

MEDIUMS AND
PUBLICS

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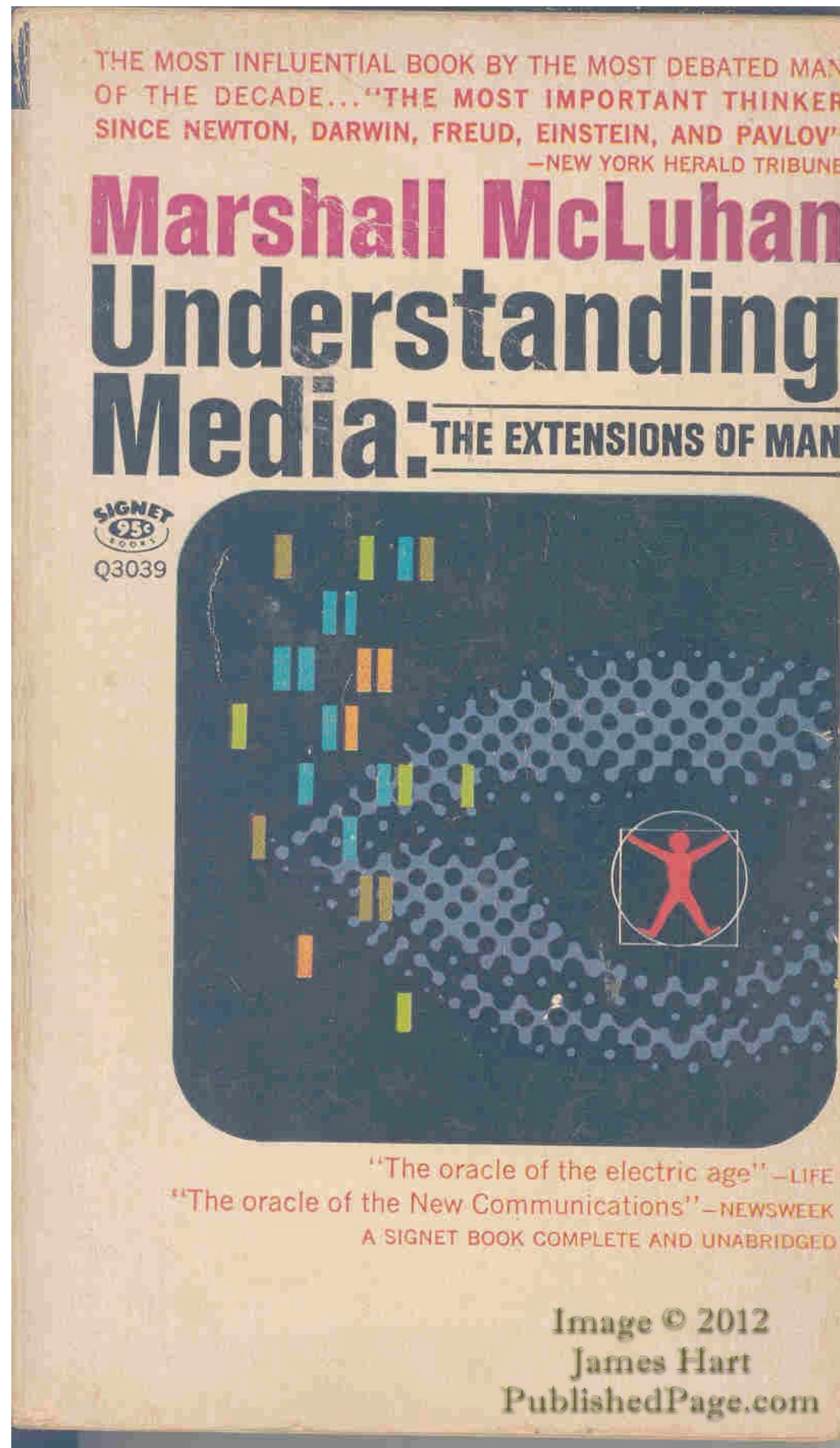


