



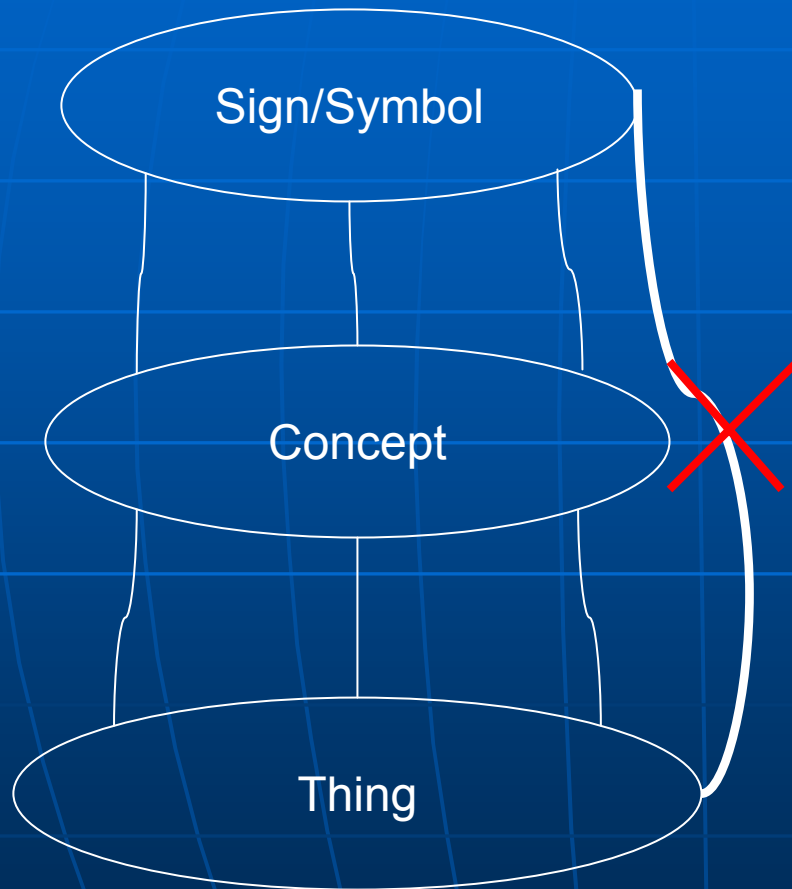
What is the Machine?



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(“Team Swanboat”)

Everything is Everything



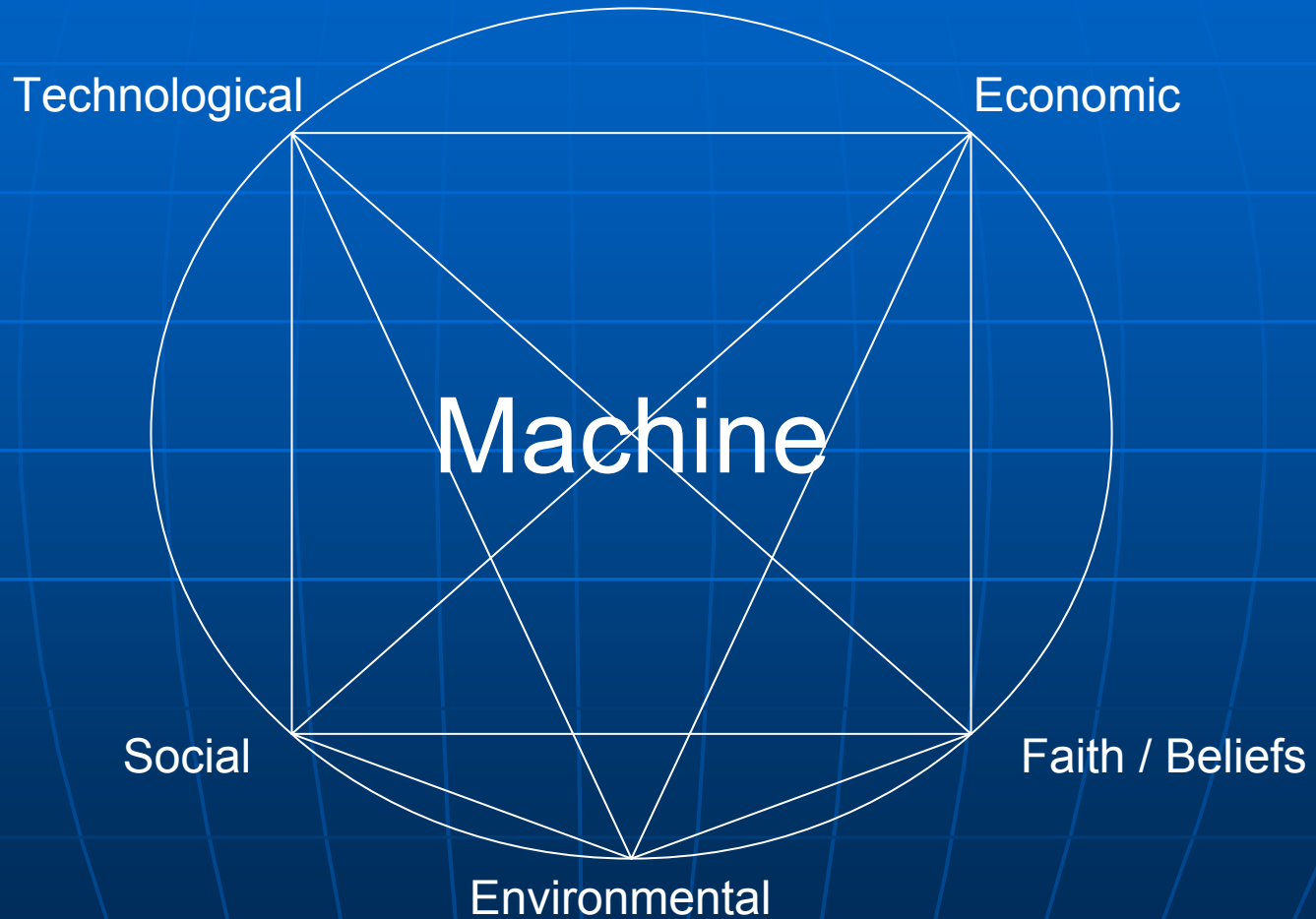
The pointy headed intellectual says:
Semiotics is the study of signs and symbols

