

Remediation, Hypermediacy, Immediacy

20132558 장윤지 | 20142559 전수완

2017.11.29

윤준성 교수님

Index

1 Remediation

2 Hypermediacy

3 Immediacy

Remediation

재매개

- Comes from the Latin 'Remederi' which means recovery, healing.

재매개라는 말은 복구, 치료, 회복이라는 라틴어 remederi에서 유래함.

- The representation of one **medium** in another. Refashioning of a medium.

새로운 미디어가 과거의 미디어를 대신하는 과정



What is medium?

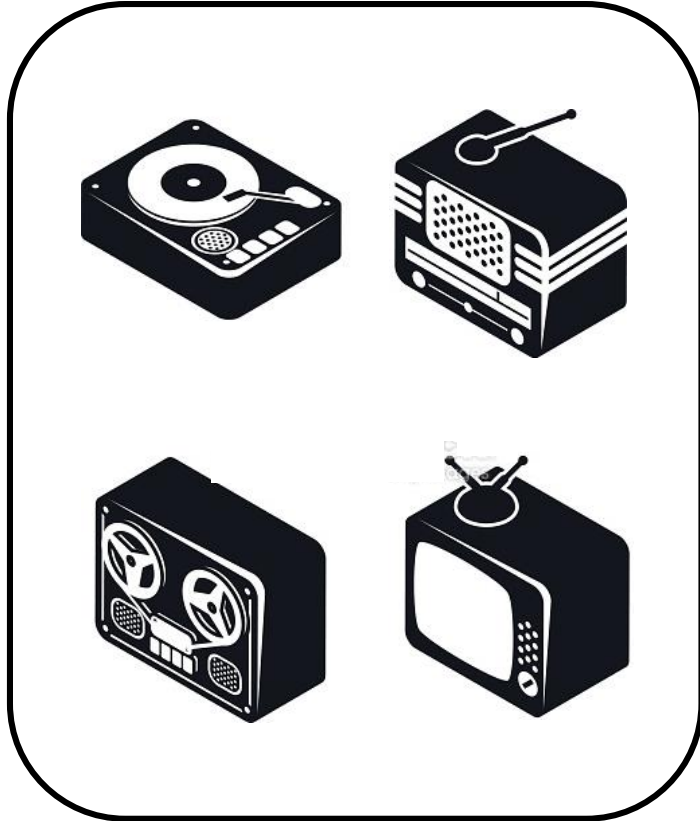
The formal, social, and material network of practices that generates a logic by which additional instances are repeated or remediated, such as photography, film, or television.

- Take an existing text, film, sound, etc. and change it into another media form or style without changing meaning of the original

본래 의미를 바꾸지 않으면서 기존 텍스트, 영화, 사운드 등을 가져와서 다른 미디어 형식이나 스타일로 바꾸는 것

Remediation

재매개



- continuum between old and new media

오래된 매체와 새로운 매체의 연속체

- old media and new media connected, dependent on each other

오래된 미디어와 새로운 미디어가 서로 연결되어 있음

- no media can operate in isolation, it needs other media in order to work and remake itself

어떤 미디어도 독립적으로 작동 할 수 없으며, 작동하고 자체적으로 리메이크하기 위해서는 다른 미디어가 필요하다.

- continuum, remaking, development

연속체, 재창조, 개발

Remediation Example

재매개의 예시

① Digital Camera

② Books into Movies

ex) Jane Austen's Pride and Prejudice...

Movies into Games

ex) Harry Potter, E.T, Spiderman2...

Comic Books to Movies

ex) Marvel Comics...

