BOOZE

private outlook,
energy and zest,
aggressiveness

depression,
hangover

group sentiment,
songs

integral sensibility,
private inhibitions



148 Laws of

CAR

the ego trip

going outside to be alone

mobile home

city (urb)
into suburb

alone at a drive-in movie

traffic jam
corporate privacy

pedestrian:
the invader of
the motorist's privacy

privacy

knight in
shining
armour

horse-and-buggy

the countryside

with river as the mode
of traffic flow
traffic lights as locks?
helicopter as canal control tower?



REFRIGERATOR

availability of wider range of foods

homogeneity – of flavour and texture

leisure of cook and provider

dried food; salted, spiced;

principle of storage

taste of fresh food

stomach

memory

ENH REV RET OBS

CREDIT CARD
(two versions)

with the credit card,
the public is poured
into the computer,
as information

image of user

corporate services
awareness
audience
credit card as stage

computer as tribal
memory bank

you need another card to
validate your card...
loss of card is loss of
identity: requires that
you make a new persona

barter –
inflation

money

user, transaction, and goods
alike are obsolesced and
become information and imagery

CREDIT CARD

masks that
money can buy

great danger
is loss of
face

the corporate image

the creditor as cop

private imagery

barter, haggle

bankruptcy

money, the body

nothing fixed beforehand:
the identities are as
fluid as the haggle

bargain hunting: occupation
of the rich

the breakdown of
hardware



RADIO

Orson Welles's
Invasion from Mars

'diffusion' broadcasting:
the multilocational

world reverses
into talking picture:
audience as actors
participating in their own
audience participation

access to entire planet
everybody
everywhere

Global Village Theatre

tribal ecological environment:
trauma, paranoia

wires and connections
and physical bodies

RADIO was an invasion of Western culture, phasing out 2,500 years of culture and literacy. It brought to the surface an instinctive' tribal sensitivity to the dangers of alcohol... a hypersensitivity to 'the Demon RUM.' Radio was the hidden ground to the figure of retrieved Prohibition.

end of rational and lineal:

end of Euclidean space:

end of Western time
and space

NUMBER

possessions

pattern recognition

fractioning figures
out of their ground

kinetic line of the graph:
the language of gesture

plurality,
quantity

mere graph,
statistic,
profile of the crowd

zero,
blank

holism

interval

notches

math, algebra:
the hidden ground
of number is letters

knots

symbols

tallies

the first extension-of-earth

earth goes inside itself

the planet

the vibes

ecology

'Primitive man is,
inevitably, ecological.'

In *The Savage Mind*, C. Lévi-Strauss
noted that the primitive regards
everything as related to everything
– a condition we recognize as paranoia.

SATELLITE

population reverses
from content/spectator
to actor/participant

participating in
their own
audience participation

the crowd dynamic

the orb urbs; the globe as theatre

implosion

Nature

nature: an invention of the Greeks

Lewis Mumford (*Technics and Civilization*, page 69)
called the mine 'the first completely organic
environment created by man.'

Like the space capsule,
the submarine is also a
completely programmed environment.
And the scientific laboratory,
whether for Pavlovian conditioning,
or routine controlled-condition
experiences.



person-to-person

After many a test, Bell has rejected
the videophone as socially unacceptable
though physically feasible.

dialogue

instant access to users

dialogue as gesture:
Many kids conduct whole
conversations without
once using words, rather
mumble, giggle, grunt.

TELEPHONE

...the mythic world of the
discarnate, disembodied
intelligences: you *can* be
in two places at once

'phoney' – 'as unreal as a
telephone conversation'

hang-ups – no put-down

the sender is sent

privacy by universal cable access

the old barriers between
physical spaces: there is here
and here is there

'... you tell me what it is you
say the computer can't do and
I'll build you one that will do it ...'
(harried designer)

SIX-GUNS AND SILICON

Using raw materials supplied by Hollywood, most of us formed, in our childhood years, an image of the sheriff. The typical sheriff was lean, tough, armed, and frequently on the side of the angels. He was trying, against heavy odds, to establish law and order, and if this meant drawing his gun, well, he killed only with reluctance. The morality plays in which he participated derived their strength from the simplicity of the conflict between good and evil, and that was just fine by a six-year-old movie-goer.

