



“[As massas] por essa altura [fins do séc. XXIII] já não sabiam ler nem contar. Mas estes cidadãos menos capazes não eram de modo algum bárbaros; contudo proporcionar-lhes qualquer tipo de escolaridade era um esforço inútil; o facto tinha sido provado em finais do século XX. Alguns defendem agora que a culpa era da escola e não dos alunos; contudo, quando os próprios professores declararam que era impossível ensinar as crianças, o movimento da Sociedade para a Descolarização persuadiu rapidamente toda a gente dos seus pontos de vista”.

Barzun, J. *Da Alvorada à Decadência: de 1500 à actualidade*. Lisboa: Gradiva: p. 767



© 2000 Encyclopædia Britannica, Inc.

Heron's aeolipile
Heron of Alexandria fashioned the first known "steam engine," though he only used it to power toys and to amuse visitors.

aeolipile (Encyclopædia Britannica) steam turbine invented in the 1st century AD by Heron of Alexandria and described in his *Pneumatica*. The aeolipile was a hollow sphere mounted so that it could turn on a pair of hollow tubes that provided steam to the sphere from a cauldron. The steam escaped from the sphere from one or more bent ...

Heron of Alexandria (Encyclopædia Britannica) Greek geometer and inventor whose writings preserved for posterity a knowledge of the mathematics and engineering of Babylonia, ancient Egypt, and the Greco-Roman world.

Encyclopædia Britannica, Inc.

<http://concise.britannica.com/ebc/art-57541/Herons-aeolipile-Heron-of-Alexandria-fashioned-the-first-known-steam>



CUGNOT'S LOCOMOTIVE, 1769.

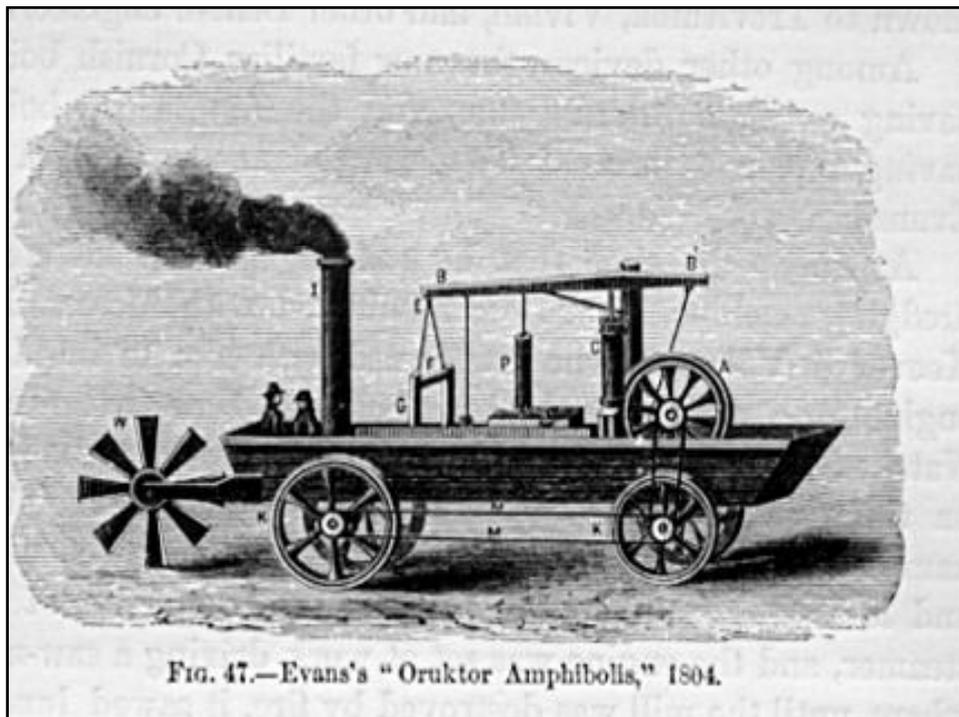


FIG. 47.—Evans's "Oruktor Amphibolis," 1804.

