

on transmission

an archaeology of liveness

how did digital changed
cultures and societies?

THE EVIL GENIUS OF
FACEBOOK GAMES

IPHONE GEAR,
TESTED & RATED

THE WORLD'S BEST
BLACK MARKETS

WIRED

COME TOGETHER | JAN 2012

#R10T

**HOW
SOCIAL
MEDIA
FUELS
SOCIAL
UNREST**

The new
revolutionaries
are networked,
mobile, and
coming to a
city near you.

by Bill Wasik

+ Space lasers, James Bond's cars, and nuclear carnival rides!

is digital *really* different
from older technologies?

some

archaeologies

some

archaeologies

_ computing

_ transmission

words to be clarified

media archaeology

magnetic × electronic × digital

computing

transmission

media archaeology

media archaeology

studies of new media often share a disregard for the past. The challenges posed by contemporary media culture are complex, but the past has been considered to have little to contribute toward their untangling. The new media have been treated as an all-encompassing and “timeless” realm that can be explained from within. However, signs of change have begun to appear with increasing frequency. Numerous studies and collections addressing the media’s past(s) in relation to their present have appeared in recent

media archaeology

studies of new media often share a disregard for the past. The challenges posed by contemporary media culture are com

Media archaeologists have challenged the rejection of history by modern media culture and theory alike by pointing out hitherto unnoticed continuities and ruptures. As a consequence, the area for media studies has been pushed back by centuries and extended beyond the Western world.⁷ On the basis of their discoveries, media archaeologists have begun to

construct alternate histories of suppressed, neglected, and forgotten media that do not point teleologically to the present media-cultural condition as their “perfection.” Dead ends, losers, and inventions that never made it into a material product have important stories to tell.

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the Weste
discoveries
relation to th

The crucial question for media archaeology, then, resides in whether, in this interplay between technology and culture, the new kind of historical imagination that emerged was an effect of new media or whether such media were invented because the epistemological setting of the age demanded them.

(Wolfgang Ernst)

technologically to the present media culture condition as their "perfection." Dead ends, losers, and inventions that never made it into a material product have important stories to tell.

NEW MEDIA

um iPod



Em Máquina:
associada à c
como um c
discurs
consid
determina
portanto d
contínuo”. De
discurso
entre diferei
se nã

um iPod



Em Máquinas de Imagem, Dubois explica que a “ideia de não associada à questão **um projetor 4K** funciona primeiro, e sob como um efeito de linguagem, de tanto ser alardeada pelos discursos de especialistas que acabaram de acompanhá-la, considera que a máquina veicula “uma doutrina” de determinada: de portanto da realidade “contínuo”. Destaque para o discurso da diferença entre diferentes meios se não seria



um iPod



Em Máquinas de Imagem, Dubois explica que a “ideia de novidade associada à questão **um projetor 4K** funciona primeiro, e sobretudo, como um efeito de linguagem, de tanto ser alardeada pelos vários discursos de especialistas que acabaram de acompanhá-las”. Ele considera que a tecnologia veicula “uma determinada tecnologia bem determinada: de uma certa maneira, ela é rasa, e portanto da realidade, do progresso contínuo”. Destaca o discurso da continuidade entre diferentes momentos, se não seria



