



*more on the
effects of media*

brief interlude

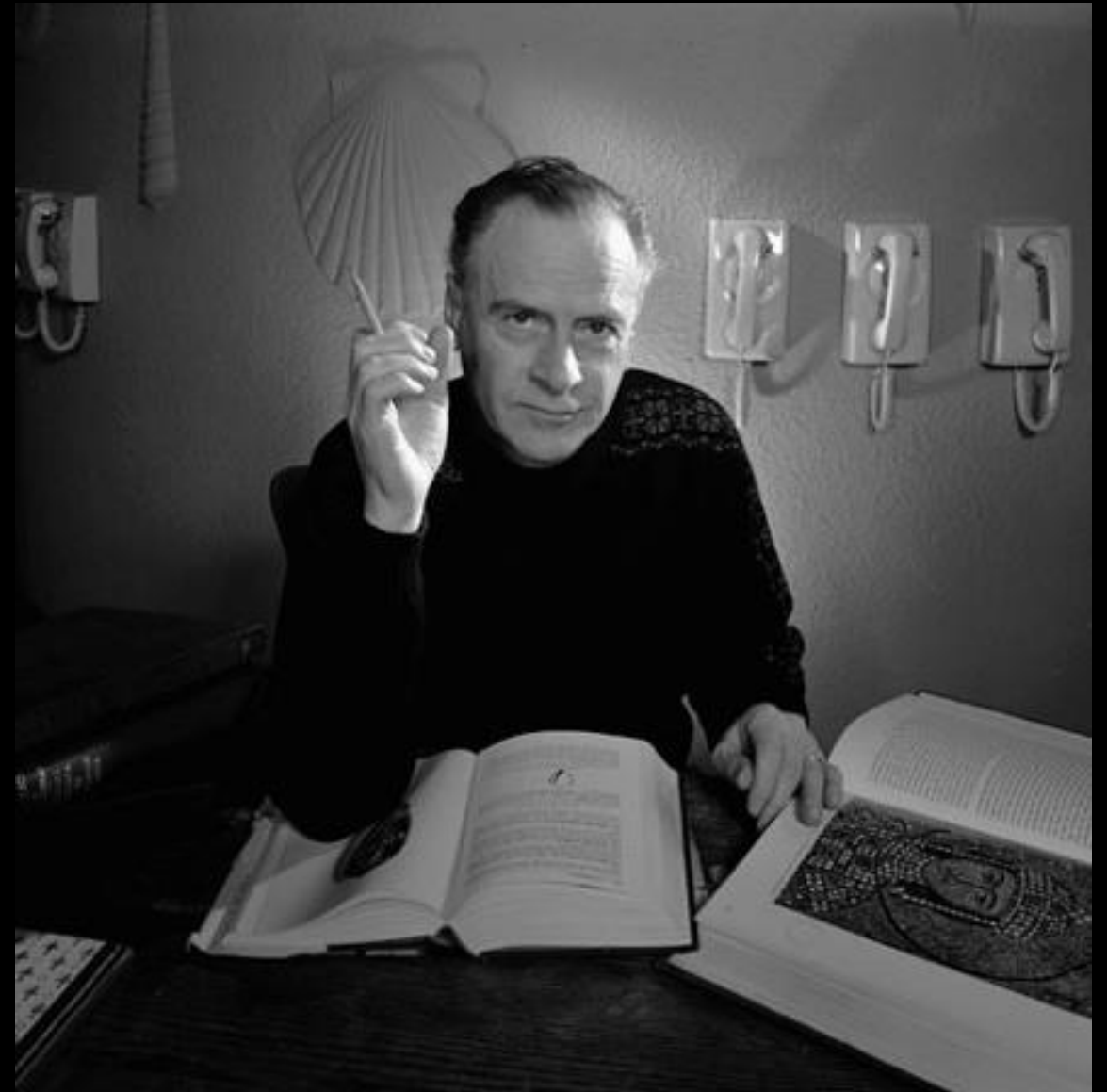
The laws of media

→ Every medium, every technology, every human artifact

1. enhances some human function,
2. obsolesces a previous way of achieving that function,
3. retrieves something from the past that was obsolesced earlier and
4. when pushed to the limits of its potential reverses or flips into an opposite or complementary form (McLuhan 1975 & 1977, McLuhan M. & E. 1988)

→ Marshall McLuhan's General Theory of Media (GToM), His Laws of Media; Comparing Three Kinds of Law