REVOLUÇÃO INDUSTRIAL E SOCIEDADE

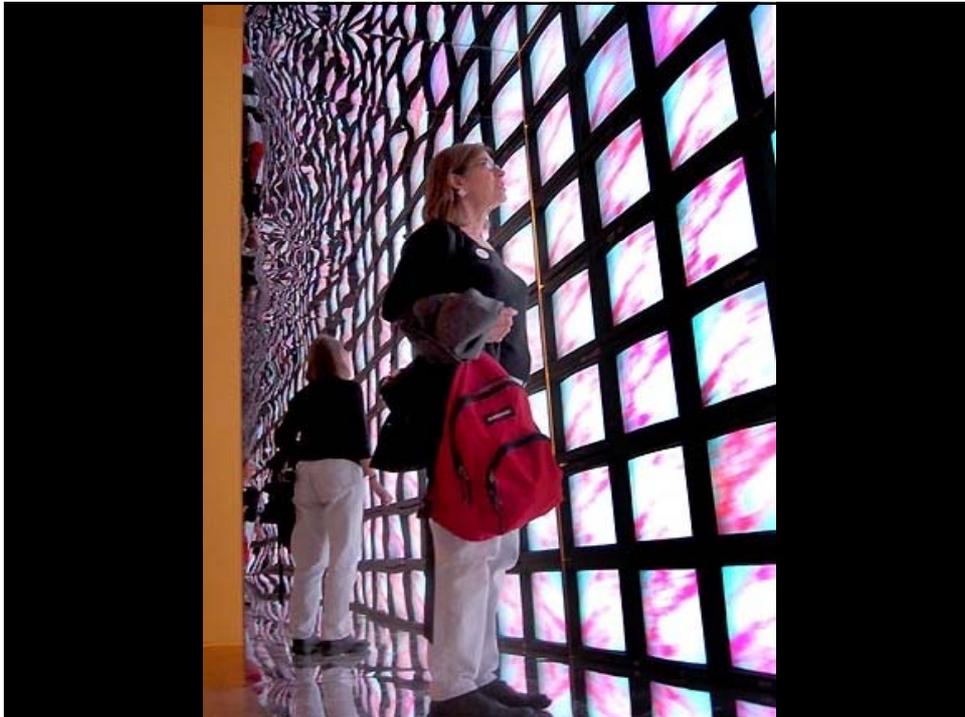
Programa de
Educação

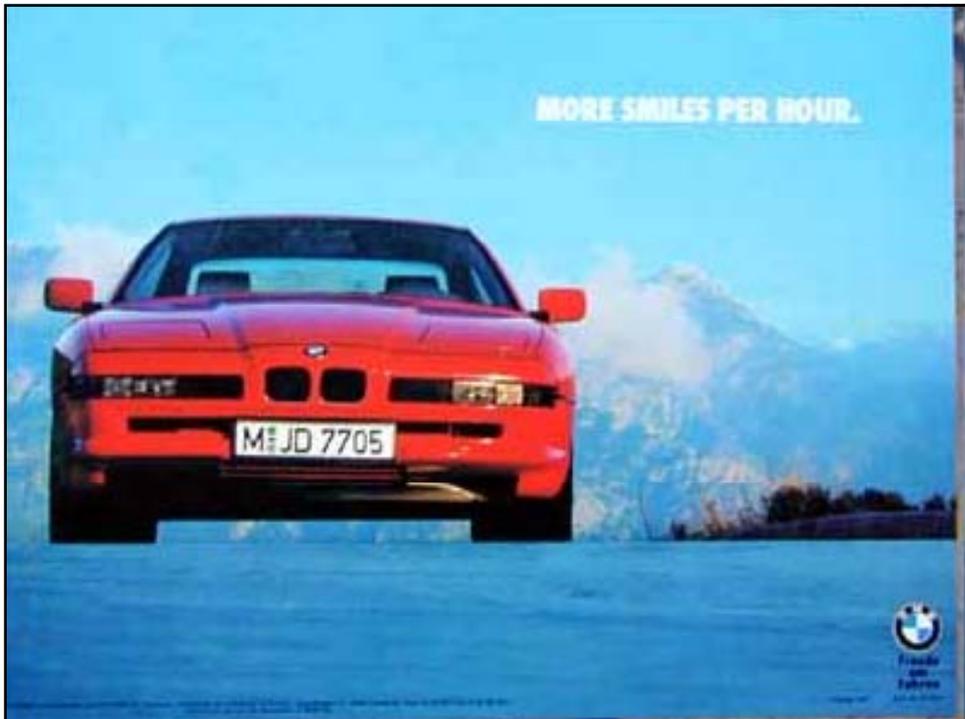
- Séc. XVIII: *máquina a vapor...*
- Agricultura, base familiar
- Revolução Industrial: *putting-out system*
 - *Factory system*
- Economia de subsistência -> *economia de crescimento*
 - Expansão do comércio internacional
- *Organizações* crescem em dimensão e quantidade



“É óbvio o que faz a informação: consome a atenção das pessoas”

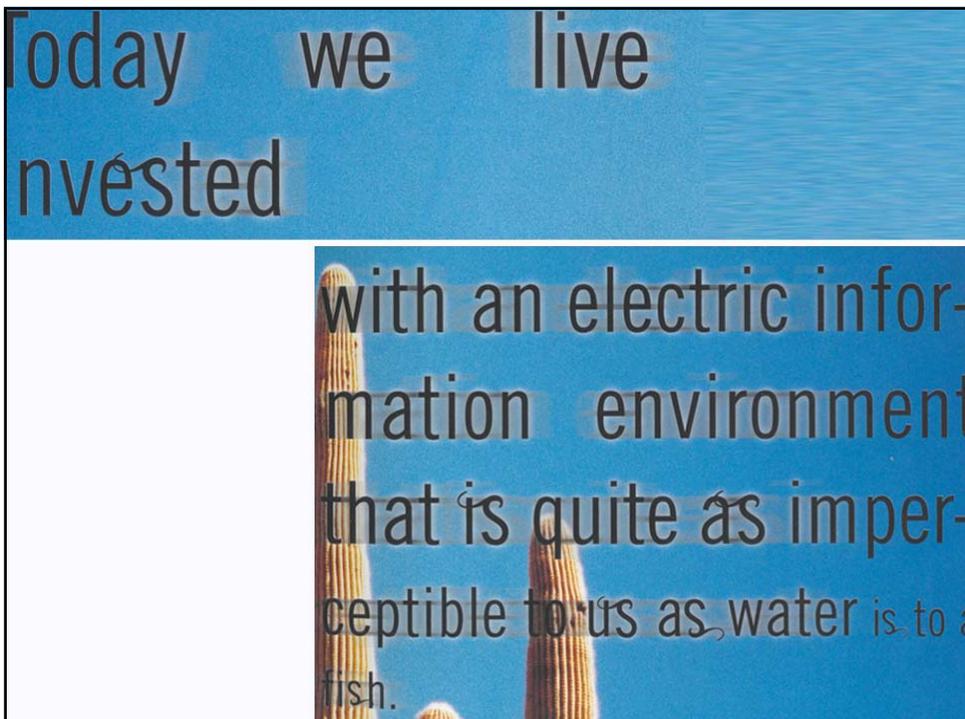
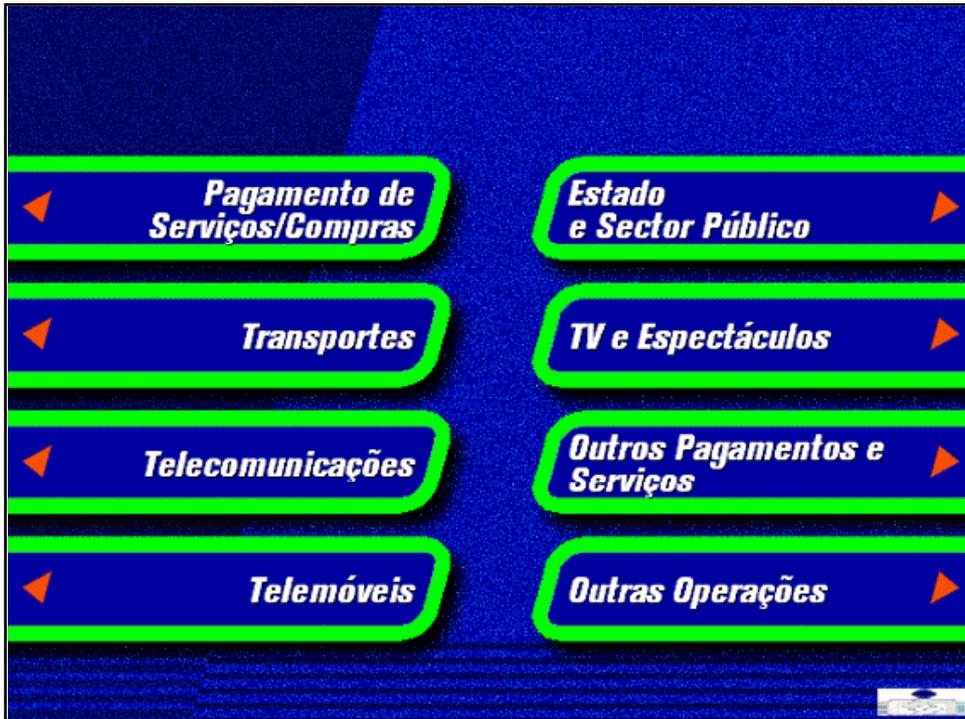
**Herbert Simon (1916 – 2001)
Prémio Nobel da Economia 1978**

