Abstracts

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Ewa Kosowska, Eugeniusz Jaworski
Stairs in urban space as an example of a conflict between the utility and artistic effect

The authors formulate a thesis stating that modification of former innovations, which were supposed to improve the movement around urban space, nowadays often bring a disruption into communication. The emphasis that modern architects put onto the artistic side of the projects, leads to modification of habits, and brings out new behavioural standards, that are not always agreeing with biological capabilities of the users and do not always reside within their culture-bounds (users vary in age and level of fitness). The example of such phenomenon can be illustrated by stairs, still present in modern urban space, yet often lacking the element of comfort, in favour of bringing out an attractive architectonical form.

Keywords: stairs, urban space, utility value, artistic value

Ireneusz Gielata
The Modern with Matches. Main issues in Fairy Tales by Hans Christian Andersen

The article presents the role matches played in the history of transformations of the nineteenth century (the era of steam, railway and telegraph) as a result of the 'economic bomb' (E. Hobsbawm) which blew up traditional social and economic structures of the world, and drew human life into "speed revolution" (). The story of matches illustrates the essence of these transformations: as every modern invention, they undergo the process of continuous modernisation ('creative destruction'). The author analyses and interprets the short story *The Little Match Girl* by Hans Christian Andersen, trying to trace all the meanings evoked by matches. Their features (abruptness of ignition and going out, shortness of the burning phase, one-off use) are in fact

features of many inventions of the nineteenth century, and this allows us, following Walter Benjamin's suggestion, to perceive a match as a figure illustrating the experience of "shock".

Keywords: Andersen, fairy-tale, invention, a match, experience of "shock"

Piotr Urbanowicz
Steam engine as a medium of longing. Podróż do Ziemi Świętej z Neapolu *by Juliusz Słowacki*

Abstract: The aim of the paper is to present a poetry of JuliuszSłowacki by using media theory as a framework. The author investigates the experience of poets journey by a steamboat in Podróż do ZiemiŚwiętej z Neapolu. In this poem the poet applied the organic metaphors to describe the machine. According to Siegfried Zielinski the author claims that it can be understood as an attempt to domesticate the new and strange machine and inscribe it in the cultural order as something natural. It warrants the new approach to the romantic notion of machines.

Keywords: Juliusz Slowacki, romanticism, machine, medium, metaphor.

Małgorzata Rygielska *The charms of auscultation, or a brief history of the stethoscope*

The author presents a history and the contemporary functioning of the nineteenth-century invention: the stethoscope. It is both an object, or a tool (used in medicine and forensic science) and a medium, which in the course of transformations aiming at improving its use, has changed its form but kept its main function, i.e. the transmitting of sounds and increasing their volume. The inventor of the stethoscope was René ThéophileHyacinthe Laennec (1781–1826), who not only constructed the tool for the auscultation of the human heart and lungs, but also left its detailed description and drawings in his work *De l'auscultationmédiate* (1819). Laennec, by introducing the stethoscope, which can be regarded as an example of a material extension, into medical practice, initiated a series of changes in relationships between a doctor and a patient (such as an increasing distance between the two, dependence of medical diagnoses on data obtained by means of machines and tools). Neil Postman exploited stories on the stethoscope in his reflections on the complex relationship between culture and technology, whereas Michel Foucault used them when characterizing the transformation of European discursive formations. These are undoubtedly vital diagnoses for our present times.

Piotr Kulpa The pursuit for superhuman productivity. Dreams about extremely machines – Nadsamiec of Alfred Jarry.

Keywords: stethoscope, medium, René Théophile Hyacinthe Laennec, contemporary culture, mediate auscultation

The nineteenth century it's possible to denominate age to the machines. In this time human spirituality is lost, because technology is grow up. In the work of Alfred Jarry's asked about the limits human productivity. The main character, Andre Marcueil, has became machine without spirituality. He has broken sports record. He defeated on the bike distance of 10 000 miles and was faster than train. After defeated records of love. People dream about big power. Man wants be a machine to the biggest successes (for example cheering Tour de France). In this article I want to answer the question: To where scamper strongly technicised world?

Keywords: railway, machine, supermale, bicycle, means of transport

Marek Jeziński "I am an ordinary man-machine". The figure of a man-machine in the lyrics of Polish bands of the first half of the 80.

The figure of a man-machine (a cyborg, an android) is a metaphor of social attitudes represented in art relatively frequently. In the paper the problem of the presence of man- machine in popular culture is analysed on the basis of the lyrics of Polish rock bands of the first half of the Eighties. The man-machine is present in the songs performed by both mainstream culture groups (Mech, Exodus, and Kapitan Nemo), and underground bands (Dezerter, Rejestracja, wc, Bikini, DefektMuzgó, Republika, and Rezerwat). Such a figure is present in the lyrics as two sets of references. The first one is concentrated on the representation of an individual perception of reality: an android is aware of its fate and serves as an allegory of existential uncertainty of a real human. Secondly, a certain social perspective is used, as the lyrics presenting the activities of the political power indicate. People in power try to produce and shape the androids in political and cultural meanings: a man becomes a machine as a result of the activities of the power. This perspective includes the mass production processes in which an individual is a subject of multiplication, and a man-machine is used for military or industrial reasons.

Keywords: man-machine, cyborg, android, Polish rock bands

Karina Stasiuk–Krajewska, Michał Ulidis The power of technology: Panopticism and "governmentality"

The considerations presented in this text are an attempt at an application of a theory developed within one specific concept of power for an analysis of selected trends in the development of today's advanced technologies and the so-called new media. The authors intend to investigate specific technologies of control and self-control in the context of theoretical assumptions by Michel Foucault.

