

MCLUHAN PRESENTATION

"HOT AND COLD"

MAT 103

Nick Pencek

10/14/19



Hot Media versus Cold Media

- Loud
- Bright
- Clear
- Intense
- High definition

- Soft
- Shadowy
- Blurry
- Changeable



HOT MEDIA VS. COLD MEDIA

Hot Media

- A **hot form of media** is defined as being “one that extends one single sense in ‘**high definition**’.
- High definition is the state of **being constantly filled with data**.
- Hot media is also thought to be **high in production value**, as well as **expansive and intense**.
- Hot media has **low user participation**. Another aspect of hot media is in some areas it can be **low in user control**
- Some examples of hot media are: **Photographs, Radio, Phonetic alphabet (typography), and Cinema.**



HOT MEDIA VS. COLD MEDIA

Cold Media

- ▶ **Cold media** can be defined simply as very “**low definition**”, which then also makes it **high in user participation**, because **the rate at what which the user is fed data is slow**.
- ▶ Cold media has a lack of articulation of the data being given to the user. **The audience(or user) has to fill in the majority of left out data**. This makes it unexpressive.
- ▶ Examples of cold media can be: **Hieroglyphics, TV, Cartoons, and Podcasts**



PHOTOGRAPHY

The first example for **hot media is photography**. Photography falls into this category due to its **clarity, depth, fixed position**.

As well as it being inherently low in **user control and user participation**, due to the lack of constant data and the fact that the photograph has already been taken.

THE EVOLUTION OF PHOTOGRAPHIC CAMERAS:





RADIO

The radio is a hot medium due the complete lack of control you have as a listener, and it is a state of constant data/information flooding.



RETRO MUSIC



ENTRY
\$5

DOORS OPEN
AT 21.00

DANCING



| | | | | | | | | |
|--------|-------|-------|-------|-------------|-------|--------|-----------|---------|
| A a | B b | C c | D d | E e | F f | G g | H h | I i |
| a | bee | cee | dee | e | ef | gee | (h)aitch | i |
| [ei] | [bi:] | [si:] | [di:] | [i:] | [ɛf] | [dʒi:] | [(h)entʃ] | [ai] |
| J j | K k | L l | M m | N n | O o | P p | Q q | R r |
| jay | kay | el | em | en | o | pee | cue | ar |
| [dʒei] | [kei] | [ɛl] | [ɛm] | [ɛn] | [ou] | [pi:] | [kju:] | [a:/ar] |
| S s | T t | U u | V v | W w | X x | Y y | Z z | |
| ess | tee | u | vee | double-u | ex | wy(e) | zed/zee | |
| [ɛs] | [ti:] | [ju:] | [vi:] | [ˈdʌbəlju:] | [ɛks] | [wai] | [zɛd/zɛi] | |

ILLUSTRATIONS OF VISIBLE SPEECH.


Fig. 1. 


Fig. 2. 


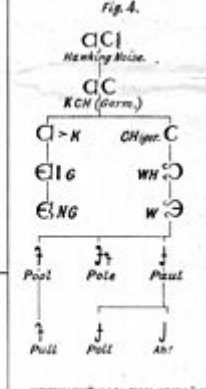
Fig. 3. 

Fig. 4. 



ALPHABET NOUVEAU.

a. an. ai. é. in. i. e. o. on. eu. un. ou u. valeur.
 A. A. A. E. I. I. E. O. O. E. U. O. U. } figures.

que. gue. che. je. ne. le. re. ze. se. de. te. valeur.
 C. G. H. J. N. L. R. Z. S. D. T } figures.

ve. fe. pe. be. me. valeur.
 V. F. P. B. M. } figures.

PHONETIC ALPHABET (TYPOGRAPHY)

- The Phonetic alphabet is considered a **hot medium** because it is highly filled with data, it is also a **very expansive** form of media.
- This is because it takes sight and sounds and expands on those senses and formulates an understanding of letters and sounds.
- As well as there being more languages and dialects than I can count (making it very expressive and expansive).

THE PRINTED WORD/ THE ALPHABET

1. The printed word or the written alphabet is a hot extension of media.

- This is a product of the **linear** nature in the **printed word**.
- It requires years of **rigorous specialization** to be able to read and write the **printed word**.
- It's a medium that is **filled to the brim with data** and is has less **user participation**



CINEMA AND FILM

THE WITCH

A New-England Fable



- Cinema is a completely **hot form of media**.
- The audience has little to **no participation** by the audience.
- It is **loud, bright, clear, high in production value and intense**.
- There is a **uniform, linear, ritualistic** aspect to the cinema making it a hot medium.