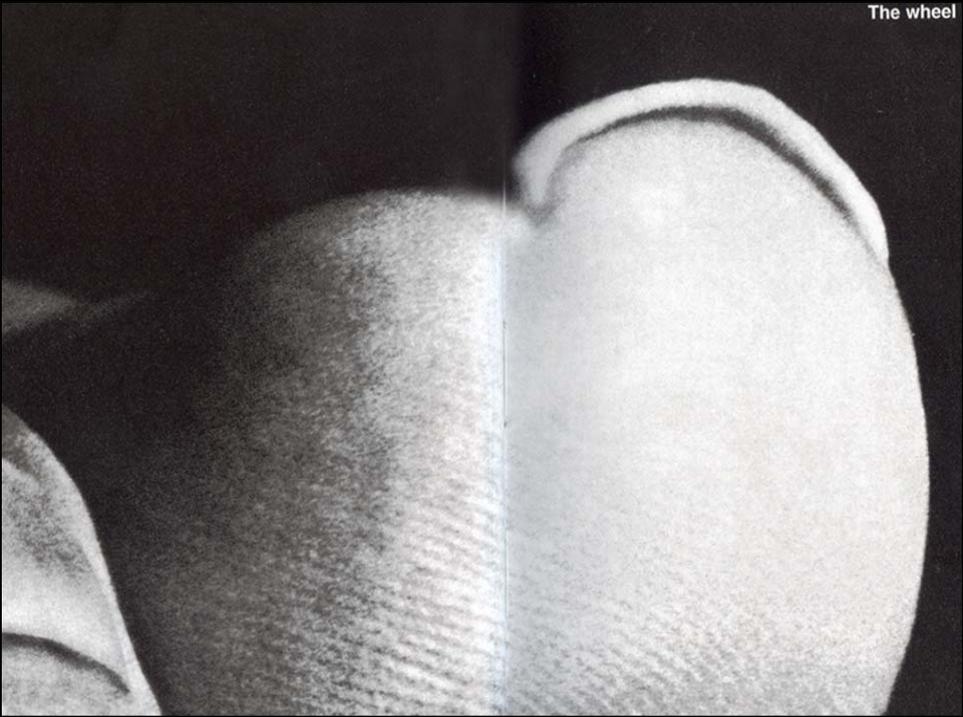
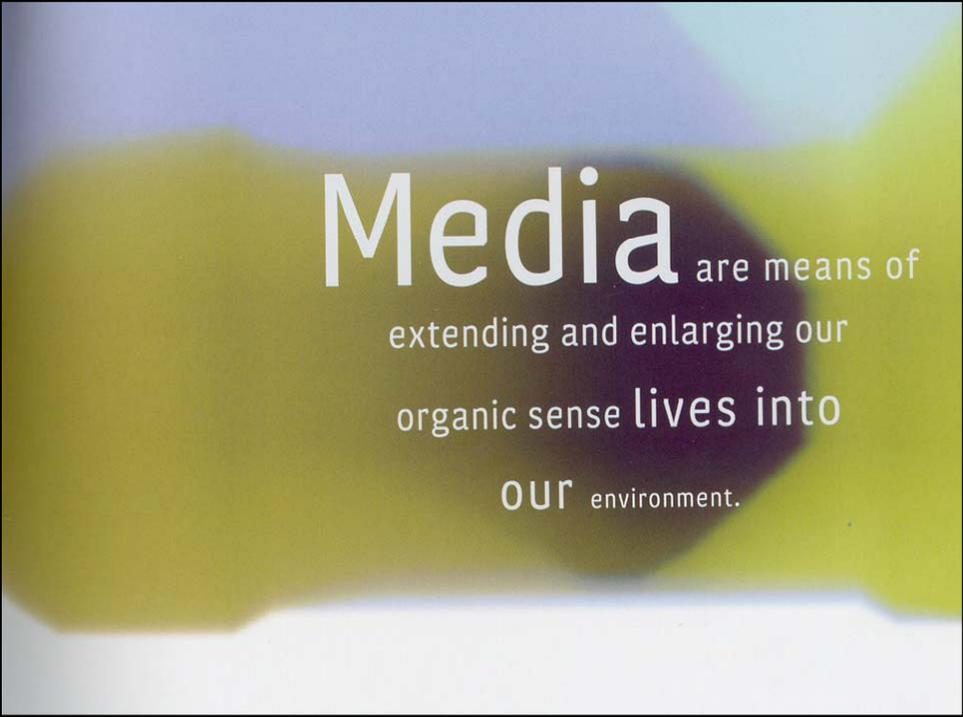