No matter what we represent, the symbols we use communicate an infinite number of properties whether or not we intend to.

Appropriate response:
So what?

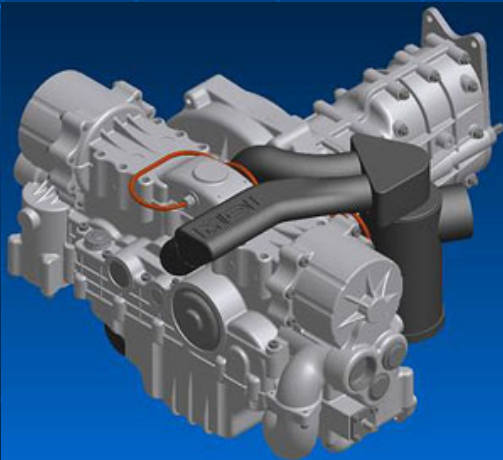
PHI: So anytime we want to understand what it is we are talking about we have to talk about the entirety of the topic

The nexus of relations



Technical

- An apparatus consisting of interrelated parts with separate functions used in the performance of some kind of work
An electrical, technical, or mechanical device
- Everyday examples: An engine, clock, pulley system



Technical (Cont.)

- Building bounds: Space and distance.
- Form and function: the role of the utility and the apparatus.
- Mechanical universe:
 - biology becomes the basis for technics.
 - The three principles of science.
 - Finite or infinite, quantity or quality.

■ Capitalism

- Assigning monetary values to everything (was done because money was easier to transport).
- Caused by growth of mobility and international trade.
- Prepared the way for modern technics.
- Attitude: Power=Science=Money.
- Spurred the need for new Inventions.
- Resulted in the neglecting of the Real World.
- Even when a new invention was a failure, it was looked more highly upon than the thing it was trying to replace.
- Machines = possibility of development of money.
- One conditioned the other and reacted upon each other.

The Social Machine

- Social aspects – The way in which the machine effects the interactions between humans
- Human-Human Interactions vs. Human-Machine Interactions
 - Replacement of man's job
 - Creation of layers between humans
 - Man on a farm vs. Farmer (Ralph Waldo Emerson, Essay on Self Reliance)
- Creating social status – wealth and value over wisdom and skill
- Regimentation of man
- Protestant work ethic

Beliefs/ Faith

- Monasteries and the rhythm of man: from bell towers to stop watches.
- Magic: the bridge that united fantasy and technology.
- Move from faith in Church/God to faith in science
 - Fact or Fiction? Evolution vs creation; magic vs science
- Animism: no separation between soul and function.

Obstacle of Animism



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Environmental

- Conquest over nature
 - The machine attempted to emulate achieve the wonders of nature that we as humans could not. (duck: sail, bird: airplane wing).
- Elimination of the Organic
 - The Focus on Primary qualities
 - Neglecting of the real world; only focusing on its purely quantitative representation for the production of machines
 - Communication today
 - (cell phones, Radio's, IM, internet).

Recurring Themes

- Nothing man cannot do, but doesn't mean man should do it
- Organic Vs Inorganic
- Boundaries- Setting them, making them or breaking them
- Man and machine blending
- Conquest of Nature
- Shift from qualitative to quantitative- placing a value on something became a way of life

The Tree of Knowledge

- Knowledge is like a tree.
- Assertion of root causes
- Reliance on particular disciplines as having actual knowledge