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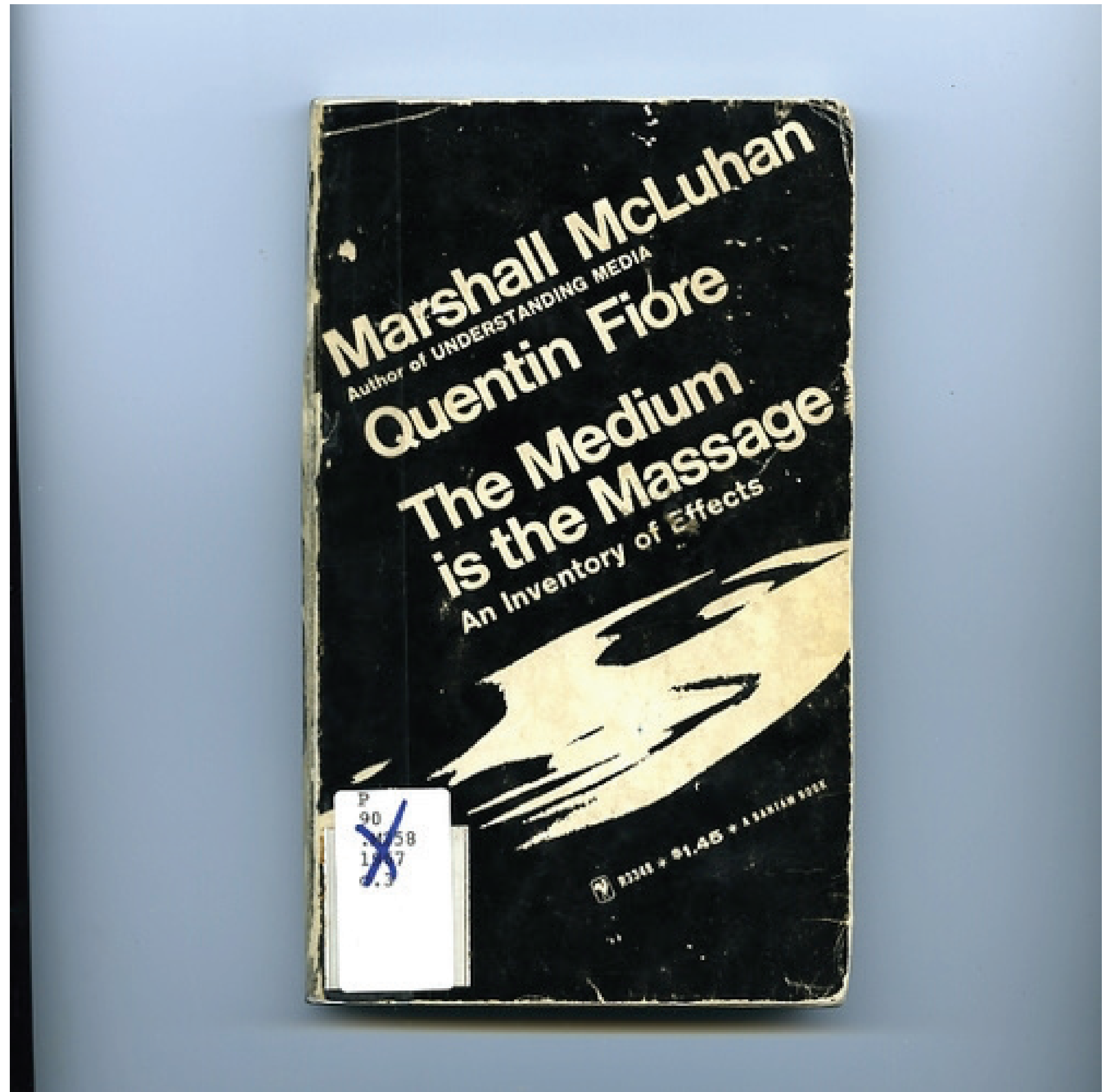
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1964



1967

Text/Image

Fragmentation/Montage

Feel like television



... the medium is the message?