um roteador



**não precisamos
destruir o passado.**

**nã~o precisamos
destruir o passado.**

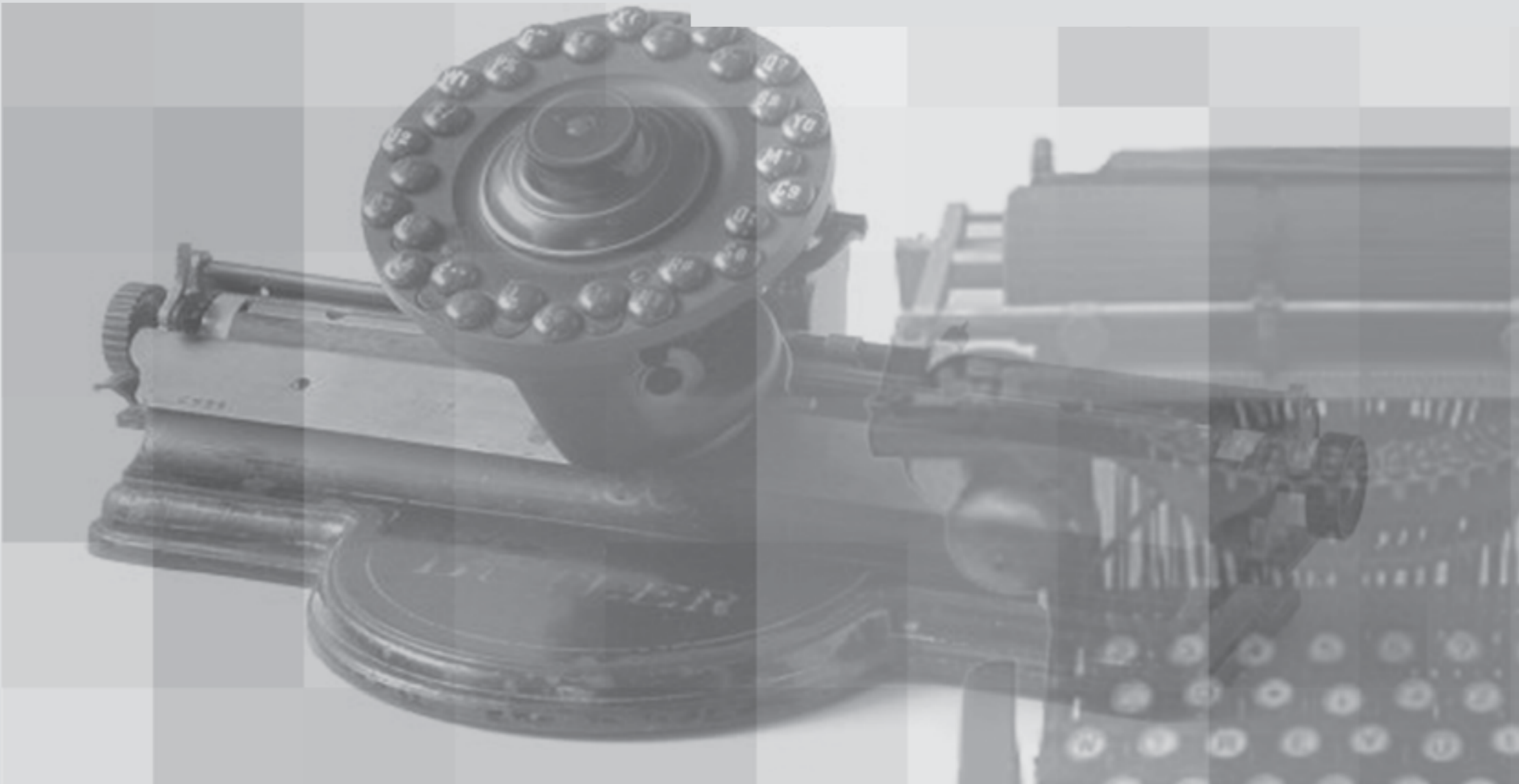
ele já sei foi.