③ Original <https://youtu.be/7PCkvCPvDXk>

Cover <https://youtu.be/BuyGVhQFLbs>



Remediation _ The two principle styles

재매개

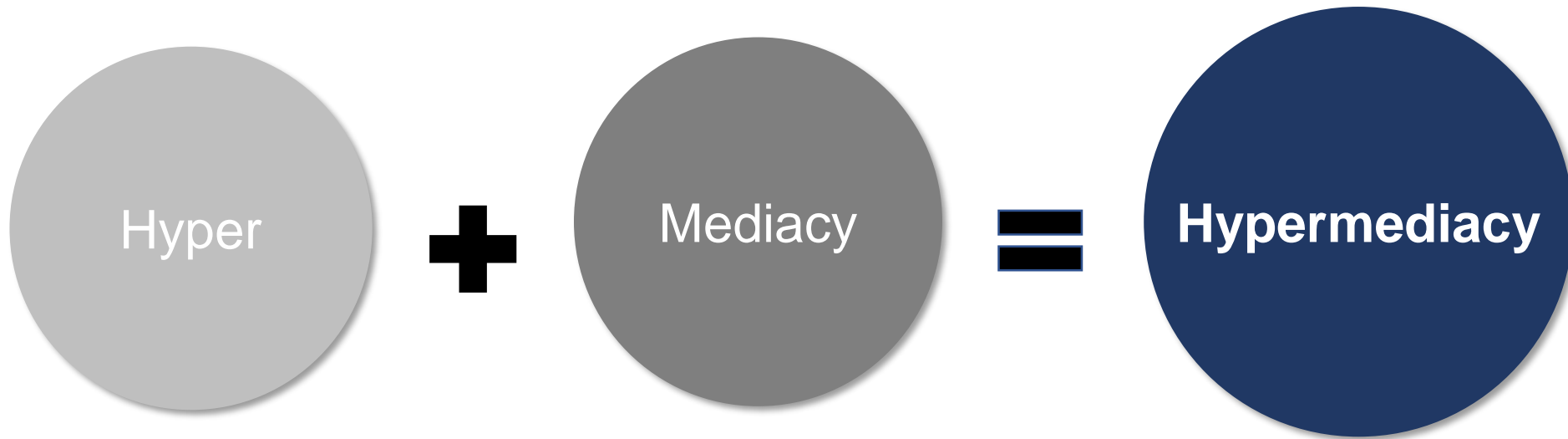
Hypermediacy

하이퍼매개

Immediacy

비매개

To be refashioning media in a successful way,
it should include both of these principles



Style of visual representation whose goal is to remind the viewer of the medium

Hypermediacy

하이퍼매개

- A heterogeneous space
- The opposite of transparent immediacy in that hypermediacy's goal is not transparency, but rather to be very apparent so that the user may interact with the interface
- Interactive
- Images, sounds, texts can be brought together into a combination
- No physical beginning, middle, or end
- Representations that are not expected to be accepted as "real"

Ex) CNN website

Hypermediacy

하이퍼매개

매체 상기성

시청자에게 매체를 생각나게 하는 것이 목표

가시적

매체 자체에 대한 우리의 시각적 표현을 지배

다양성

다양한 이질적공간은 시청자의 관심을 끌기위함

Hypermediacy

하이퍼매개

매체에 몰입시키도록 만드는 환경



복합성(multiplicity)으로 자신을 표현



“표상은 창문자체인 셈이다”

어떤 형태로든 하이퍼매개는 미디어를 인식하도록 해주며, 나아가 비매개에 대한 우리의 욕망을 환기시켜줌

Hypermediacy

하이퍼매개의 논리



2차원 윈도우 속에서 3차원 그래픽

<윈도 인터페이스>

1960-70년대 더글러스 엥겔바트, 앨런 케이 등이 발명한 그래픽 사용자 인터페이스

윈도는 이용자들이 볼 수 있고 느낄 수 있는 정보 세계를 열어주었던 것으로, 그들의 목적은 이러한 윈도, 즉 인터페이스 자체를 투명하게 만들고자 하는 것

