

TETRAD ASSIGNMENT

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Original URL: <http://introducingnewmedia.wordpress.com/>

GROUP ASSIGNMENT: So far we have talked about a variety of different ways to approach the study of new media in abstract ways that often seem to overlap (e.g., convergentist, deterministic, MSA, extensionist, etc). One other tool for thinking about media is “McLuhan’s Tetrad” (see link below), which asks how a specific medium functions in relation to prior forums, as well as what forms it might anticipate. This is a useful tool, but I would like for us to take it a step further by running specific *instances* of the new media through the tetrad.

In groups of 3-4 (hopefully each group will have a computer), look over the following web sites and pick one that you find interesting as a group. Spend some time exploring the site (5-10 minutes or so), then think about the site in terms of the tetrad. As a group, write down your thoughts in the space below. What does the site enhance, retrieve, reverse, and obsolesce? *Use specific elements from the site to clarify your thoughts.* How useful is the tetrad for thinking about the site? Would another approach be more effective?

McLuhan Tetrad: <http://upload.wikimedia.org/wikipedia/en/0/04/MediaTetrad.svg>

Absolution: <http://www.absolution-online.com/confessional/>

Alice and Eliza: <http://alice.pandorabots.com/>
<http://www.manifestation.com/neurotoys/eliza.php3>

Art Pad: <http://artpad.art.com/artpad/painter/>

Blue Mountain: <http://www.bluemountain.com/>

Bookcrossing: <http://www.bookcrossing.com/>

Newsmap: <http://marumushi.com/apps/newsmap/>

Postmodern Text Generator: <http://www.elsewhere.org/pomo/1712098056/>

We Feel Fine: <http://www.wefeelfine.org/>

Wordle: <http://www.wordle.net/>

TEI: <http://www.tei-c.org/Faq/index.xml.ID>