→ Robert K. Logan

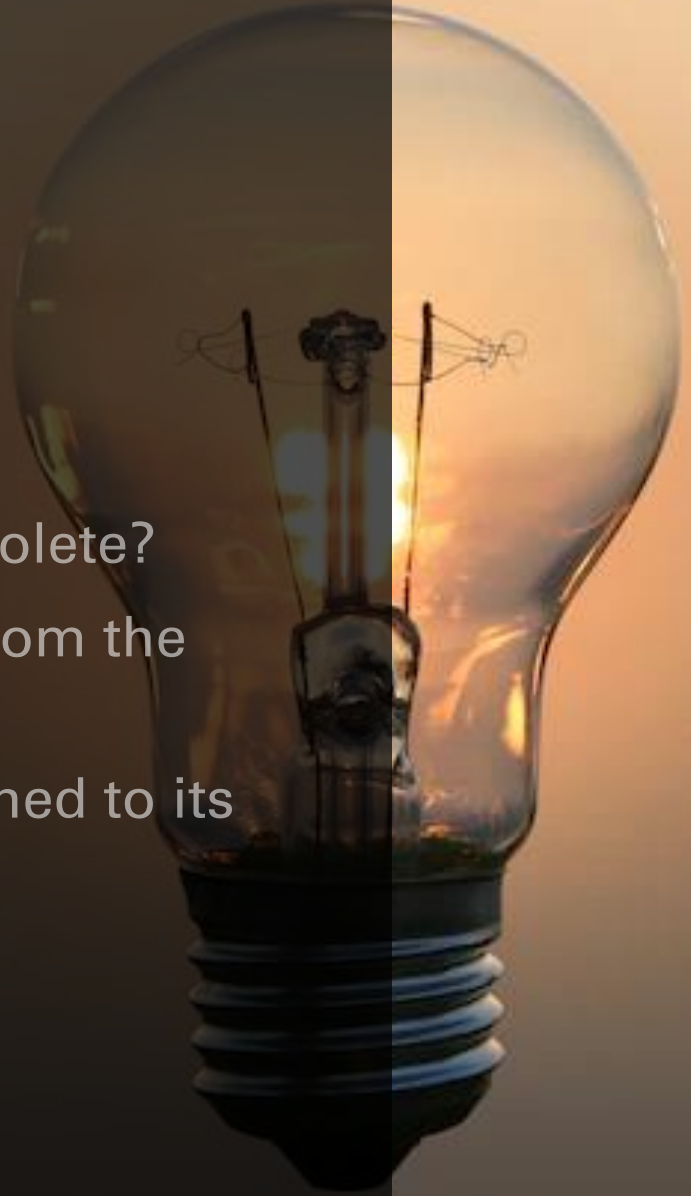


An example

The smartphone enhances the accessibility and convenience of the medium internet, which also accelerates the speed of real-time communication. Concerning obsolescence, the smartphone pushes feature mobile phones aside as well as decreasing the use of personal computers and home printers. The smartphone retrieves the use of cameras and (e-)books, reviving the linear focus on the medium. When pushed to its extremes, the smartphone transforms into a new form reversing its original characteristics, with imaginable evolvments being devices of Augmented Reality, (e.g. GoogleGlass), that might render its users oblivious to their surrounding environment and thus actually restricting human interaction instead of facilitating communication.