...
Deluxe Medium

100 Years of McLuhan

Out of Print for Over 40 Years

Additional Artwork by Winston Smith

Original Essays by DJ Spooky
& Michael Vazquez

Unpublished Photographs from
The Original Recording
Session

...
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The Medium is the Massage

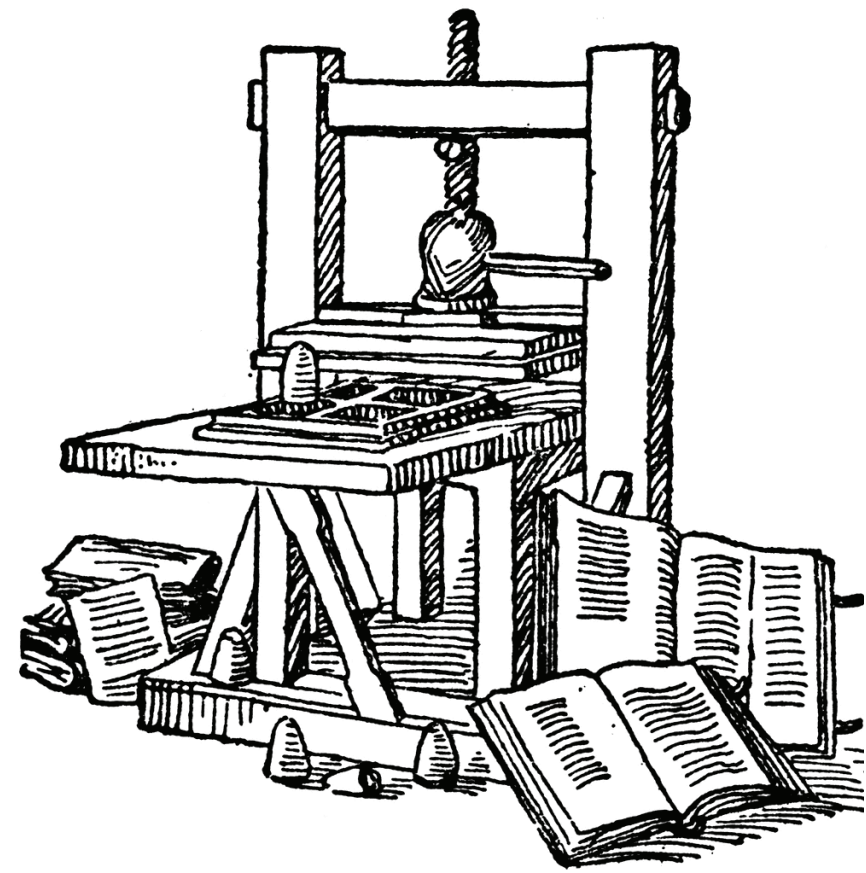
With **Marshall McLuhan**

Written by **Marshall McLuhan**
Quentin Fiore
Jerome Agel

“Societies have always been shaped more by the nature of the media by which men communicate than by the content of the communication.”

What is media?

AaBbCc



“We impose the form of the old on the content of the new.”

“We look at the present through a rear-view mirror. We march backwards into the future.”

Hybridity/metaphor:

“*Horseless carriage*”

“*self-driving car*”

“*Virtual reality*”

“*mobile phone*”

“*smart city*”

