

Flusser Interview Osnabrück (European Media Art Festival 1988)

Flusser is talking about how the alphabet is technology and the way of thinking that comes with it. He is discussing how linguistic communication is no longer transmitting thoughts and concepts which we have considering the world, and how it is not sufficient to describe it with words. He is stating to rather to describe it with synthetic images which comes from numbers, turned into digital codes. Before the alphabet was invented 3500 years ago, looking at images was the only way of looking at the world, a mythical way. After the invention of the alphabet a new linear way of looking at history came in to place. Flusser also explains how functional and structural complexity relates to the worlds development in the sense of communication and thinking. Functional complexity such as a chess board challenges creative thought while structural complexity like a TV can be easy to use and therefore it relies on the user to apply thought it to the TV. He is stating that every revolution such as the neolithic revolution, bronze age or the iron age has been a technical revolution that simulated the body, however the revolution we are in today simulates our nervous system.

McLuhan Interview after a conference in Sydney, Australia.

McLuhan is describing the technological revolution with the media being the message, that every media is an extension of the human nervous system — such as a phone is an environment where the nervous system is extended through it. To read, means to guess — and the nature of reading is rapid decision making in the sense of guessing what the word really means. Just like any artist is trying to create and effect, to catch someones attention by guessing what it means or what it means to them personally. McLuhan is also discussing violence, meaning self expression. He explains how in the search for identity you encounter violence such as encounters which changes things and how sport is a violence in the community and that without and audience these games would be meaningless in the same sense that searching for identity without encounters is also meaningless.