That sort of sheriff, however, came from an era that really never was. If it had been, it would have been over by now – mowed down by a steady stream of electrons and city silicon. The sheriff's office with the rickety chair, the barred cells at the back, and the strong smell of sweating horses, has been supplanted by one with a memory bank, attached to a printer, linked to county files.

speeds of calculation and retrieval

The fastest data retrieval in the West now excites awe along the two-dimensional facade of saloon doors, the hotel with the balcony, Wells Fargo, gunsmith, blacksmith, lounging cowboys, hired guns, hitching posts, and horse troughs. Scuttlebutt around the poker game has it that the computer has a faster draw than the sheriff, but that it fires indiscriminately and with erratic aim. They wonder who would walk away from a showdown.

perfect memory – total and exact

Well, today they need wonder no longer. There are reports from the United States that a computer was recently left in smoking ruins, plugged by bullets from the sheriff's gun. Some say it was murder; others are more inclined to a finding of justifiable computicide because, at the time of its death, it was "uncontrollably spewing out arrest records."

The sheriff of old is a man of considerable patience and coolness, but he is, above all, human. Thus, when he finds himself up to his holsters in printed detail of every offender for miles around, pouring from an incontinent computer, he has no alternative but to put a bullet in its brain. Someone, after all, has to demonstrate where the authority really lies.

There isn't a jury in the land that would send him to jail.

Editorial in *The Globe and Mail* (Toronto, July 14, 1980), p. 6.

projections of present as future,
of future as present:
retrieval of now as alltime

COMPUTER

General Systems

anarchy via the overlay of bureaucracy

sequence, approximation, perception, the present

obsolescence
of hardware
via the new
etherealizing speeds
and sizes,
e.g., micro-dot library;
minute programs



The washing machine illustrates a similar phenomenon. No one who has ever laundered a sheet by hand, and without the benefits of hot running water, would want to return to the scrubboard and tub. But the popularity of the electric home washer in the 1920s doomed both the laundress and the commercial laundry. In the process, the time spent on laundry work by the housewife who had previously employed such services was bound to increase.

The electric washer also meant an upgrading of household cleanliness. Men gave up removable collars and cuffs, which meant that the whole shirt had to be washed and then ironed. Homemakers began changing two sheets every week, instead of moving the top sheet to the bottom and adding only one that was fresh.

In the late 1950s, when synthetic no-iron fabrics were introduced, the size of the household laundry load increased again: shirts, skirts and blouses that had once been sent to the dry cleaner were now being tossed into the household wash basket. By the 1980s the average homemaker, equipped now with an automatic washer and dryer, was processing roughly ten times the amount of laundry that her mother had been accustomed to doing. Drudgery had disappeared, but the laundry hadn't.

– Ruth Schwartz Cowan,
' "Labour-Saving" Means More Work,' 78.

speed of doing laundry

antiseptic house

ideal container

WASHING MACHINE

involvement

process: continuous laundry

scrubboard and tub

The visual faculty is fissioned
off from the other senses.

Letters are an extension of the teeth,
the only lineal and repetitive part
of the body.

'King Cadmus sowed the Dragon's teeth
and they sprang up armed men.'

Montaigne felt the situation
of print as like putting
messages in bottle:
'Amusing notion: many things
that I would not want to tell
anyone, I tell the public;
and for my most secret
knowledge and thoughts, I
send my most faithful friends
to a bookseller's shop'
(D.M. Frame, *Montaigne, A Biography*, 82).

**private authorship,
the ego**

élitism

An older language is retrieved
for use and tidied up: Rome
spoke Greek; the twelfth
century spoke Latin; vulgarity
becomes snobbism for the in-group.

WRITTEN WORD

'...in those neutral modes of writing,
called here "the zero degree of writing,"
we can easily discern a negative momentum,
and an inability to maintain it...
Colourless writing like Camus's...or
conversational writing like Queneau's,
represents the last episode of a Passion
of writing, which recounts stage by
stage the disintegration of bourgeois
consciousness.'
(Roland Barthes, *Writing Degree Zero*, 11)

**with the corporate
reading public and
'historical sense'**

**vulgar slang,
dialects;
separates
composition
and performance**

The integral 'common sense'
of interplay and ambiguity
is displaced.