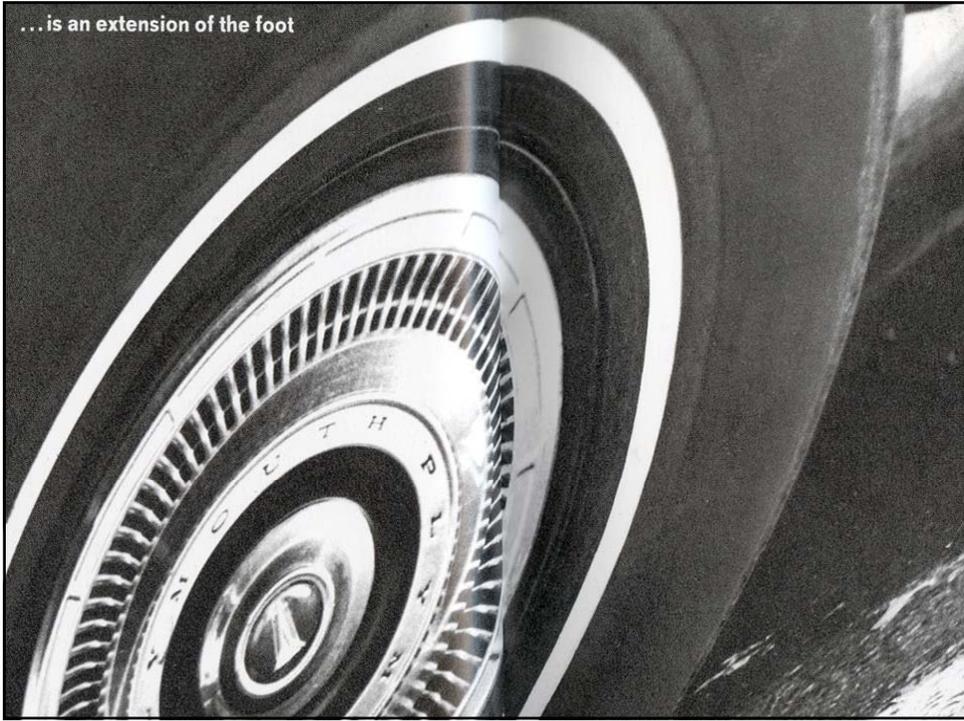




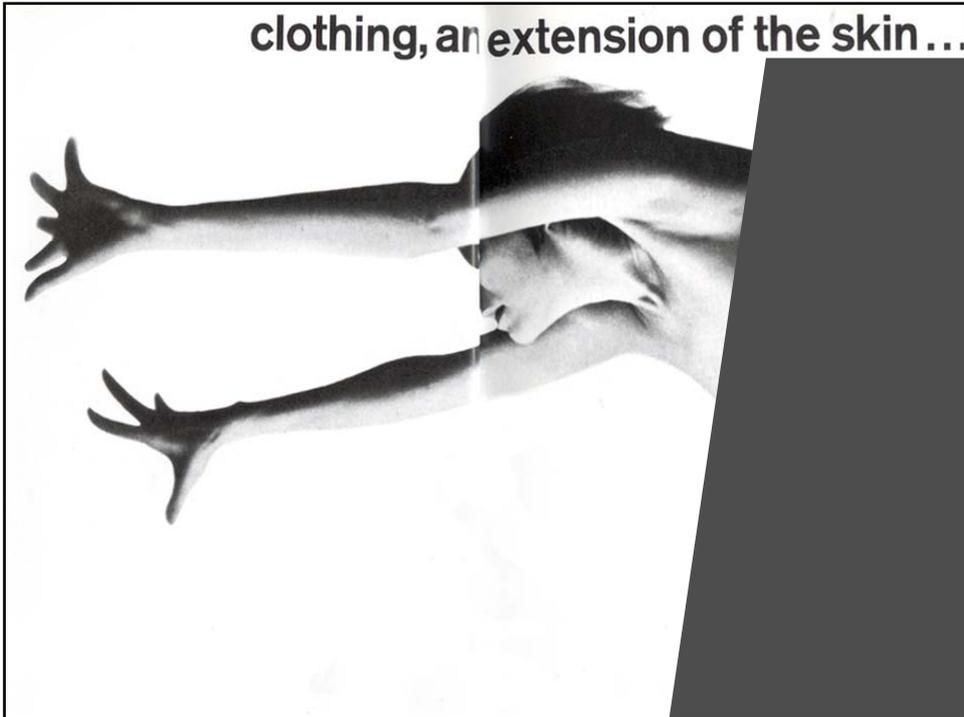




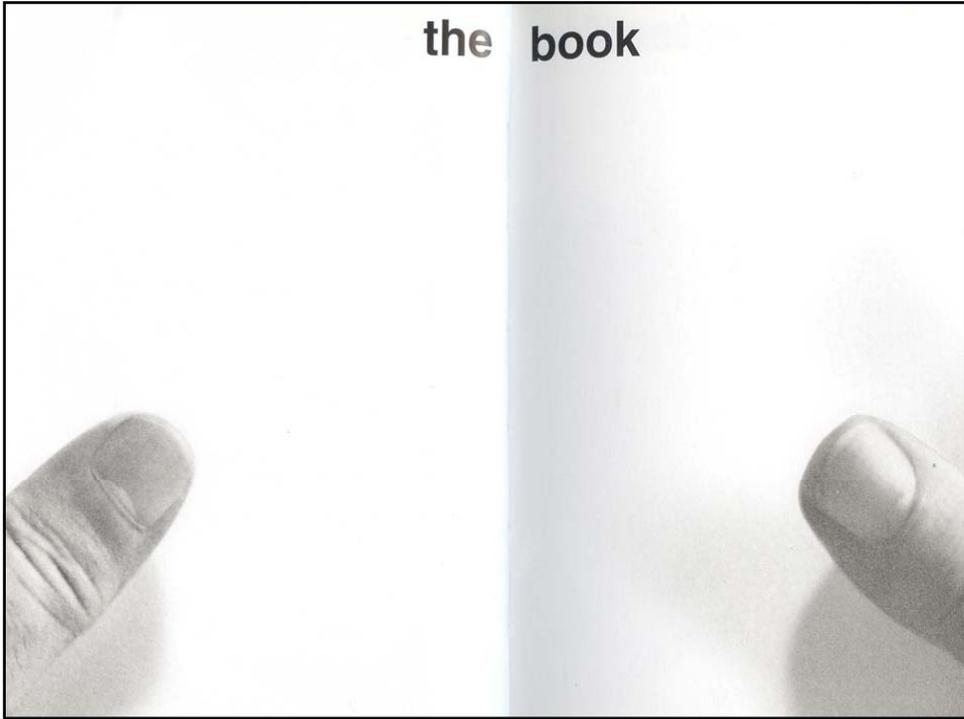
... is an extension of the foot



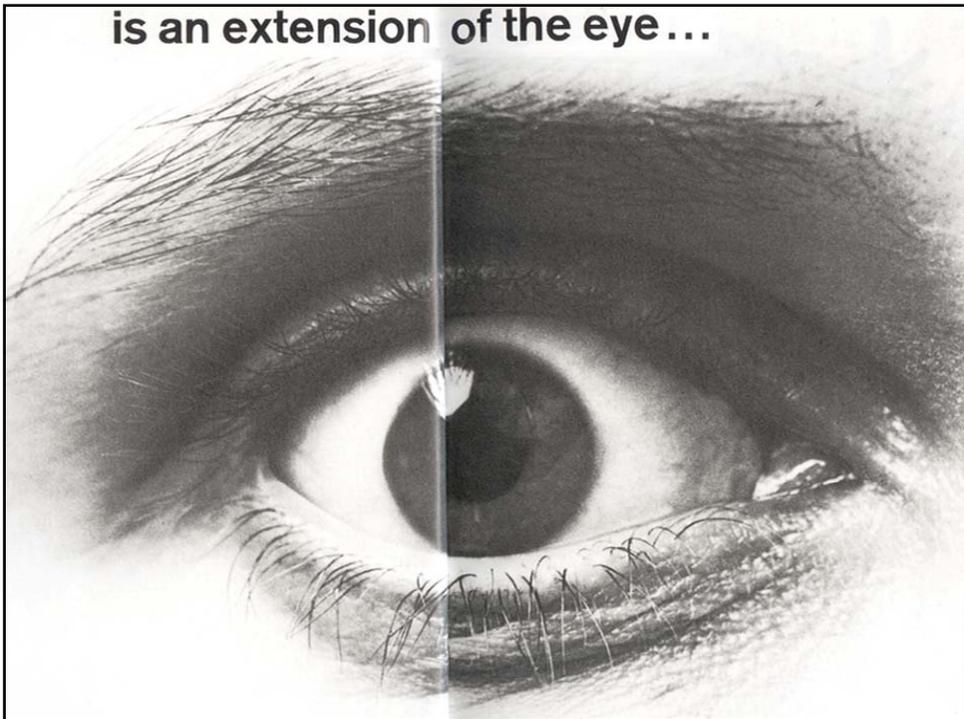
clothing, an extension of the skin...



the book



is an extension of the eye ...



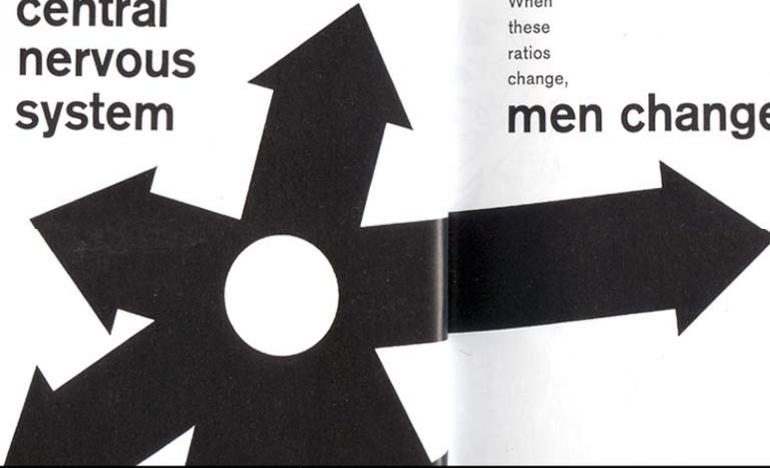
electric circuitry,

**an extension of
the
central
nervous
system**

Media, by altering the environment, evoke in us unique ratios of sense perceptions. The extension of any one sense alters the way we think and act—the way we perceive the world.

When
these
ratios
change,

men change.



TOP 10

McLuhan's List of The Most Potent Extensions of Man

Prepared by
Eduardina

Fire
Clothing
Wheel
Lever (Archimedes)
Phonetic Alphabet
Sword
Print
**Electric Telegraph (precursor
to telephone)**
Electric Light
Radio/Television

In a letter from Marshall McLuhan to Cathy Willis, Assistant Editor of the book of lists, The People's Almanac (1976), responding to a request, McLuhan concluded with a note saying that it is hard for him to human limit extensions to 10 (Andrew Chrystall in MCLUHAN-L: Marshall McLuhan Discussion List [MCLUHAN-L@LISTSERV.UTORONTO.CA] March 9, 2005).



