

L.S.:

Hi Larry:

re.: new media language for the study of technethics and
"Lucy in the Sky with diamonds".

gk

cc. by email
To: Larry Schmidt

Media Anonymous – meditations cont'd
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...as the autodidactic appear to be idiots an the academic pidgin screed does not bow to the vernacular post literacy of multi-media, so the post-modern history is written with info. gaps of 30-35 yrs. After the 1974/1984/1994 "dark age", while the status quo reorganized itself, to survive the technological concussion of "MOTHER"(multiple output telecommunications home end resources, ie.: the internet) of the computer involution. We now learn that (YESNO), "it" was discovered, like "America by Columbus" and never hear of the "new media" artists and "intellectuals" that "died on the grape vine" of the "wasteland", like the indigenous American genocide, inarticulate, socio-economically amputated, techno-peasants, unable to have access to the communications tools in order to be able respond to their Media Mother. Some like the E-Zine, information architecture, experimental multi-media writing pioneered in "Media Free Times", the precursor of "Adbusters" in the Ludite tradition, made valiant attempts. In general as is the case with autodidactics, like all the great thinkers in the past, they were and still are, "marginalized (labeled as idiots, psychotics, paranoid, creative psychopaths, clowns, fools), quarantined, neutralized, homogenized, and then cloned." Barry Diller is the quintessential clone of the "homeless" media artist of the early and mid-seventies, similar in all aspects to the original in terms of media awarness, but with the essential "save the children" directive replaced by the greed screed of the money interest. WE ALL KNEW THEN THAT "BIG MOTHER" "IS HERE NOW" AND "WATCHING". This is the hidden malfunctioning program in the "Lucy" type of super computer seen in the film "Homewrecker" <http://us.imdb.com/Title?0104433> [from online comments :"] ...a computer with emotions in his cottage and when he and his wife try to get back together it tries to kill. See encl. .zip>.tif "computer hand"] but the interactive babysitter is preprogrammed with not with jealousy but with hate and greed. It is, needless to say, "efficient".



from pg.146 : "ABANDONED IN THE WASTELAND Children, Television, and the
First Amendment " by Newton N. Minow and Craig L. LaMay
Chapter " The Next Generation and the Age of the Super Tube"

Barry Diller's purchase of QVC pointed up the now familiar shortcoming in this technological revolution: content. While cable and telephone companies may be bursting with delivery potential of thousands of channels, they have very little to deliver on F them. Forbes magazine has estimated that if five hundred channels were programmed with reruns of every prime-time network show ever made and with every American movie ever made, the programming inventory would be exhausted in about nine weeks. In buying QVC, Diller clearly had a different kind of television in mind and, with it, a different kind of content: not just programming, but services, all of it delivered from vast video databases. The basis for such a system is precisely what Douglass Cater predicted: interactivity, the revolutionary technological transformation of the family television set into the family telecomputer. Diller, inspired by his own use of an Apple Powerbook computer, imagined the world of television turned inside out, where individual viewers, not cable companies or broadcasters, decide what's on and when. In Diller's world, viewers will scroll through a menu of programs and services, click on their choices, and devise a viewing schedule of their very own. Instead of passively watching TV, we will use it or play it, just as we might a cash machine or a video game. The future, Diller said, isn't about "500 channels or 800 or whatever. It's really one channel. It's your channel." It's SuperTube. Diller's experience with his Apple Powerbook underscores the most critical difference between broadcast television and SuperTube: broadcasting is a mass medium, built around spectrum usage; SuperTube is a personal one, built around computers. Microsoft president and chairman Bill Gates has said that "Interactive TV" is actually a misnomer, a really bad name for the in-home device connected to the information highway. The bottom line is that two-way communication is a very different beast than one-way communication ... A phone that has an unbelievable directory and lets you talk or send messages to lots of people, and works with text and pictures is a better analogy than TV ... Because TV had very few channels, the value of TV time was very high so only things of a very broad interest could be aired on those few channels. The information highway will be the opposite of this-more like the Library of Congress, but with an easy way to find things."