

MEDIA PAST, PRESENT, AND FUTURE

APRIL 26 – MAY 11, 2023 | SANTA CHIARA LAB

Professor William Uricchio, MIT

Course open to all students of the University of Siena



UNIVERSITÀ
DI SIENA 1240



SANTA CHIARA LAB
Università di Siena 1240

For this series of meetings, recognition of 3 credits is foreseen for "Activities useful for entering the world of work".

Students who have followed all the meetings and participated in the related Project work will also be awarded the appropriate Open Badge.

| Date | Topic |
|--|---|
| Wednesday April 26, 2023 15:30 - 19:30 | Why media history? What is its added value for thinking about contemporary media? What forms of historical inquiry are currently dominating the field? And how can we sidestep the pitfalls of antiquarian thinking, and instead create a dialogue between past and future? |
| Thursday April 27, 2023 15:30 - 19:30 | Media technologies and techniques have rich and complicated beginnings, and often had the capacity to develop in diverse ways. And yet, looking back, they seem stable and somehow inevitable. Beginnings reveal much about formative moments, paths not taken, and shaping influences. And they are quite useful as a framework for assessing the future of things like Virtual and Augmented Reality, and other emerging media developments that are in their beginnings. |
| Thursday May 2, 2023 15:30 - 19:30 | Our contemporary media scene turns broadly on three processes: transmission (telephone, broadcasting, networking), storage (recording), and processing (generating media assets). And these three were all 'born' in the 1830s (telegraphy, photography, the analytical engine). What can a closer look at the origins of our media scene and the long-term interactions among these various strands reveal? |
| Thursday May 4, 2023 15:30 - 19:30 | Perhaps surprisingly, media are often intentionally 'dumbed down' and their radical potentials suppressed. This happens for a variety of reasons – social, economic, political. Using examples drawn from film, radio, and television, this session will explore the anxieties that have greeted media, as well as the repressive responses that have given these media their forms. |
| Thursday May 9, 2023 15:30 - 19:30 | What is at stake with language and the historically-derived names and descriptions used for emergent media? Using examples from early television (the 'electroscope', 'electronic camera obscura', etc) to Virtual Reality ('cinematic VR', the struggle VR Chat and 3600 video, etc.), this session will drill -down into one of the underappreciated ways that the past shapes the present. |
| Thursday May 11, 2023 15:30 - 19:30 | How can history help with the truly 'new'? Today's operational and recursive media forms have few historical precedents. And yet history, including the history of subjectivity and perception, offer unique ways to locate and assess the importance of their media capacities. This session will step back to the mid 15th Century (birth of the printing press and three-point perspective) to illuminate the radical potential of some of today's emergent media. |

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MAXIMUM NUMBER
OF PARTICIPANTS

n. 40

LANGUAGE: ENG