Mobile Phone as a Human Extension

Programme des
Bachelors



Physical Dimension

Organs and Functions:

- Ear
- Mouth and voice
- Hands and fingers
- Legs and feet, mobility
- Eyes
- Brain and memory
- Body: through fashion, posture and non verbal language; mediation with the environment and others

Senses:

- Touch: transportation, use, vibration
- Hearing: use, ring
- Vision: use, screen
- Taste and smell: indirectly, through association and memory

Physical mediation:

- Mobility and independence
- Time (coordination, multitasking)
- Space (privacy, disembodiment)

Psychological Dimension

Relationships:

- Connectivity and accessibility
- Dialogue
- Frequency of interaction and reciprocity (*perpetual contact*)
- Expressivity, *telepathy*
- Virtual presence, others
- Security and safety

Identity:

- Privacy (unique number, private content)
- Social status (professional and social)
- Social integration and group belonging
- Lifestyle and fashion
- Personality and uniqueness

Emotions:

- Felt and expressed in interactions
- Affective *attachment* to the device
- Ability to cope with the unpredictable

Extension of the body, of identity and of relational ability:
the **Mobile Phone** is an extension of the **Self**, and also a *multiplication*



Hyper-real

The loss of the traditional and its replacement by safe, secular, simulated forms of its communication by/through/within the contemporary electronic media

A signifying system in which all objects, messages and products, all history, culture, meaning, relations and experience become signs that replace and mediate experience (reduces and replaces symbolic exchange)

**Mass media have
non-communication
at its essence**



"... **the medium is the message.** This is merely to say that the personal and social consequences of any medium – that is, of any extension of ourselves – results from the new scale which is introduced into our affairs by each extension of ourselves, or by any new technology."

Understanding Media, McLuhan, 1964:7

Societies have always been shaped more by the nature of the media by which humans communicate than by the content of the communication.

“We shape our tools and they, in turn, shape us.”

Understanding Media, McLuhan, 1964

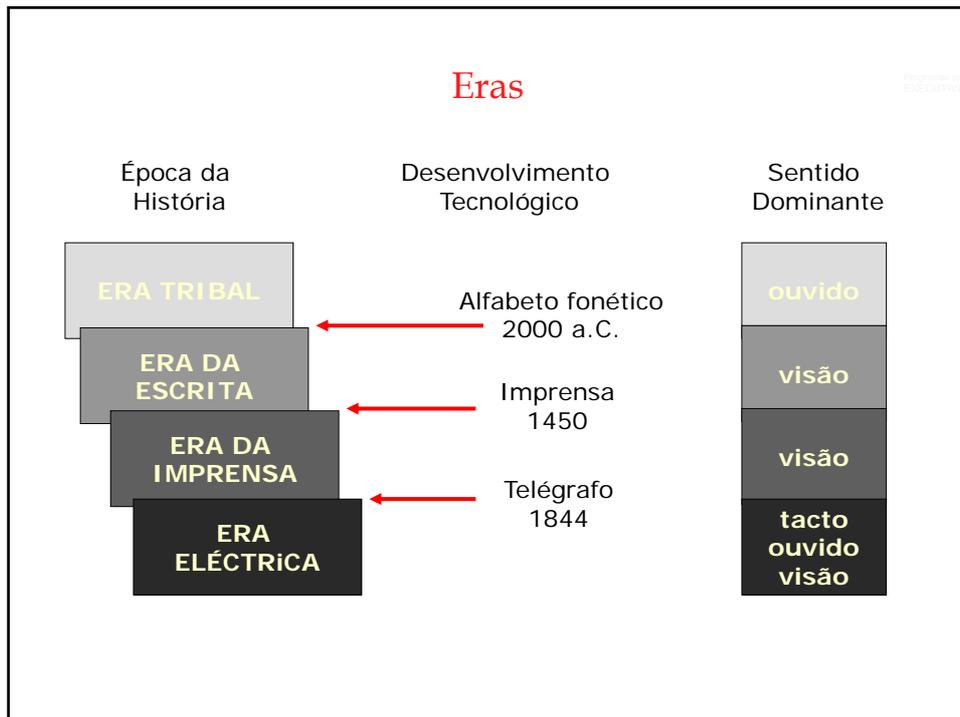


Environment

Acoustic space is spherical, it is without bounds or vanishing points. It is structured by kinesthesia. It is not a container. It is the space in which men live before the invention of writing – that translation of the acoustic into the visual.

With writing men began to trust their eyes and to structure space visually. Pre-literate man does not trust his eyes very much. The magic is in sound for him, with its power to evoke the absent

Hot Media	Cool Media
<ul style="list-style-type: none"> _ Estendem, ampliam ou estimulam, geralmente, apenas um sentido _ Alta definição _ Baixo esforço, baixa atenção _ Baixa participação, reduzido envolvimento _ Excluem-se _ Hemisfério esquerdo do cérebro 	<ul style="list-style-type: none"> _ Estendem, ampliam ou estimulam vários sentidos _ Baixa definição _ Alto esforço, alta atenção _ Alta participação, elevado envolvimento _ Incluem-se _ Hemisfério direito do cérebro
<p>Radio Fotografias Imprensa Livro Palestra</p>	<p>Televisão Telemóvel Telefone Internet Banda desenhada Conversa face a face</p>



