

# Medium – Media – Post-media

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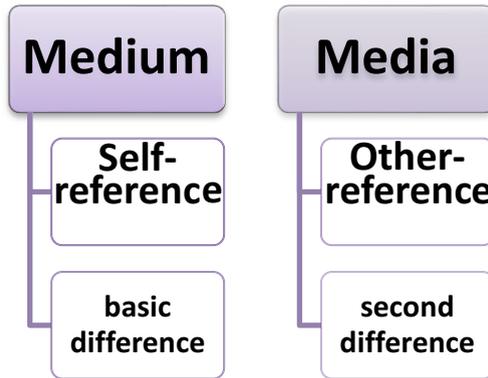
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**Abstract.** The poster shows the fundamental difference between the concept of *medium* and *media*. Does the difference exist in each imaging and information system? The topic is focusing on the model of post-media thinking in our post-information society. We would like to analyze *how* the basic difference of *medium – media* influences the human cognition, thinking about the future imaging and information systems, computing processes and future trends of imaging techniques. The concept of science within the post-media theory of thinking focuses on constitution proceeding through critical reflexive medium. It is using still more and more deeply methods for further researches. Critical reflexive form is the methodology used for analysing of the term *medium* which is understand as mediate factor. Here we are investigating the autonomous medium related to itself – this is called, as Luhmann said in his theory of the social systems, Self-reference. On the other hand the medium is able to develop a relation to open universal entity (Other-reference) that just enables self-emancipation of the objects. There is a difference between the individual and general relation. Each medium evinces a possibility of contradiction in relation to another *media*, that are based on different and authentic conditions.

**Keywords:** difference, dispositive, double-reality model, imaging, media, medium, Other-reference, post-media, system, the social system theory.

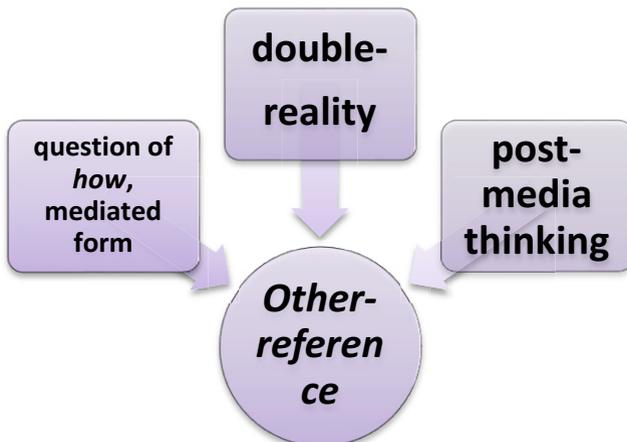
In this poster we put a basic question: on what basis could the fundamental difference of the double-reality model of medium – media be analyzed? On what philosophical background could the post-media thinking be examined? We are using the theory of reflexive media, conception of dispositive (Giorgio Agamben) and the theory of the social systems (Niklas Luhmann) and coding of: Self-reference – Other-reference, system and its environment, information and non-information. The social systems are very complex, and the system complexity is not only based on the binary coding of yes – no, but it especially rises from complex system relations and system communication.

We can explain the main difference of post-media thinking following way: one entity is delimited in relation to another entity within the original quality that is enhanced only by the specific medium at the specific time. This is the difference that makes the difference. The concept of the new model of post-media thinking would like to expound the medium as an exclusively unity with its own separate essential wholeness and its own negativity, not only defined as one of the „also“. The medium has ability



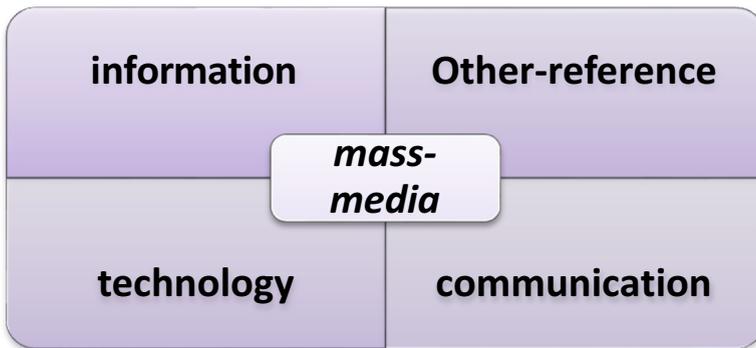
**Fig. 1.** Difference of medium and media

to produce „other“ (related to the system Other-reference), that differentiates one factor from another factors. The secondary difference involves the media that exist in the form of double-reality model, it means for example the system of masmedia. The system Other-reference is a mode and clue to explain the complex bindings in each system and the way of how the system communication is working and how it influences the cognition and thinking. The system Other-reference is also able to clarify the process of how the system is performing an operation and how the system is observing because of the two levels of observation: firstly we are talking about the facts (the observer is observing) whereas second reality, the double-reality model is related to the observation of another observers (how the other observers are observing).



**Fig. 2.** The system Other-reference

The system of media, especially the mass-media system is a world in itself (Self-reference), environment with information that are circulating in the system environment, the electronic, digital and imaging processing and transport, but also the major limitation: within the system of media are information and system communication spreading in all directions, but their content ends not only by the recipients, but again with emittents. It is therefore a more or less autonomous, self-reference system that lacks the basic form: the relationship to the conception of general. Therefore should the mass-media system prepare the basic information and always update them. Medium is preparing huge, but limited realm of possibilities, from which the system communication could choose new forms for further communication process. Technologically produced objects of seeing are acting with new rule: not only that it does not allow sufficient difference between thinking and knowing, but mainly because some redirecting perspectives lead to "overlap" of the difference between the current view and its subsequent simulations.



**Fig. 3.** The system of massmedia

The reflexive medium and system Other-reference is closely related to the concept of dispositive. Dispositive is a form, mode and heterogeneous whole (rules, architecture, institution, script, computer) that can explain the complex structure of each social, imaging and information system. The dispositive rises as a plan in the society. For example as the first dispositive is considered the language. The dispositive is being based on usability, control and power. It is a system and net of complex operational processes and functions that produces the knowledge and control and could form the identity and autonomy. Because there are more possibilities in the current post-information society that we could use at the same time, the system should select the information and reduce the social complexity, of course the system has to choose the right dispositive for further operating.

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