Hypermediacy Examples

하이퍼매개의 예시



Flight Simulator

Monitor the dashboard and control the flight
계기판을 모니터링하며 비행 조종



Simulator Game

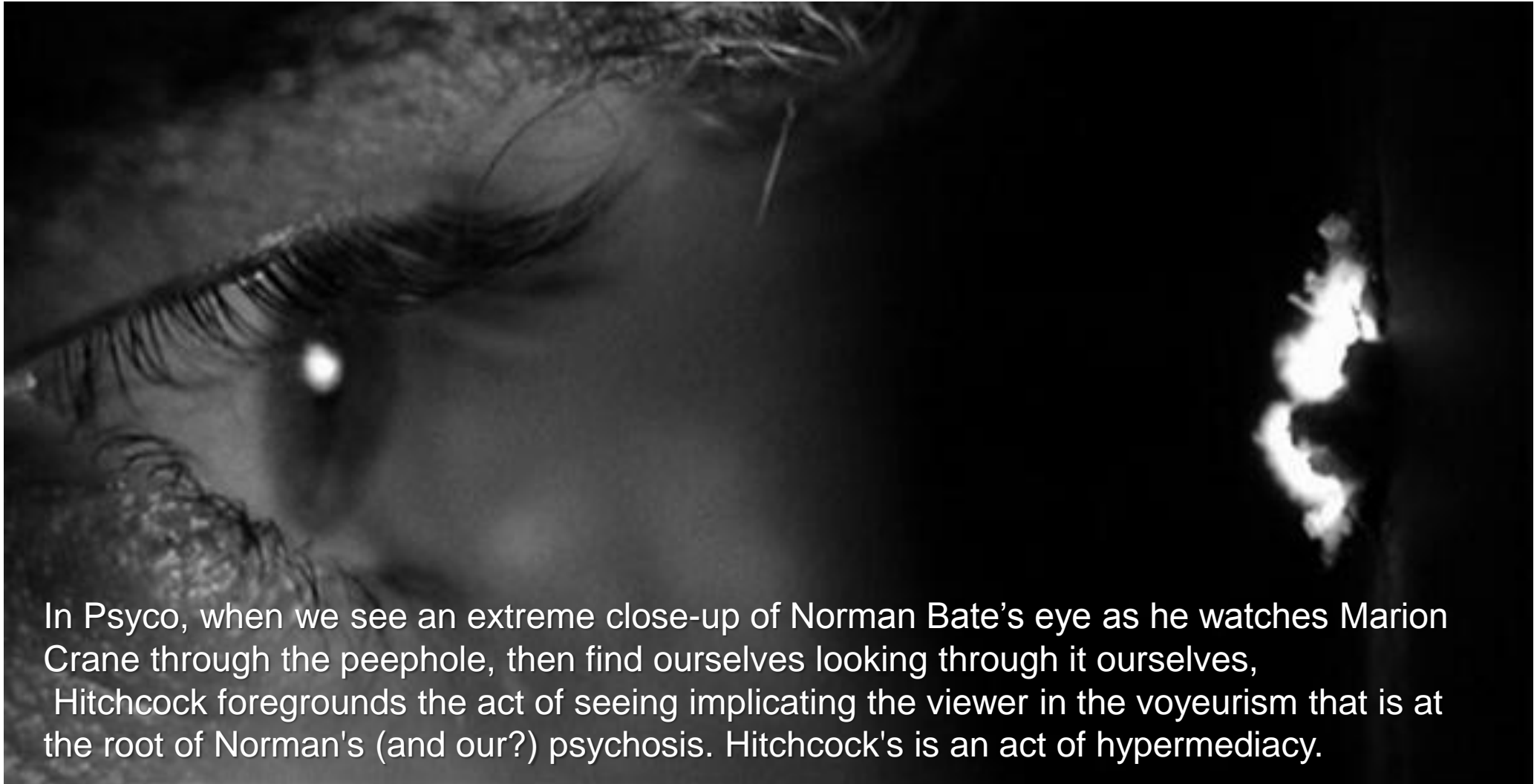
Game Screen itself →
Hypermediacy
게임하는 화면 자체 → 하이퍼매개

➔ The hypermediation that is experienced through some 'window' is conspicuous
어떤 '창'을 통해 경험하고 있다는 하이퍼매개성이 두드러짐

Hypermediacy Examples

하이퍼매개의 예시

<https://youtu.be/2SrZCeRnCtw>



In Psycho, when we see an extreme close-up of Norman Bates' eye as he watches Marion Crane through the peephole, then find ourselves looking through it ourselves, Hitchcock foregrounds the act of seeing implicating the viewer in the voyeurism that is at the root of Norman's (and our?) psychosis. Hitchcock's is an act of hypermediacy.