Keywords: "governmentality", technology, power

Agata Ludzis–Todorov „[…] there is no enough space here for these superb Mercedes and little BMW". Representations of the car in Sukces magazine in the early 90s.

This article is an attempt to find out and define the role and meaning of cars in Polish society just after transformation time. The relationship between human being (user) and machine (car) is very strong, significant and changeable in time and context. Additionally, this specific type of bond appears as even more meaningful on the ground of self-presentation and process of communication in/with the society. As we can read in Wernick, the car is a marker of identity and one of the elements, which design the sense of social status. Basing on the articles and photographs from the *Sukces* magazines (issues from 1990 and 1991) we can observe that car was one of the most important sign, which creates media image of people who were not only successful, but also felt comfortable in the new economic, political and social conditions.

Keywords: car, role of car, car as sign, *Sukces* magazine, 90s in Poland

Małgorzata Kołodziej Smoking without the fire. E-cigarette – contemporary smoker's gadget

Although tobacco smoking is known since ages, it has been changing its function over the years. Regarding historical context, author tries to show the changes, which are noticeable in the individual forms of the tobacco using. She also tries to ascertain if former known functions are still current in cigarettes and e-cigarette smoking. Author also tries to essay of analysis e-cigarette as a culture text, which is generating amount of interpretate options (for example gesticulation, nature-culture relation, gadget, functioning in language).

Keywords: e-smoking, culture of gadgets, guilty pleasures

Joanna Łapińska
Witnessing the affect. Encounters of humans and artificial intelligence agents in films Ex Machina and Uncanny

The aim of this article is to identify characteristics of presentation of artificial intelligence in the films *Ex Machina* (2015) and *Uncanny* (2015), and the analysis of ideas about possible romantic relationships between humans and artificial intelligence agents in the context of post-human and affect theories. The key categories used in the analysis are: „witnessing", used in the context of the Turing test, and „affect" as understood by Silvan Tomkins. The article tries to show that contemporary film presentations of artificial intelligence are part of a broader post-human research, pointing to the equal roles of human and non-human entities, as well as to the essence of the category of affect in the creation and understanding of artificial intelligence.

Keywords: artificial intelligence in film, affect theory, post-human studies, witnessing, Turing test

Marianna Michałowska
Mediating memory – pinhole photography again

An article discusses two issues: continuous returns of archaic photographic techniques in artistic practice and a circulation of "technical" memory (or as Jacques Derrida called it – "artificial" memory, *hypomnesis*) in media, which are destined to its storage. In my opinion, it is an interplay of theory and practice that enlighten the significance of bygone technologies for contemporary culture. That is why, though a theoretical ground for my reflection is founded on concepts by among the others Siegfried Zielinski, VilémFlusser, Sean Cubitt and José van Dijck, I analyse two *case studies* from the domain of art. The first issue: a return to archaic photography is presented on the example of *Selfcreatures* (*Autotwory*) a series of works by JarosławKlupś, the second: a circulation of memory is based on The *Dichotomy of Nests* (*Dychotomiagniazd*) by Georgia Krawiec. The text is divided into three parts. The first presents a brief description of pinhole photography and a history of its artistic re-interpretations, the second focuses on the difference in reception of recording of the past and pre-digital and digital media, and finally in the third one, I direct towards a mechanism of circulation of ideas, which are visualised by wide understood media.

Keywords: pinhole photography, media archaeology, memory, haunting

Karolina Główka
Images embedded in technology

The aim of this paper is to historically analyse the formative impact of image production in communication practices, and thus, in the visual culture at large. Technical devices change investigated phenomena. Imaging technologies shape vision and construct the real at the same time. The image as a field of active powers seems particularly relevant for the ubiquity of visual presentations in contemporary communication. The interinanimation of seeing practices and imaging technology calls for understanding the order of organization and production of visualized knowledge influenced by different forms of instrumentalization. This research helps to establish the relationship between imagining methods created in the past and contemporary imaging technologies. The integration of historical usages of visualisation methods emerges technological dimension of culture. These findings shed light on how methods of visualization, deployed in the past, have been inextricably tied to communication practices.

Keywords: visual communication, visual culture, visual rhetoric, visual history

Jacek Zydorowicz, Katarzyna Przerwa-Zydorowicz Technostalgia, control and irony. Nonsense technologies in Przemysław Jasielski's art

The fusion of art and science doesn't need to be confusing for viewers. It shouldn't be too easy either. Installations created by PrzemysławJasielski propose an experimental intervention into reality using *nonsense technologies*. These are not new technologies focused on the productivity and efficiency - they are ironic devices making "one step beyond". Strategies used by the artist diagnose critical points of technoculture. This strange kind of technology becomes a method to provoke questions, inquiries without a need for the unequivocal answers. Devices and objects shown by artists make no sense from a classical perspective of technology, they don't work or the result of their work is unpredictable. This apparent uselessness, randomness or unpredictability, however, means that technology, treated as an experimental method becomes an important cognitive and relational factor in the art world.

Keywords: technostalgia, irony, science, art, machine, Przemysław Jasielski

Tomasz Bielak this is your life… GoPro as cultural pheno- menon

The main subject of this article is the cultural (and to the marketing) phenomenon (especially in recent years) of sports camera , so-called: action cams. The author reconstructs the story of the rise and gaining leadership by GoPro. The invention of Nicolas Woodman becomes the starting point for a reflection on the production and processing of the image during total domination of digital media. Indicates points coincide with the culture of video draws attention to the specific style of storytelling really using this specific invention. Author also decribes cultural practices reflected in specific market movements (that is why we cantrat this phenomen as a specific 'GoPro culture').

Keywords: action cams, selfie, visual practice, media history