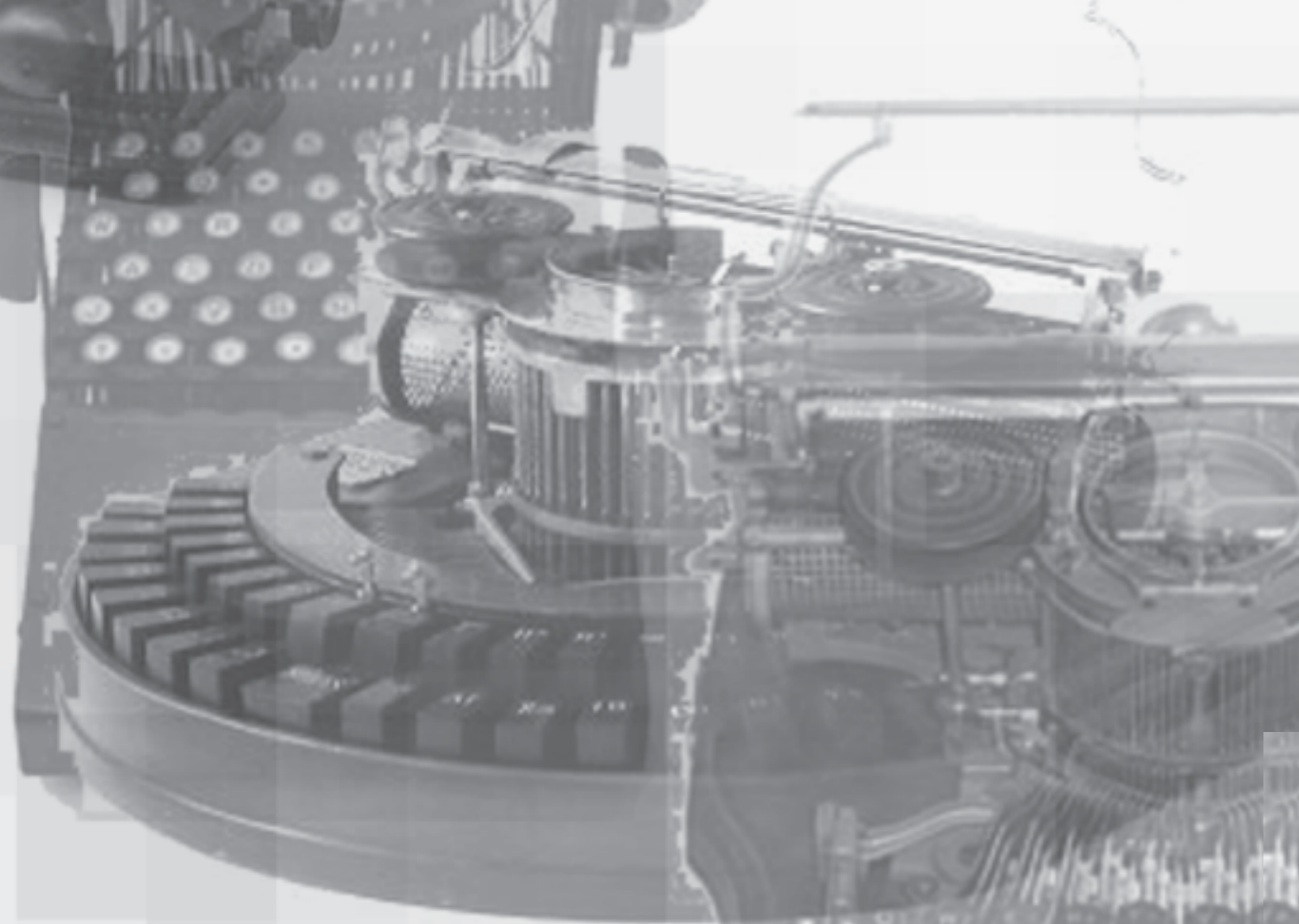
**nã~o precisamos
destruir o passado.**

ele já sei foi.