Hypermediacy

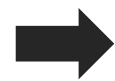
하이퍼매개성의 비교



Desktop



Movie theater Screen



Which one is more hypermediated?

둘 중에 하이퍼 매개성이 더 높은것은?

Desktop

Form of representation that allows a person who does not see the media itself, or who does not feel that the media exists, to pay attention to or draw in the media representations, as if they are looking at the landscape beyond the window **through a very transparent large window.**

Immediacy

비매개

The Idea

technology should closely reflect the real world in order to create a sense of presence

기술은 현존감을 만들기 위해 현실 세계를 면밀히 반영해야 함

The Desire

Experience without mediation

중재가 없는 경험

How?

its graphic space should be continuous and full of objects and should fill the viewer's field of vision without rupture."

But never quite succeeds. Why?

no matter how hard media tries to makes itself invisible, there are always moments in which we are reminded that we are using media

Immediacy

비매개

Demands transparency (=Interfaceless)

An interface that erases itself so that the user can “stand in an immediate relationship to the contents of the medium”.

사용자가 매체의 내용에 즉각적인 관계를 유지 할 수 있게 자신을 지우는 인터페이스

➔ **Why?**

The way a user reacts in a movie or a drama or in a virtual reality permeates the media and feels like a part of the content.

Not only digital tech, but also painting, photography, film and television had the same desire.

Immediacy _Three Techniques

비매개

Linear perspective 선형원근법



Raffaello 'The School of Athens'

- Linear perspective is a system for creating the illusion of a three-dimensional space on a two-dimensional, flat surface.
- Necessary for transparency but not sufficient.
- By using perspective in the flat canvas, those who see it immediately will forget the 'canvas interface' and meet 'content', the 'school'.

Immediacy _Three Techniques

비매개

Erasure 은폐



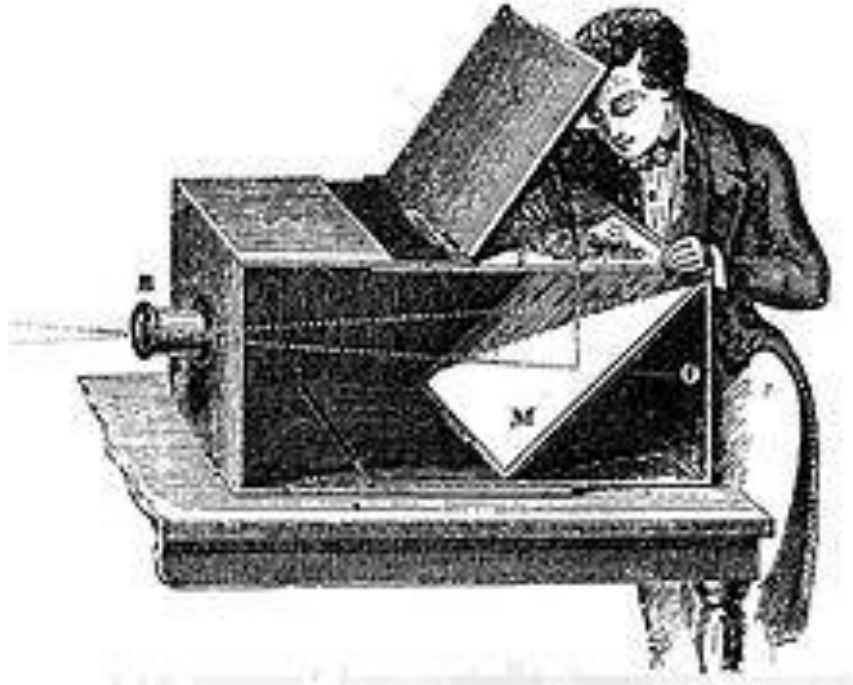
Michelangelo 'Aedicula Sixtina'

- The continuity between depicted and “real space”
- Hard work of trying to make the surface disappear resulting in the artist becoming a mark of his skills and therefore his presence
- Those who enter the space of the Aedicula Sixtina forget the ‘canvas interface’ of the semi-cylindrical ceiling and fall into the story of God and mankind.