COLD MEDIA: TELEVISION

- Television is within the realm of cold media.
- Television has cold attributes such as complete user control, you can change the channel whenever you feel like it, you can skip past commercials, and even pause live television !
- There is convenience in the use of television. Television is available 24 hours a day 7 days a week.
- Another temperature defining factor that comes with television is it requires more user participation when compared to cinema.



Sesame street taught kids how to interact with television. This meant that kids had to actually engage the television more than just mindlessly staring at a screen. In the show kids are encouraged to sing along to a song that are educational and they are also keeping kids learning.

COLD MEDIA: CARTOONS

- Cartoons and animation are considered an **extension of cold media**.
- What gives cartoons their position in the spectrum of hot versus cold media?
 - To begin **cartoons are not in “high definition” they do not enhance one sense**. The characters are more fantastical, non realistic, and not gorgeous. It requires less factual information (physics, anatomy, environment etc.)
- Cartoons require **more participation from the audience** than a hot form of media, due to their soft, shadowy, non life like attributes that make up the characters and shows.
 - This will require the audience to do more work to interpret and understand the world in which the cartoon exists and to create the short lived illusion that the the cartoon characters can be seen as a little more than a drawing.



COLD MEDIA: TELEPHONES/CELL PHONES



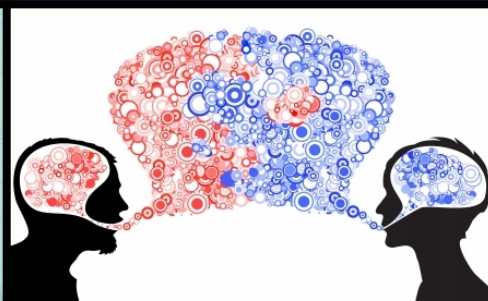
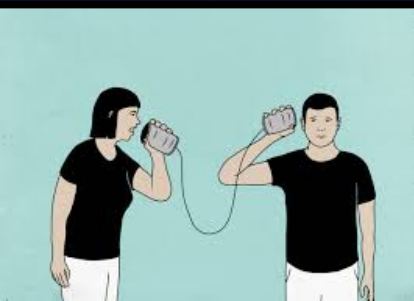
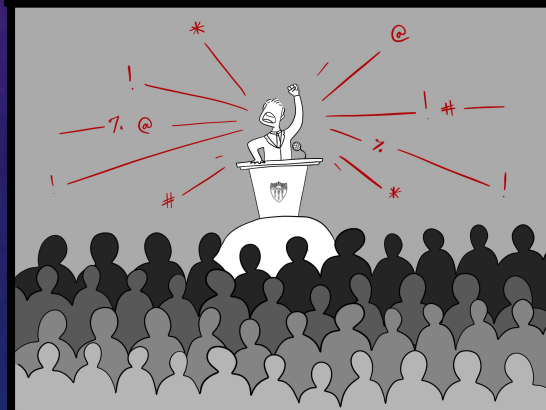
- Cell phones are a cold medium in technology because the user is left having to be more involved in what they are doing, and fill in left out sensory information when using a cell phone.

- For example, when you are texting another person, you can't see the person you are texting, nor can you hear them. This makes it difficult to interpret the other persons tone/attitude without that key sensory input.

- It allows the user to talk to anyone, anywhere in the world, at anytime. In that case, cell phones are an acoustic sense of space because they are totally immersive, information can emerge from anywhere at anytime.

COLD MEDIA: SPEECH/ORAL COMMUNICATION

- Speech/oral communication is another example of a **cold medium**. This is contributed to the **high user participation** that is involved.
- Since speech/oral communication is held all within the **acoustic space**, this gives it **total immersion**.
- Acoustic sensory information can come from anywhere and everywhere at the same time. Which obligates the participants to get more involved and work harder:
 - For example, In a conversation people have to use more brain power to distinguish the frequencies of the other persons voice from the rest of the environmental noise.

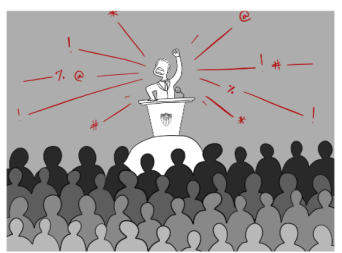
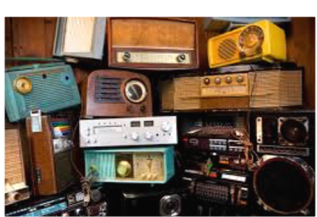




HIEROGLYPHICS



1. Hieroglyphics are a form of cold media in the world because of they require such extreme user participation.
2. Hieroglyphics have little to no data flow, which attributes to their high user participation. A lot of work is required to be able to decrypt this ancient language.



The End