**What Would
McLuhan Say
about the
Smartphone?
Applying
McLuhan's
Tetrad to the
Smartphone**

**[https://glocality.
eu/articles/10.53
34/glo.9](https://glocality.eu/articles/10.5334/glo.9)**



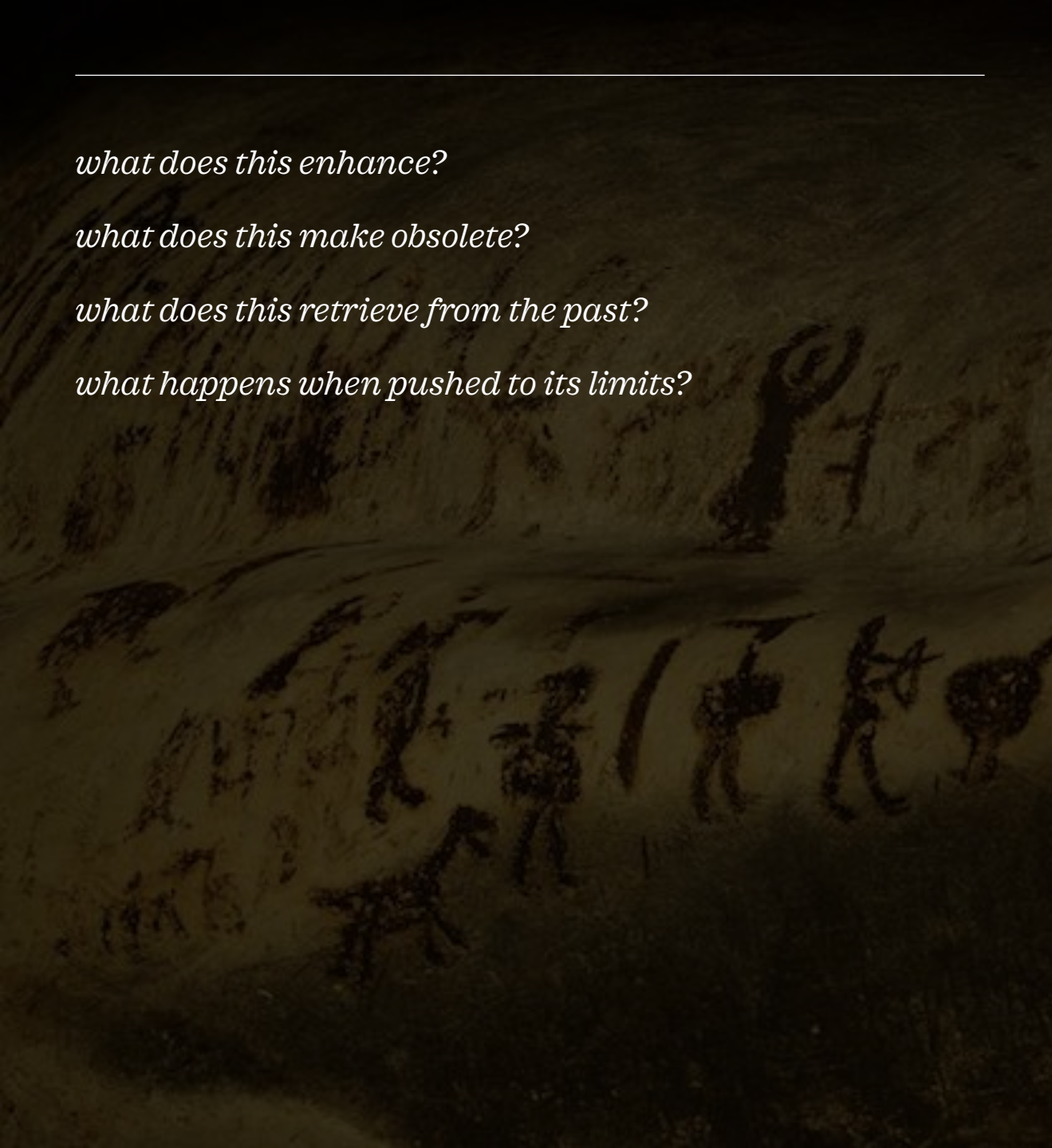
-
- what does this enhance?
 - what does this make obsolete?
 - what does this retrieve from the past?
 - what happens when pushed to its limits?

what does this enhance?

what does this make obsolete?

what does this retrieve from the past?

what happens when pushed to its limits?



what does this enhance?

what does this make obsolete?

what does this retrieve from the past?

what happens when pushed to its limits?



SHORTLY, INSIDE THE CLUBHOUSE, THE NEWEST MEMBER DEMONSTRATES HIS SUPER-POWER...



YUM, YUM! THIS OLD RAY-GUN SURE TASTES GOOD! YESSIREE!

GASP!... HOW IS IT POSSIBLE FOR A HUMAN BEING TO EAT METAL... AND LIVE?!

YOU SEE, I COME FROM THE PLANET BISMOLL! GRADUALLY, OVER A PERIOD OF EONS, MICROBES MADE ALL FOOD THERE POISONOUS... JUST AS GRADUALLY, EVOLUTION TRANSFORMED MY RACE SO WE COULD EAT ANYTHING WITHOUT BEING HARMED!



I KNOW WHAT'S ON YOUR MIND! YOU'RE THINKING!... "SO HE'S AN UNUSUAL FREAK! SO WHAT? THAT DOESN'T QUALIFY HIM FOR LEGION MEMBERSHIP!" BUT YOU'RE WRONG-- NO MATTER WHERE OR HOW A FOE EVER IMPRISONS US, I COULD ALWAYS EAT OUR WAY TO FREEDOM!



AFTER MATTER-EATER LAD IS SWORN IN...



THE SCIENCE POLICE COMMISSION HAS ASKED US TO GUARD A SHIPMENT OF ENERGEITE, THE UNIVERSE'S MOST VALUABLE MINERAL! IT'LL BE SHIPPED FROM VENUS IN A CRAFT DISGUISED AS AN OLD, DAMAGED SPUTNIK! THEY WANT TWO VOLUNTEERS!