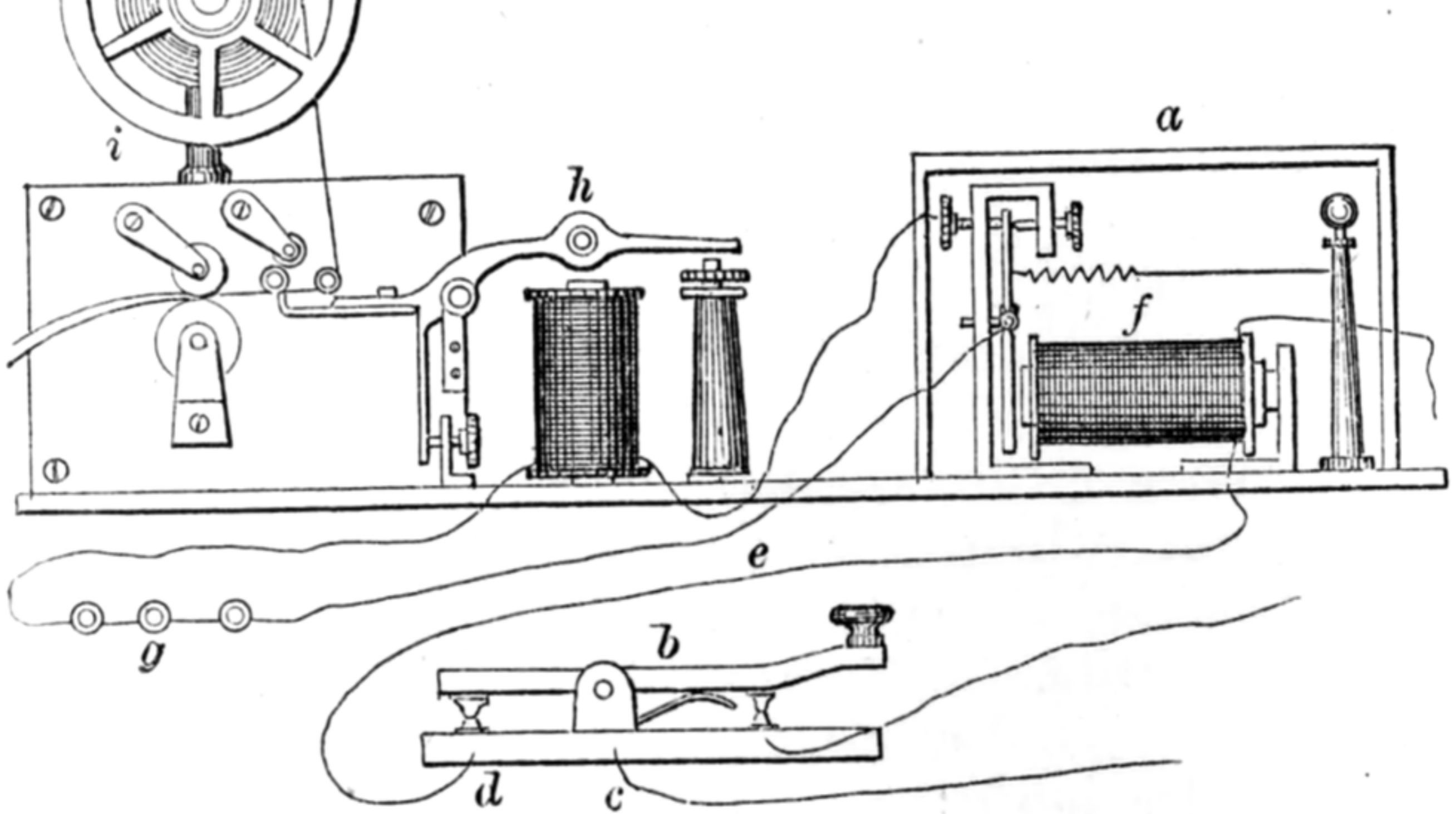
john cage

magnetic
electronic
digital



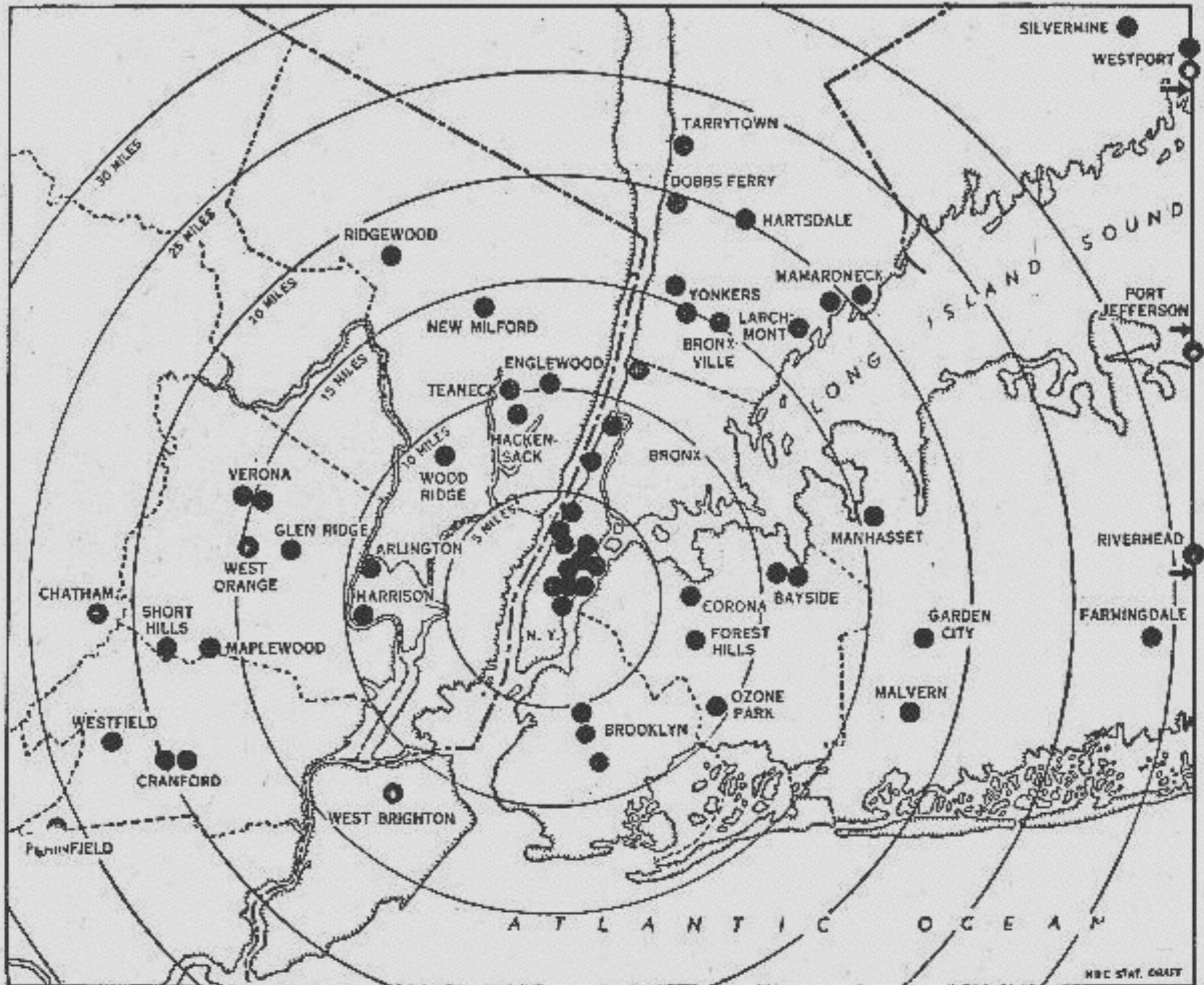




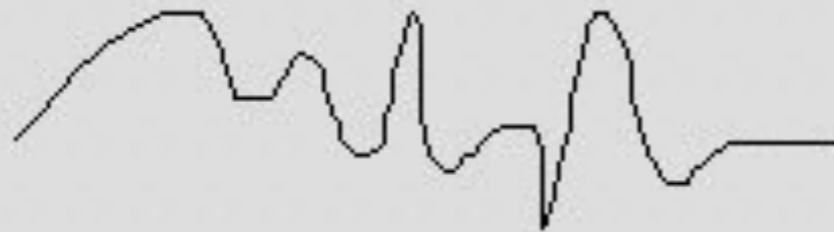


A primeira mensagem via telégrafo

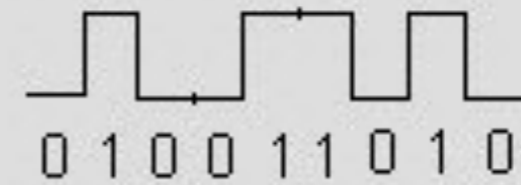




Analog signal



