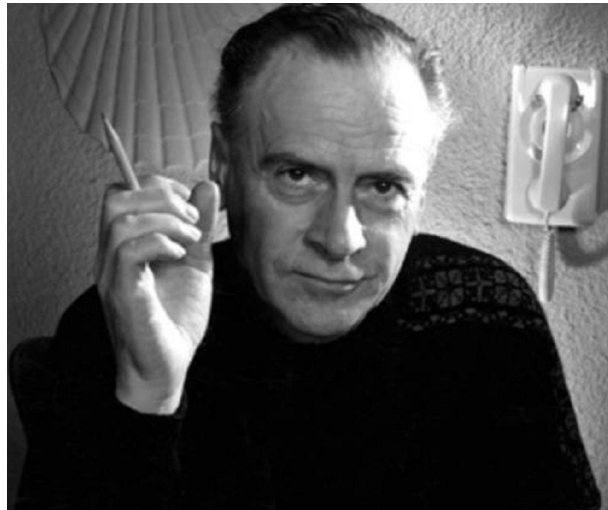


SUPPLEMENT 1.

Marshal McLuhan and Media Theory. 11 |,

Exhibit 2 below shows an image of Dr. Marshall McLuhan, who posited that “The medium is the message.” Human language and other forms of communication, not used by animals, are our species' most unique attribute (Google search, Q & A: What is Human Language...) In human history, people have developed different ways--using different media--to communicate. Each new medium requires a different form and content, and new culture devolves from it developed over time, and is satanized. The older media are sacredized (McLuhan, 1964). Some of the older media forms and content are reused in the new medium (McLuhan, 1964).

Exhibit 2. Marshall McLuhan.



Examples of Cultural-Media Interactions. 12 |

One is familiar with how print hugely changed culture starting in 1450 with Gutenberg's invention of the printing press (see Exhibit 3 below) with movable type that took on well improved inks that did not bleed on improved paper (Google search, Brahms).

By combining those improvements, Gutenberg changed the world with non-censored, accurate, economical and quick production of books. However, there was resistance to the new medium, and if it had not been for the insatiable demand for Martin Luther's concomitant and voluminous writings, print may have failed. Instead, Luther ushered in the Reformation and independence from slow, censored, and error prone hand copying of books by monks. In turn, the enlightenment, the middle class and industrial revolution--using advances in mechanical devices, including for mass communication--emerged.

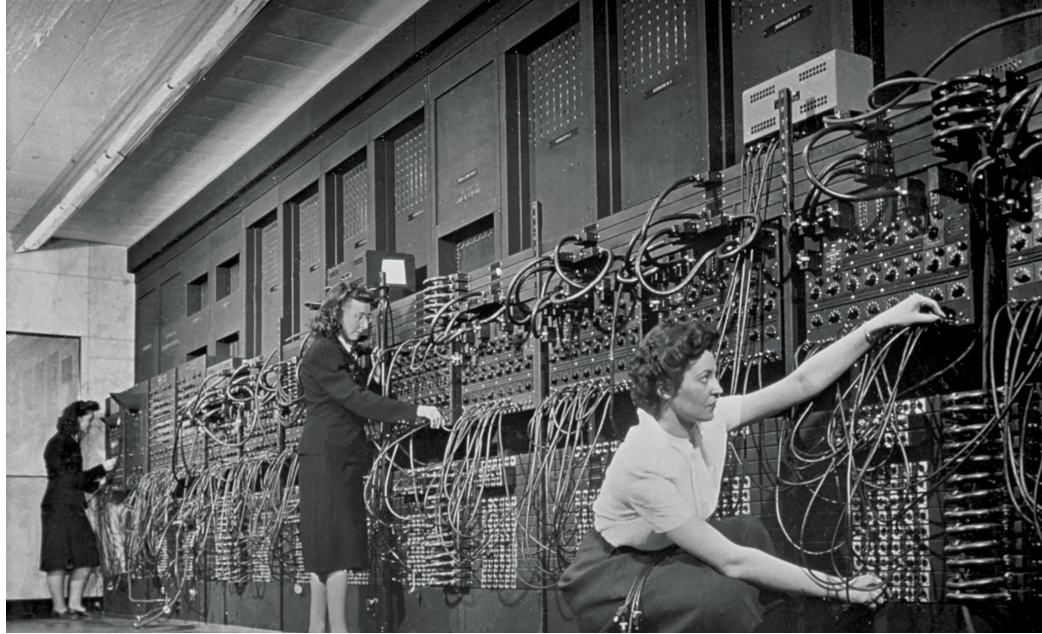
Exhibit 3. Reproduction of Gutenberg Press.