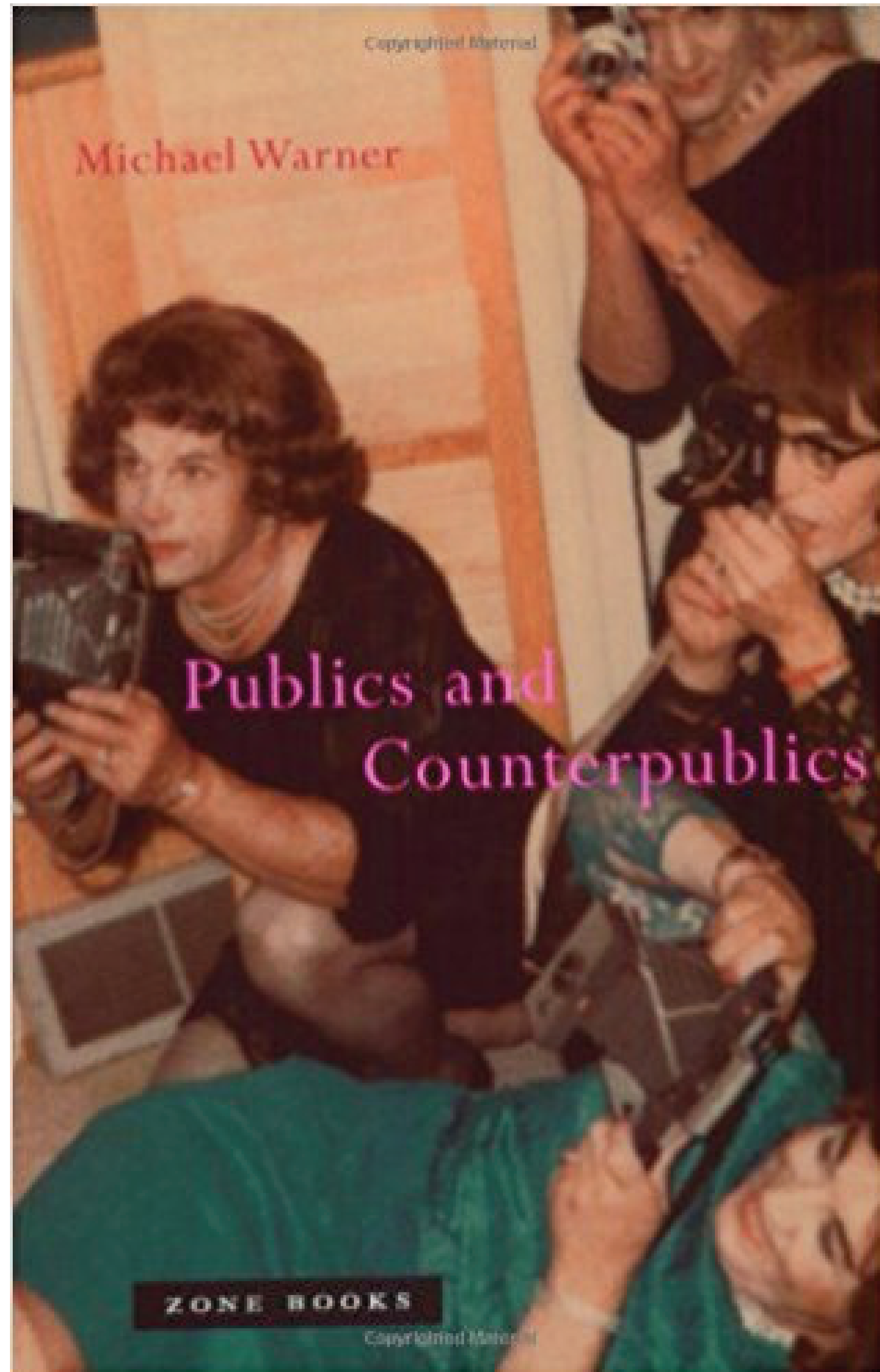
electronic book
digital magazine
web *page*
posting on your *wall*

What are new hybrids in graphic design?

What are new mediums—new forms—designers can work with?