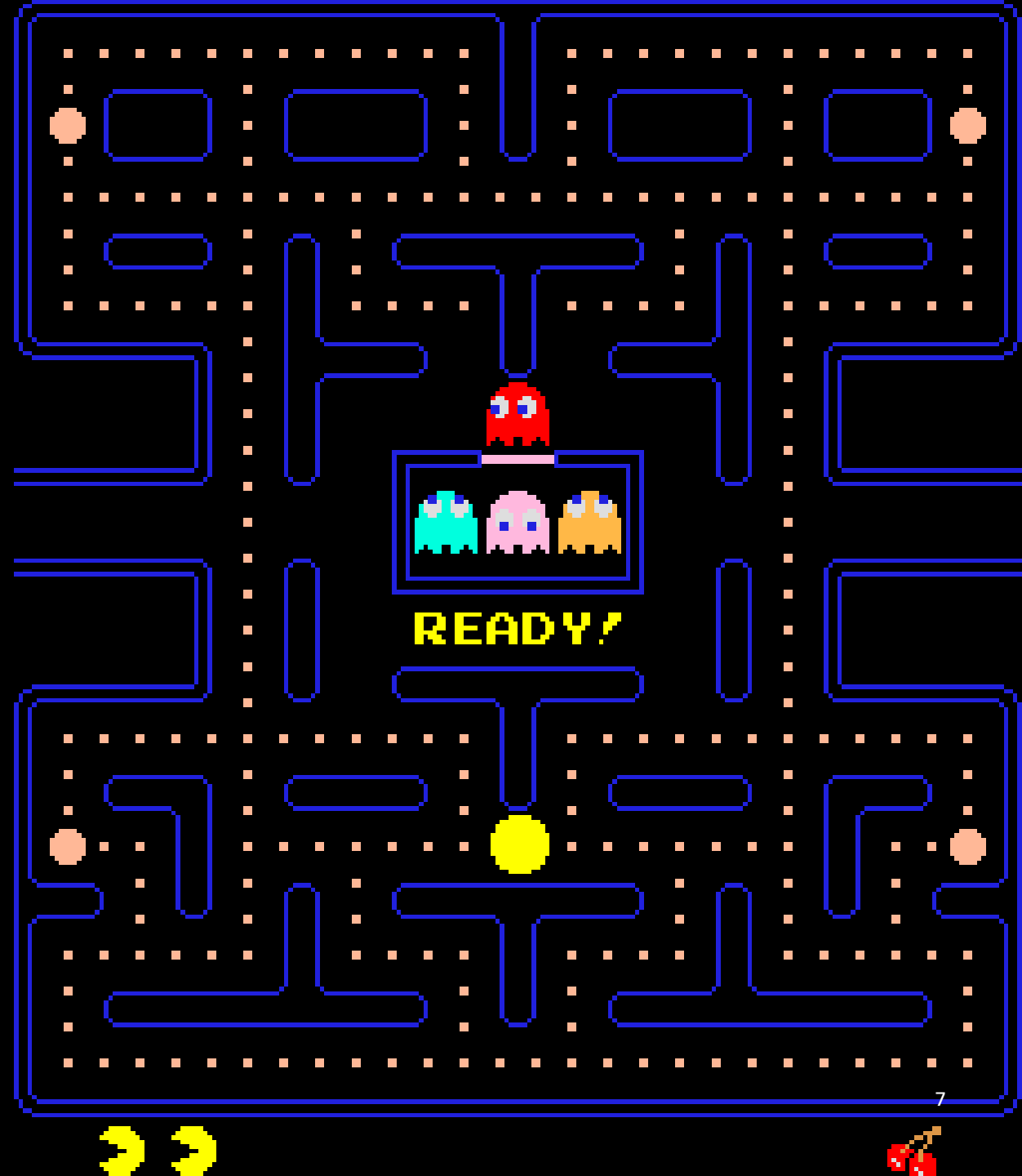
ME TOO!

what does this enhance?

what does this make obsolete?

what does this retrieve from the past?

what happens when pushed to its limits?



what does this enhance?

what does this make obsolete?

what does this retrieve from the past?

what happens when pushed to its limits?

FISHERMAN



**Salmon, Zucchini,
Sweet Potato**

27_g

51_g

12_g

430



CUBAN



**Chicken, Mix Beans,
Basmati Rice**

27_g

75_g

15_g

387

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