

NEW MEDIA

LEV MANOVICH & ENTER ACTION

Group 2

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Our presentation

- Presentation of Lev Manovich: "What Is New Media?"
- Presentation of our case: "ENTER ACTION" web site
- The 5 core concepts in the text + how they relate to the case
- Discussion / reflection

Lev Manovich

- Professor of Visual Arts at California University.
- New media art and theory.
- Computer designer, animator and programmer. Artist.



What Is New Media?

- "What Is New Media?"; chapter 1 in "The Language of New Media", 2001
- General introduction.
- The five core concepts that characterize new media.
- Myths about new media.

The web site

ENTER ACTION

1. Numerical representation

- A new media object represented formally/mathematically
- A new media object as a subject to **algorithmic manipulation**

1. Numerical representation

Digitalization

„converting continuous data into a numerical representation”

Manovch (2001), p. 28

- sampling
- quantization

2. Modularity



Fractal

“Media elements, be they images, sounds, shapes, or behaviors, are represented as collections of discrete samples (pixels, polygons, voxels, characters, scripts). These elements are assembled into larger-scale objects but continue to **maintain their separate identities.**”

Manovich (2001), p. 30.

3. Automation

- Low level automation
- High level automation
- Media access

4. Variability

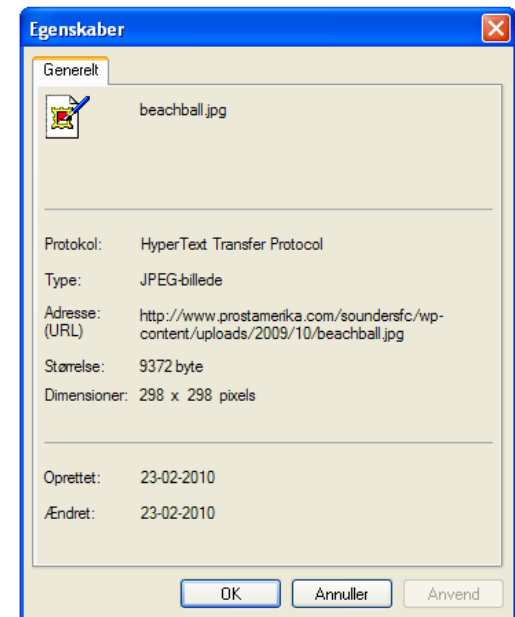
- Media objects exist in numerous different versions
- Branching type interactivity
- The concept of hypermedia, hyperlinks
- Variability values individuality over conformity

5. Transcoding



Cultural transcoding

- Human understanding
- Computer conventions
- Culture by the logic of computers



Cultural industry

- Transcoding data
- Lossy files



Discussion / reflection

- Individuality > < mass society
- Cultic ritual?
- Aura?
- Net art > < Adorno