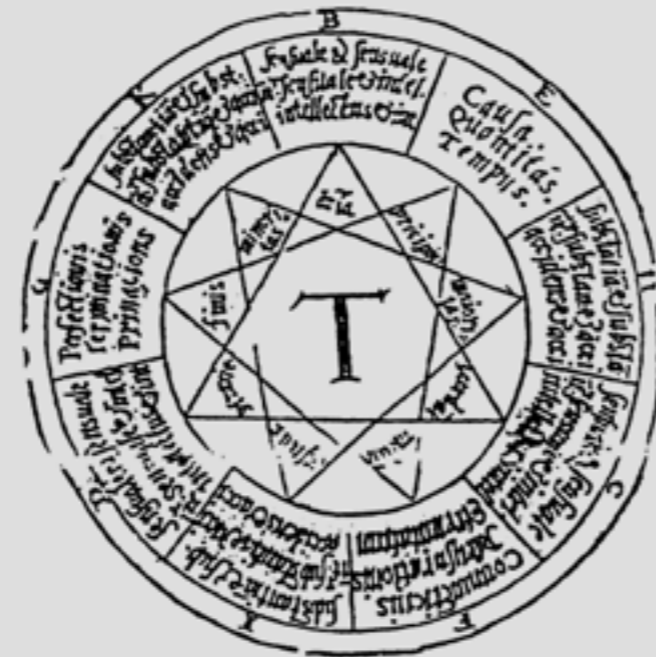
Digital signal



Analog versus digital transmission

computing

- raymond lull: executability



BC	CD	DE	EF	FG	CH	HI	IK
BD	CE	DF	EG	FH	GI	HK	
BE	CF	DG	EH	FI	GK		
BF	CG	DH	EI	FK			
BG	CH	DI	EK				
BH	CI	DK					
BI	CK						
BK							

