McLuhan’s Wake

1. **What human trait or experience does the medium *enhance*?**
   1. What is the intended function of the medium or technology?
   2. What does it improve or make more efficient?
   3. Does it extend part of the human body? One or more of the senses?
   4. Does it extend an aspect of the human mind, such as memory?
   5. Does it amplify some human capability or augment some form of human action? Does it extend the individual, the group or society?
2. **What pre-existing technology, method, system, or medium does this medium *obsolesce*?**
   1. What older technology does the new medium replace? What does it render unnecessary?
   2. What procedures does it short-circuit or by-pass?
   3. What happens to the old medium that is rendered obsolescent? Does it disappear entirely, become an art object, or find a new niche?
3. What technology, method, system, or medium that was previously obsolesced or abandoned does this medium *retrieve*?
   1. What archaic elements are made relevant again?
   2. What previously marginalized or repressed ideas, practices or artefacts are brought to the fore?
   3. What aspects of the prehistoric, ancient, medieval or early modern world are revived?
4. When fully utilized or pushed to its extreme, what will the medium *reverse* into?
   1. What effects will the medium create that are opposite to what was originally intended?
   2. What are the contradictions inherent in the technology?
   3. What is the ecological impact?