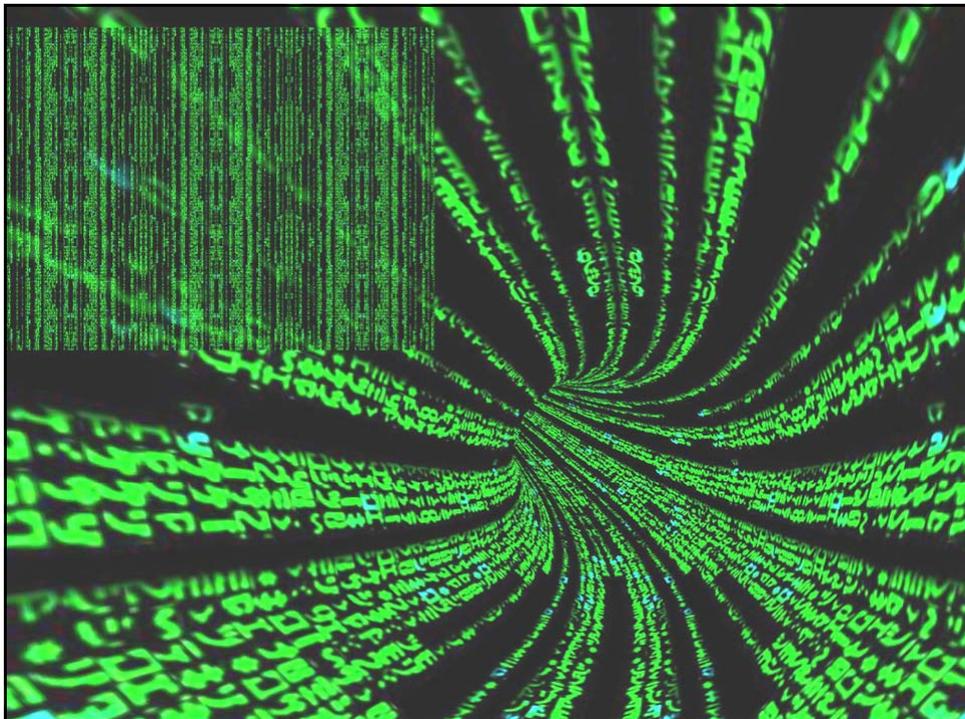
retribalization



describes the cultural shift that electric media are bringing about.

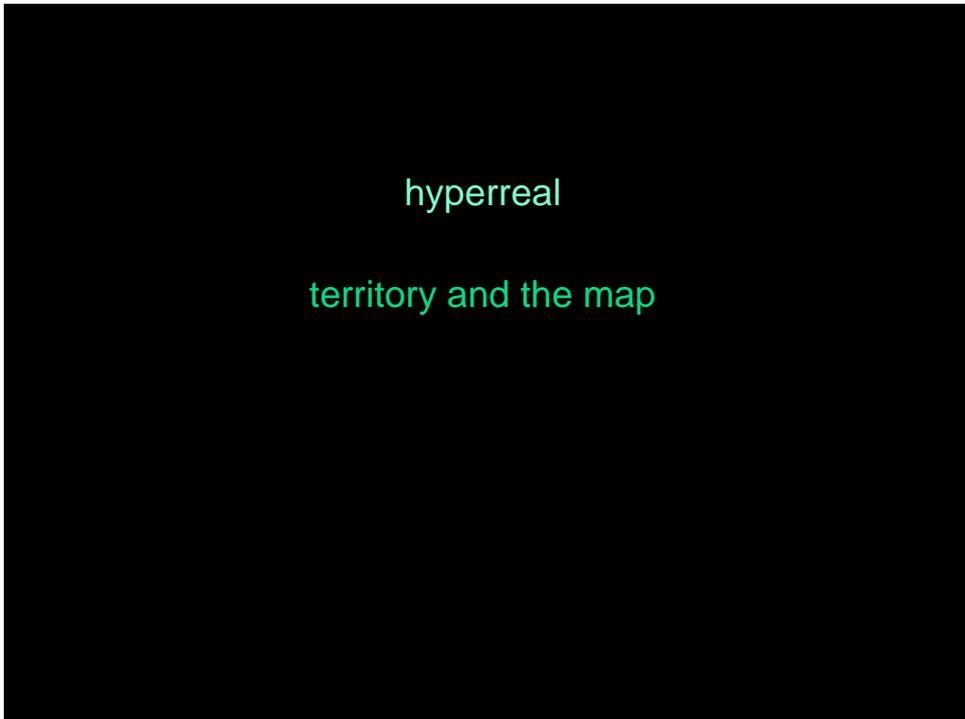
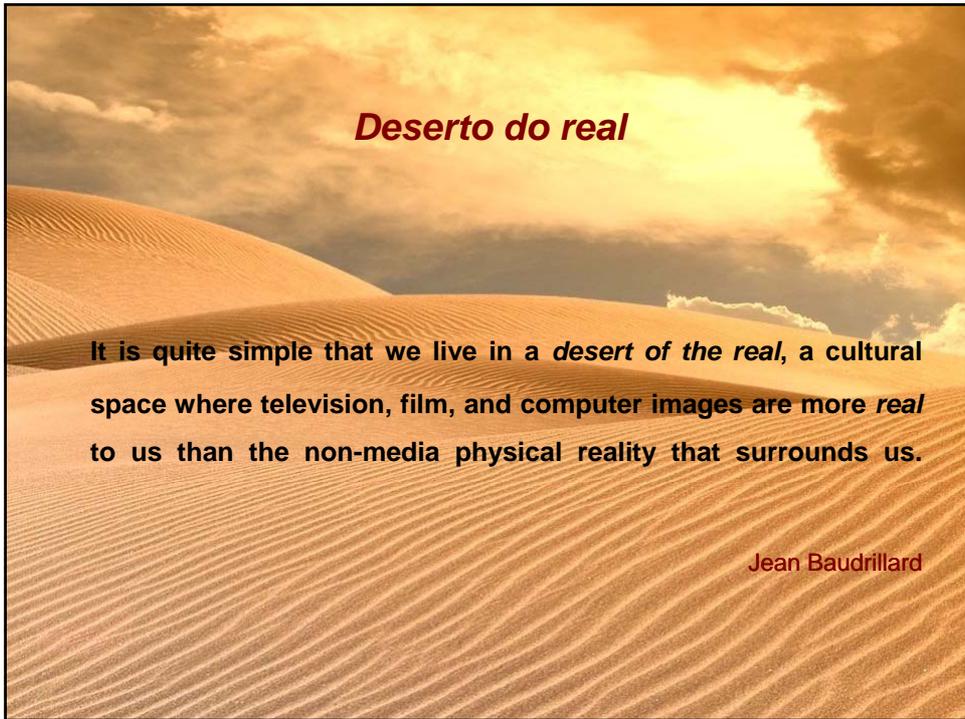
Western society is returning to forms and processes that are associated with *oral cultures* - cultures that do not use written language as their primary technology of communication.