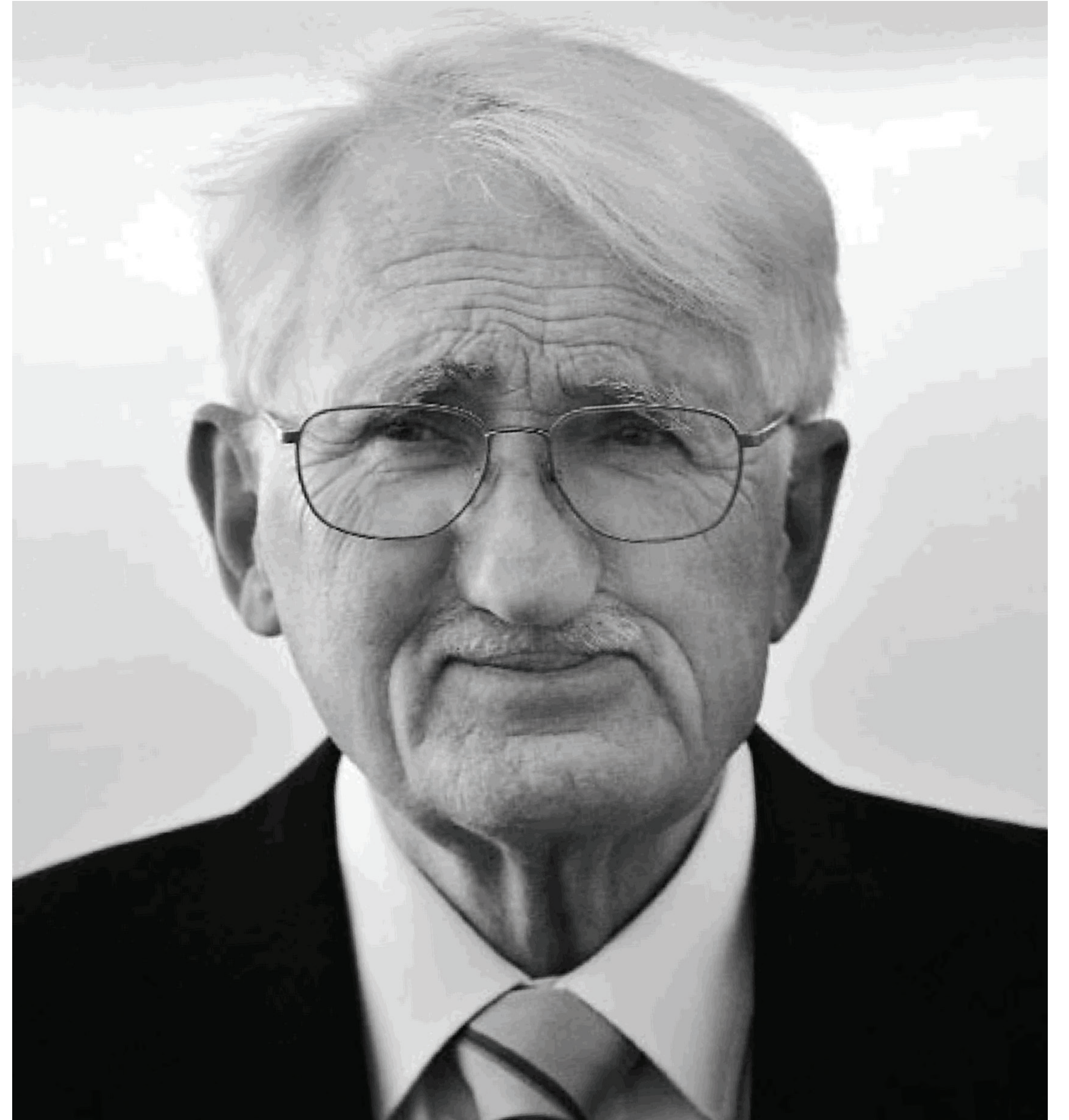
How do these different formats change the message? the audience?

“Print technology created the *public*. Electric technology created the *mass*. The public consists of separate individuals walking around with separate, fixed points of view.



Michael Warner
literary critic/social theorist

Jurgen Habermas
“The Public Sphere”



- A realm within social life which public opinion can be formed and which is "accessible" to all.

- Private persons discussing public concerns or common interests - holds states accountable

“A public is a space
organized by nothing
other than discourse
itself.”



Anonymous Interior of a London Coffee House (1668)

Publics are mediated by cultural forms.
The *medium* creates the public.

Distribution

Publication

Information

Discourse

Graphic design creates publics.

- readers
- viewers
- users
- collaborators

What makes up the public sphere?

