

# CHAPTER 4: THE POWER OF PASTE

all media is **entangled**

ideas come about through bricolage

and everything is a remix.

SEVERAL CHATS LATER, I COME BACK TO PINK'S MESSAGES WITH SOME RELATED MEDIA

DOES THAT MEAN I'LL JUST REPLY WITH IT?  
OR IS THERE A BETTER WAY TO GLUE THINGS TOGETHER?

all media is **entangled**

| **entangled**



**Understanding Media**

Marshall McLuhan (1964)

ideas come about through bricolage

| **bricolage**



**Mindstorms**

Seymour Papert (1980)

that's a good one!

and everything is a remix.

| **everything is a remix.**



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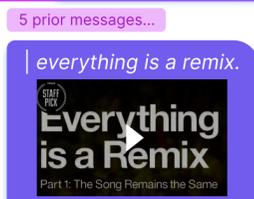
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THIS LOOKS LIKE QUOTING, BUT IT'S NOT.

IT'S BIDIRECTIONAL: IF I CLICK THE HIGHLIGHT, IT JUMPS TO WHERE I RESPONDED

and everything is a remix.

5 prior messages...



IT'S HYPERTEXT.

I CALL THE ENRICHMENT OF TEXT WITH MEDIA: **EMBELLISHMENTS**

WHAT OTHER EMBELLISHMENTS MIGHT WE USE?

WE CAN REACT TO INDIVIDUAL PASSAGES

What kind of language are we building up through embellishments? Is there a grammar? "Embellishmentlish"

| "Embellishmentlish"

hey, what's so funny?

EMPHASIS FOR THE SAKE OF EMPHASIS (POINTING)

Is a poptart a type of ravioli? **yes** or no?

| "yes"

RELATIONS TO PRIOR CONVERSATIONS

this feels recursive.

| **recursive**

reminds me of this

to the offshoots of their offshoots of their offshoots

MARKING MESSAGES TO-DO, OR SETTING REMINDERS...

let's just do this tomorrow

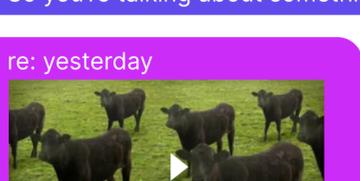
| **tomorrow**

reminder set for **Tomorrow at 8am**

THIS MECHANIC DOESN'T SEEM LIKE A BIG DEAL, BUT SHOWING EMBELLISHMENTS **IN SITU** MAKES A HUGE DIFFERENCE TO ME

CONSIDER HOW MEDIA APPEARS IN LINEAR CHATS RIGHT NOW

So you're talking about something and...



FINE I'll watch it

2 MINUTES LATER

What was I talking about again?

MEDIA IS A **BLOCKER**

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OUT OF CONTEXT, IT HALTS THE CONVERSATION IN ITS TRACKS

WHEN PRESENTED IN CONTEXT, HOWEVER, IT'S AN EMBELLISHMENT

THERE'S NO INTERRUPTION TO THE FLOW

INSTEAD, REFERENCES ACCUMULATE WHERE THEY BELONG, READY TO USE

IN A WORLD OF PASTE, EVERYONE'S A BRICOLEUR.