast Europe (Ottoman realm) and Russia

ELECTRICITY

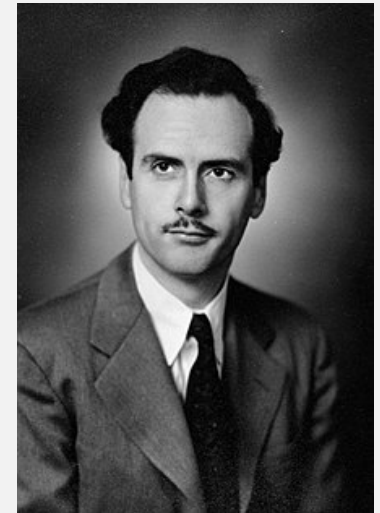
- ZAP!!
- With the discovery of the ability to harness and use electricity, a multitude of media is discovered.
- They all are generally about telling stories
 - Radio, and the Telegram, Phonogram
 - Movies, music recording
 - Television
 - Computer

BUT WHY?

- We will always invent ways to do things, that is human nature.
- The media, described previously, are the ways we try and record ourselves, to make our stories important and to share lessons and our creations.
- Media Studies is about examining what we have created and what it is doing to us, and why we are doing it.

MARSHALL MCLUHAN

- Lived in the 20th century (1911 to 1980) in Canada.
- He examined the world through a very different lens.
- Where everyone thought about the stories that were being told, he thought about the way they were told.
- He was the founder of media theory and a very radical thinker.
- He predicted a great deal about our current world, especially the rise of social media and its effect on our emotional selves.



THINGS TO REMEMBER

- Media is how we interact with the world. Specifically, how we improve our world. For the purpose of New Media: how we record and share our stories, thoughts and ideas.
- Stories and the media with which we tell them are very important to how we grow as a group.
- Oral stories led to writing, which led to copies, which eventually led to movies, radio and television. This grew to the technology we have now: computers, cell phones, and the internet.
- Marshall McLuhan wanted to explore the effects media has on us.

WORKS CITED

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- Jezwot, M. New Media II Curriculum. Sir Winston Churchill Secondary. 2021.