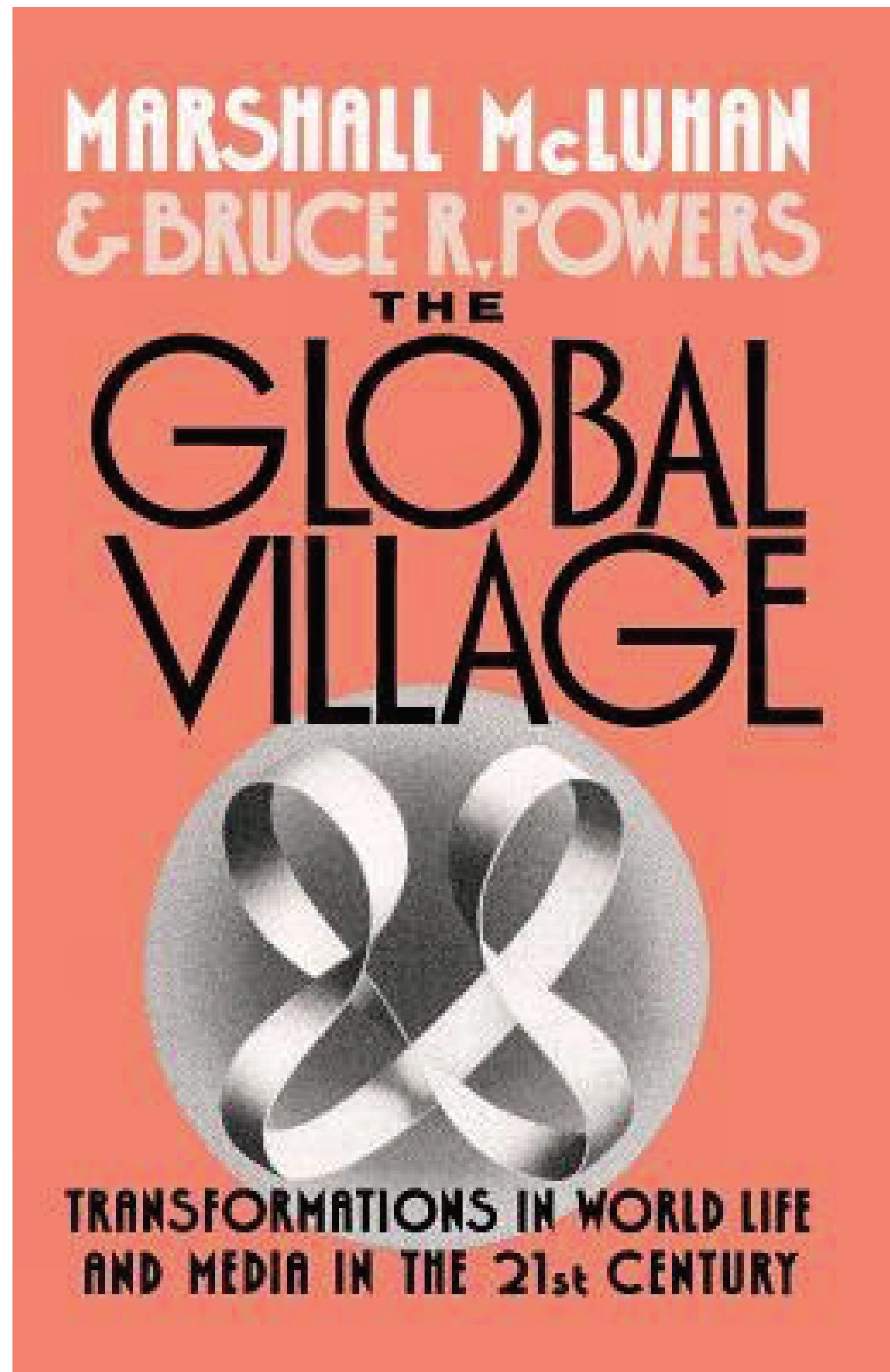
Who gets to participate?

Who gets to have a voice?

Who has control?

The Global Village

“a simultaneous happening”





“Facebook is a medium.”

The privatization of the public sphere



“I don’t like the idea that Facebook controls how people express themselves and changes it periodically according to whatever algorithms they use to figure out what they should do or the whim of some programmer or some CEO. That bothers me a great deal.”

Filter bubbles vs. the Global Village



(multiple publics)

Counterpublics

- emerge in response to exclusion
- members see themselves as part of wider public

Counterpublics have an aesthetic.





How does your work create a public?

Who's a part of the publics?

Who's excluded?

What's the medium's influence?