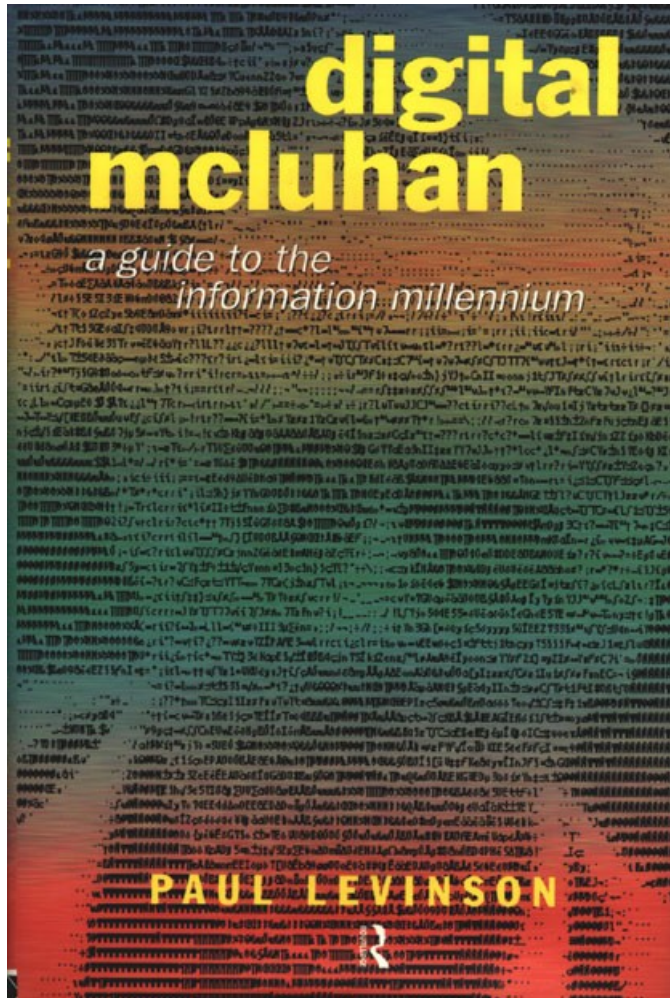


Book Notes

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Pg. 9

Hot and Cool Media

Pg. 13

Older media becomes the content of newer media

Ppg. 30-31

The organization of *The Gutenberg Galaxy* is composed such that it can be read starting at any chapter; thus any chapter is self referential of the whole book.

Pg. 33

The immediacy of online participation is like oral communication (*Auditory Space*);
Use aphorism in place of exposition;

Pg. 38

Online experience is two-way.

Pg. 39

The user creates content;
The user is content.

Pg. 40

Telephone and Online activity is interactive and immediate;

Radio and TV is immediate where the user is *sent*.

Pg. 43

Auditory Space has possibilities;
Visual Space (a still image) presents limitations as it is precise.

Ppg. 46-47

Engaged Senses: Touch, Taste, Smell

These senses involve direct connection to what is being observed

Mediated Senses: Hearing, Seeing

Hearing is constantly enabled and is the first line of defense;

Vision can be disabled and is sometimes fooled.

Pg. 50

TV and Radio have *Closed Auditory Space* because they can announce, but they themselves cannot hear;

Online text in the form of Chat Rooms and Forums are Alphabetic *Open Auditory Space* due to their two-way interactivity;

Radio is likened to eavesdropping;

TV is likened to voyeurism.

Pg. 53

Speech presents an auditory abstraction; it is not the specific data of here and now, but rather the mediated or speculated data of a past or future generality; Alphabetic/Print *Auditory Space* is more abstract than speech.

Pg. 59

The Online spirit is not Thanatos (death), but Libido (sexuality).

Pg. 67

Ultimately, parents and teachers set the agenda; Children should listen, but not speak; this is the model of Radio Media; The political speaker dominates the compliant child of the listener.

Pg. 68

TV offers the imagery for turning a speaker into an actor who is amorously followed by a legion of fans. They enjoy the spectacle or are moved by the drama of the occasion. This is voyeurism.

Pg. 70

The *State* consists of and is no larger than the number of citizens who can assemble, hear the proposals offered, question the speakers, discuss amongst themselves, and vote.

[This presents the prospects of a binary Caucus that is 22 layers deep to model a state of 4 Million, or 26 layers deep to model a nation of 64 Million.]

Pg. 85

Online Education;
Open Classes are available to anyone, anytime;
Open Lectures are interactive (but, perhaps not immediately so, given the opportunity for asynchronous participation of reading archives, or for posting questions later responded to – Forum style rather than Chat Room style);
Open Testing with access to archived tests and their corrections offers asynchronous participation.

Pg. 95

Light Through (like a TV image of a scene) is more compelling than
Light On (like a Movie image of a scene)

Pg. 96

Movies are a passive form of display compared to TV.

Ppg. 101 – 102

Low resolution, low data (traditional) TV is more engaging (cool) than
High resolution, high data Movies (hot).

This distinction is beginning to fade given that TV is acquiring memory (the VCR), size (wide screen or just huge screen), color (new during McLuhan's first writings), channel capacity. As such, TV is becoming hotter.

Either way, the distinction of Movie/TV is rather facile as the tautology of a forced argument than a demonstrable tenet of Media differences.

Pg. 103

Text in books is fixed/permanent (hot); as a central authority, it never changes and will always offer the same answers to the same questions. Text in books are the decentralized manuscripts of the middle ages (which were the decentralized word of the oral traditions). Each media contains an earlier media.

On the other hand, Text on the screen decentralizes Books; it is not fixed nor permanent as the prospects of a link being broken can well attest.

Pg. 107

Paper text is Hot;
Video text is Cool.

Pg. 111

- Pg. 111 Stevenson's literacy (hot) was an early victim of the (traditional) TV age where Eisenhower, who was a cipher (cool), was favored.
- Pg. 111 JFKs wit and poetry (cool) played perfectly against (hot) Nixon
Those who heard their debate on radio (hot) called Nixon the winner while
Those who watch their debate on TV (cool) crowned JFK.
- Pg. 111 However, 8 years later, Nixon cooled down compared to Humphrey's hot ebullience.
- Pg. 113 Telephone's cool, poor audio quality has never been improved in 100 years because it is so successfully engaging/interactive to the users.
Although it has gained considerably more new features in the past 5 years, the audio quality has actually gotten worse to no obvious complaint.
- Ppg. 113 – 114 TV, too, is cool, but lacking interactivity has warmed up over the years.
- Ppg. 114 – 115 Computers are a new kind of Book – a marriage of hot text super-cooled by TV and Telephone;
Online Text is more seductive and addictive than speech.
- Ppg. 114 – 115 Usenet (news groups) is even more effective (than chat groups) due to the slight delay in communication. The delay allows for distance from an in-your-face encounter, but still preserves immediacy in terms of minutes/hours/days instead of print (such as snail-mail) days/weeks/months to maximize the interactivity.
- Ppg. 140 – 141 Useful new technologies often arrive as “toys” or simply something fun.
- Ppg. 149 – 150 TV as art in the digital age. As the web browser “replace” TV, it will actually absorb it, and elevate it to classic status.
Raising TV to classic status in its web equivalent requires “real-time” content, not stored content. The need is for an audience to engage at the same time. The public square.
- Ppg 154 – 155 FDR, Nixon, and JFK obtained positive results from their presence on Radio
JFK and Reagan obtained positive results from their presence on TV
Dean obtained positive results from his presence on the Internet.
- Ppg 174 – 175 Real Audio = Radio
Search Engines = Library
Chat Rooms = Cafe
Newsgroups = Salon