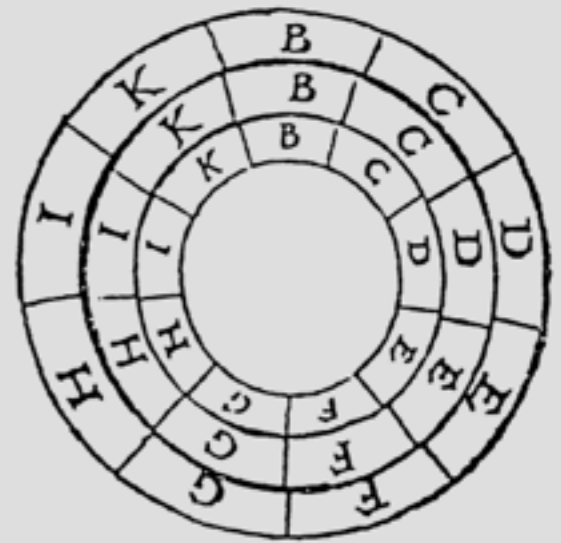


FIGURE 6. The four algorithms of Lull's *Ars*

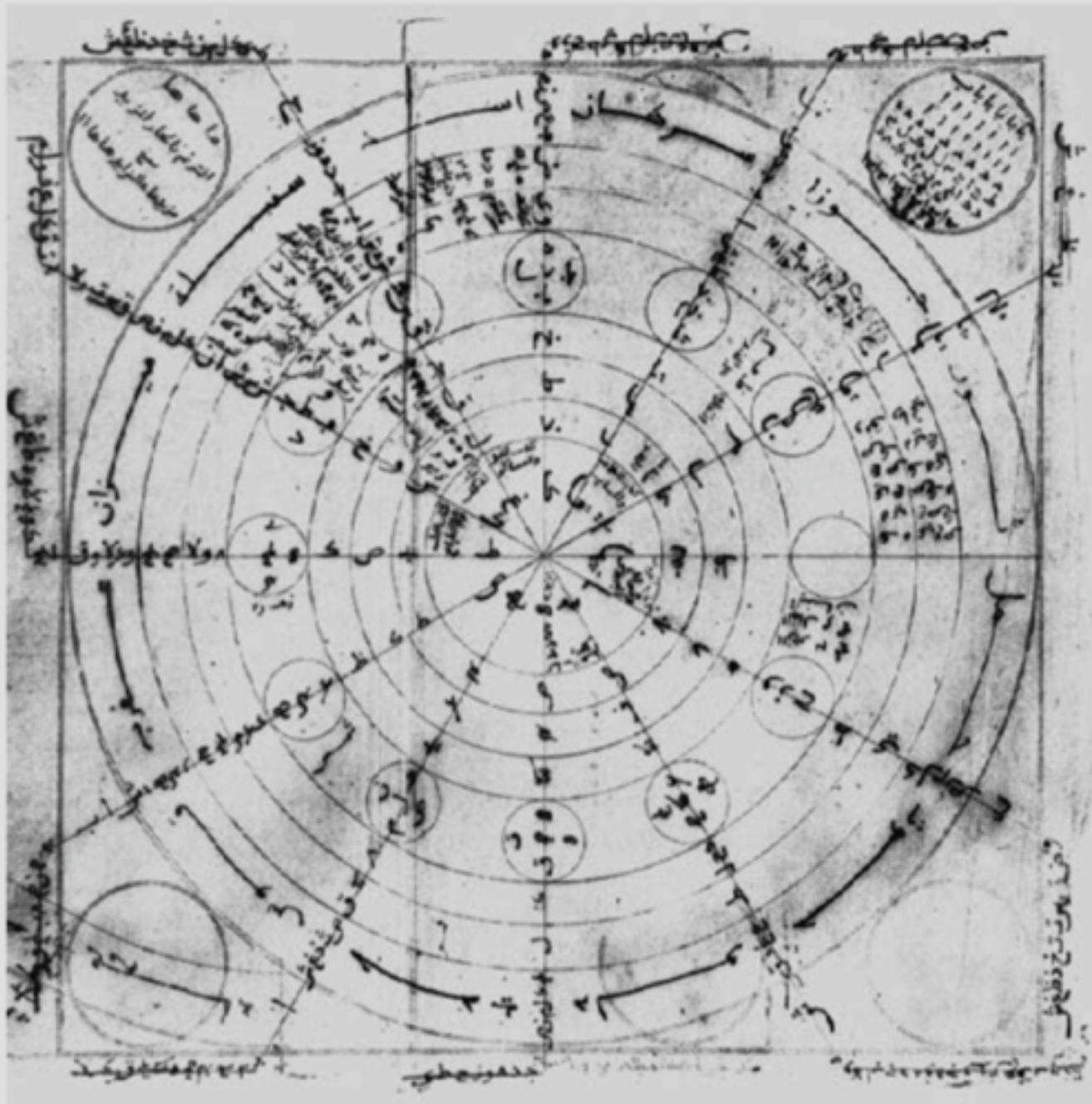


Fig. 7: Zā'irja front from a Turkish manuscript [-1415] of the Muqaddima.³⁶



Fig. 8: Transliteration by Rosenthal.³⁸

The Zairja



1642 Pascaline

TABULA GENERALIS.

Ex qua omnes rerum simpliciter commutandarum conjugationes possibiles eruntur.

1	1. A.
2	1. B.
3	6. C.
4	14. D.
5	120. E.
6	720. F.
7	5040. G.
8	40320. H.
9	362880. I.
10	3628800. K.
11	39916800. L.
12	479001600. M.
13	6227020800. N.
14	87782912000. O.
15	1307674368000. P.
16	20922789888000. Q.
17	355687428096000. R.
18	6402373705728000. S.
19	121645100408832000. T.
20	2432902008176640000. V.
21	51090942171709440000. X.
22	112400072777607680000. Y.
23	25852016738884976640000. Z.
24	620448401733239439360000.
25	15511210043330985984000000.
26	403291461126605635584000000.
27	10888869450418352160768000000.
28	304888344611713860501504000000.
29	8841761993739701954543616000000.
30	265252859812191058636308480000000.
31	822838654177922817725562880000000.
32	263130836933693530167218012160000000.
33	8683317618811886495518194401280000000.
34	295232799039604140847618609643520000000.
35	10333147966386144929666651337523200000000.
36	371993326789901217467999448150835200000000.
37	13763753091226345046315979581580901400000000.
38	523022617466601111760007224100074291200000000.
39	20397882081197443358740281739902897346800000000.
40	815915283247897734349611269596115893872000000000.
41	33452526613163807108334022053440751647352000000000.
42	1405006117752879898550028926244511569188784000000000.
43	604152630633738356376512438285139974751177120000000000.
44	2658271574788448768056654728454615888905179328000000000.
45	107659998778932174106294516512411943500659762784000000000.
46	49523599438308800088895477595709494010303490880640000000000.
47	2327609173600513604178087446998346218484264071390080000000000.
48	1117252403328246530005481974559206184872446754267238400000000000.
49	54745367763084079970268616753401103058749890959094681600000000000.
50	127372683881542039985134308376700551529374945479547340800000000000.



1673 Leibniz Mechanical Calculator