Immediacy _Three Techniques

비매개

Automaticity 자동화



Camera Obscua

- The invention of photography represented the technique of linear perspective
- Transparency through automatic reproduction
- Removed the artist as an agent

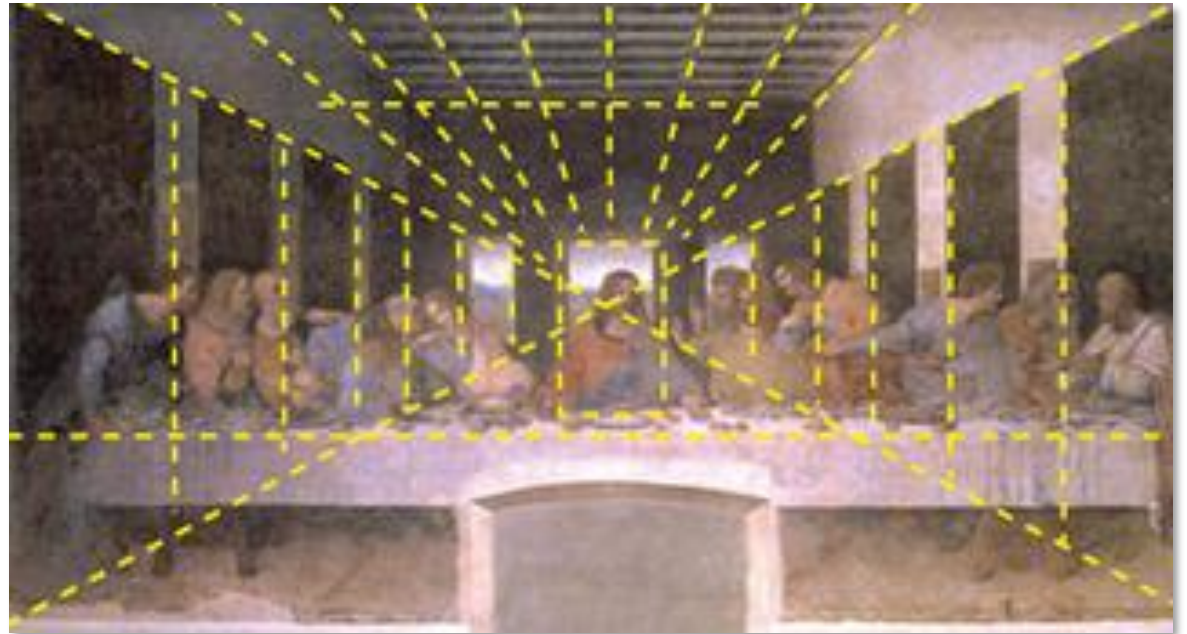
Immediacy

비매개

Latest expression of the desire for immediacy



Domin Lee, Autumn '02



레오나르도 다빈치의 '최후의 만찬'

Immediacy

비매개

Algorithms used in digital graphics Mathematics has the following characteristics in that designers operate without ‘human intervention’ at the moment of creating a program through an algorithm.

① The results of repeated deletes and runs

반복적인 지움과 실행의 결과물

② Human subject (developer) is cleared

인간 주체 (개발자)가 지워짐

➔ **Same method for obtaining transparency**

투명성을 획득하기 위한 방법과 동일

Immediacy

비매개



Paintings and photographs have a 'fixed' viewpoint.
The media, such as TV or film, provide a more diverse perspective.

Immediacy

비매개

<https://youtu.be/WGtOv8ou-94>



액티비전 '콜 오브 듀티'

Immediacy Examples_trickery art

비매개의 예



Continuity between depicted and real space

Immediacy Examples_Apple's facetime

비매개의 예



attempts to erase the mediation of the phone and makes it appear as if you are having a face-to-face conversation

Immediacy Examples

비매개의 예



Movie



Computer Game



Virtual Reality

Benefits of Immediacy

비매개의 이점

- more exciting, lively and realistic
- effective communication

Difference between Hypermediacy and Immediacy

하이퍼매개와 비매개의 비교

	Immediacy	Hypermediacy
인식론적 의미	투명성	불투명성
심리학적 의미	자신의 경험, 몰입	미디어의 경험
이미지 역사	원근법과 사진기의 발명	콜라주와 포토몽타주