One of these advances was the mechanical (later electric) typewriter. The national organization--the Dramatists Guild--(still) controls the format of play (presentation) scripts, based upon the capabilities of typewriters. That format uses black on white paper with Courier 12 point type, standard line spacings, caps and lower case, and positions on a horizontal line controlled by tab stops that identify by position, character names, dialogue, action, stage direction and Entry and Exit cues. Even title page and front matter formatting is specified, and page numbering is required to estimate performance time. It is almost impossible, even today, to have a play script accepted unless these standards are followed. Many (digital) word processors, such as MS Word, used to write this paper, emulate print (page oriented) standards for documents. The play script and generalized presentation script format developed in the last decade by this author, named *GoMedia*, has digital advantages that help move script formats more into the digital age, but is resisted because of the past print cultural standards. Nevertheless, this presentation script uses the new *GoMedia* genre (in this supplemental submission) and the old print-based standard is used for publication format of this paper. MS Word has so many more resources, such as color, variable fonts and point sizes, bold and italics, justification, variable margins, un paged files, Object Linking and Embedding (OLE), Hyperlinks and variable line spacing, that it is silly not to use them in a more productive, more easily editable, testable and controllable presentation script. Even the APPs for presentation scripts are page and command based, and are additionally expensive to purchase and maintain.

See Exhibit 5 below, for the computer that really began the digital age--the first general purpose programmable computer.

Exhibit 4. Electronic Numerical Integrator and Calculator (ENIAC).



Some Media Theory. 13 |

Some of the late theorist Marshall McLuhan's media theory is represented by the following (McLuhan, 1964, 1967):

- Old media will always be partially replaced/extended eventually by new media with different forms/formats.
- It may take considerable time and effort to develop the new forms.
- When a new medium is introduced, it is resisted; the new medium becomes satanic and the old medium becomes sacred.
- Cultural changes are induced by new media and culture affects new media.
- New media subsume parts of many old media.
- Print media are associated with the cultural print/mechanical/industrial age.

Digital media are associated with the electrical/electronic/digital age. Added are the following to media theory:

1. Digital media may emulate some forms of print media, and offer resources and advantages not afforded by print media; this is partially similar to some McLuhan theory.
2. Expressed in relatively simple mathematics, **v**'s and **V**'s may be useful in appraising some forms of print and digital visual display (a kind of transmission of information), particularly for presentation scripts.
3. The digital ad industry definition of **viewability** is undemocratic and not isomorphic (of the same form) with the six subgenrae **v**'s treated in this paper. It is oriented for the marketer's benefit only and does not consider the consumer at all,

Digital Media. 14|

Digital media are number based; they are coded using base 2 (consist of sequences of 1's and 0's as opposed to analog and text rendering). They need not be page based (e.g. emails and websites).

Advantages of single file digital media such as **GoMedia** are that they:

- are paperless (no need for printing)
- avoid widow/orphan problems
- may have formatting chosen by the author
- do not require time and money used to print
- save trees, are **green**
- are editable faster and easier
- allow all of the resources of word processors such as Word to be used that in some cases may be used to increase v
- allow nonstandard margins and line spacing to increase v