- Imediato
- Envolvente
- Aural
- Constante
- Absorvente
- Inclusivo
- Enebriante
- Excessivo
- Total
- Ligado
- Intuitivo
- Emocional
- Instintivo
- Imaterial
- Viral
- Sistêmico
- Sedutor
- Fascinante
- Integral
- Irresistível
- Supercool



Mapa e Território

- Mapa *precede* território
- “A simulação já não é a simulação de um território, de uma substância. É a geração pelos modelos de um real *sem origem* nem realidade: a *hiper-realidade*.”
- *Deserto do real*





Disneylândia

Simulacro de
3ª ordem

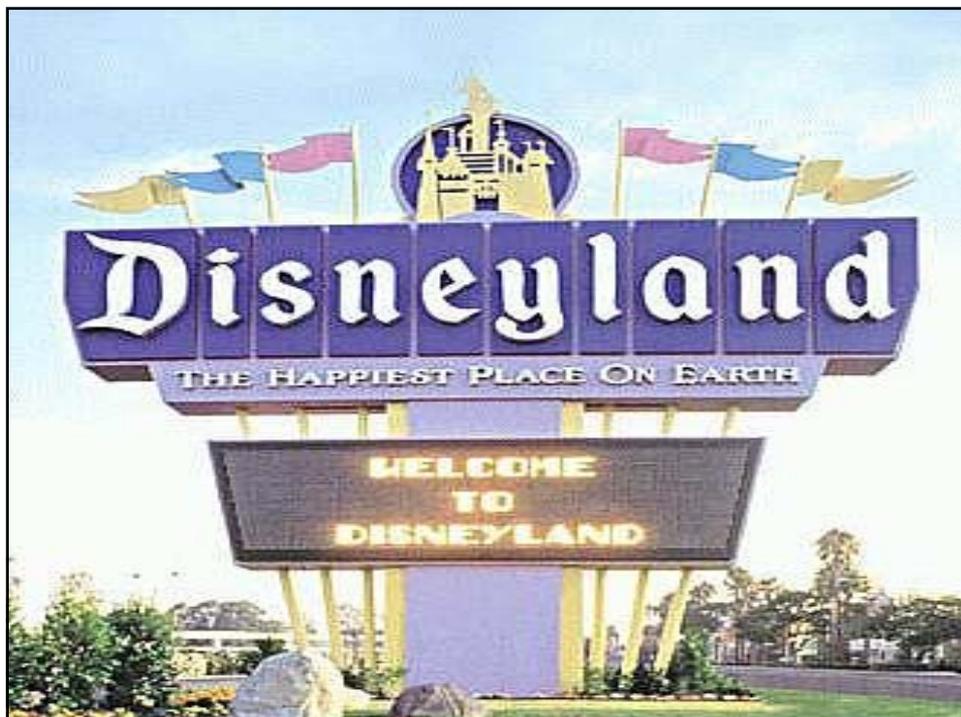
Protege o
princípio da realidade

Esconde que o real
já não é real

Adulto vs Infantil



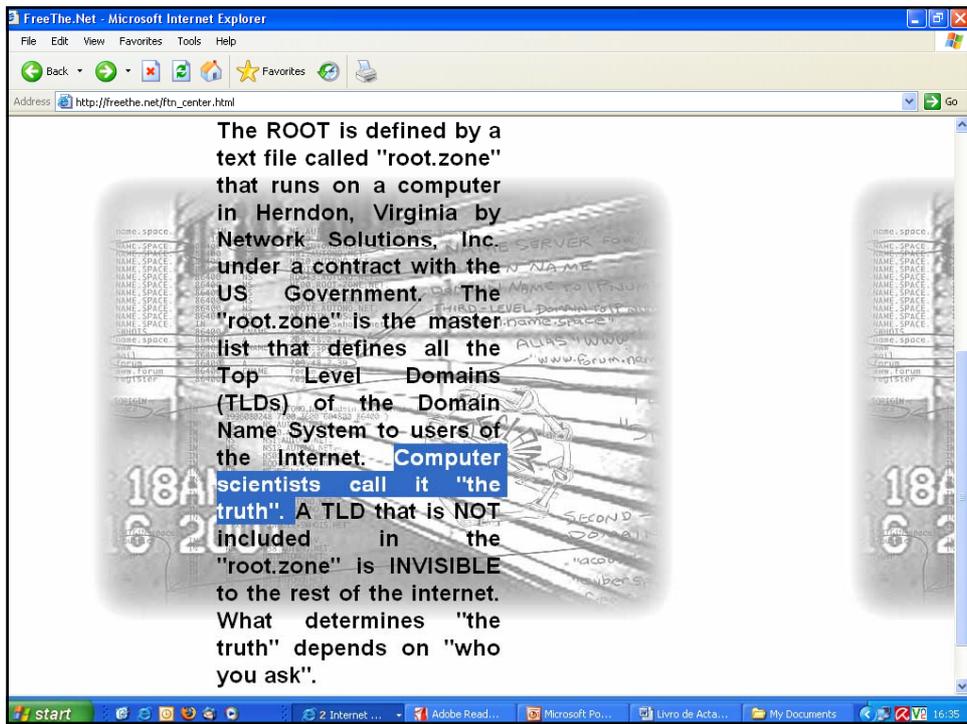
Efeito: o resto é real







Welcome to Disneyland !





tempos de face a face; conversas, debates, pequenos grupos

usar o sensorialmente envolvente: conversas, canções, imagens, etc.

desmultiplicar iniciativas, com diferentes apelos sensoriais

reuniões, eventos colectivos; experiência grupal, inclusão total

tirar partido da maior pré-disposição para os sentimentos e as emoções

chegar ao quotidiano das pessoas em todo o tipo de momentos

Da revolução industrial à revolução digital

Fernando Ilharco

29 de Setembro de 2011

Fátima