

北京大学“冀门对话”专家主题论坛

媒介考古:艺术、媒介与感知

Media Archaeology: Art, Media and Perception

“Hongmen Conversation” Forum, Peking University

In past decades, media has become central concern in both social reality and theoretical reflection. From McLuhan and Innis to Kittler and Flusser, even as to the theoretical reflection of media and technology on the plane of philosophy, art and image studies, media philosophy, media thinking and even mediology are widely acknowledged as major issues after the turn from humanism to (new) materialism, technology and thus “post-”humanism in contemporary theory. Media archaeology is one of critical topics among them. It raises inspiring thoughts on the materiality of media, the breakdown of conventional historical narrative, the imagination of synchrony, variations, deep time, media arts, audiovisual technology, media perception, etc. Within the horizon of media archaeology, a large amount of media which were silent, marginal, existent only in imagination have been excavated and re-organized. Media never dies, the old media does nothing but transforms into and attaches to new media, under the process of remediation. Just as archaeology and geology discover the strata of the earth, media archaeology sees the media culture as depositive, accumulative, and a folded space of material and time. With the reconsideration of relationship between media, media archaeology produces new perspectives on the media themselves, and further understandings on human as the unity of technology, media and materiality. Art might be more relevant in this regard than literature, due to the increasing attention that has been given to the visual media arts (eg. cinema and plastic arts) by the recent philosophical theories, whose main focus are central issues of human experience such as image, media, perception, time and memory. The cutting-edge debate of art-media-perception can be seen as the convergence of aesthetics, art theory, film studies, iconology and media studies. Chinese scholars should have their voices heard and recognized within the realm of media philosophy, media archaeology and art studies. On the one hand, this results from the advanced network technology in present China, on the other hand, it is justified by the long, heterogeneous, complex and deep history of media, ranging from optical, printing and audio, to transmission and mediation. It is by no means a simple combination of Western theory and Chinese reality, instead, as non-Occidental scholars, Chinese academics have the responsibility to theorize and abstract their own experience and history, in order to have conversation with Occidental thoughts, expanding and re-organizing the understandings on media, history, art, modernity and history.

Time: Dec. 2-3, 2019

Venue: Yingjie Overseas Exchange Center, Peking University

Sponsor: School of Arts, Peking University

Convener: Hongfeng Tang (Researcher, School of Arts, Peking University)

## Agenda

**Dec. 2, 2019**

Venue: Moonlight Hall, Yingjie Overseas Exchange Center

Host: Hongfeng Tang

**I. Opening Ceremony (8:40-9:00)**

**1. Hongfeng Tang:**

Introduction of Conference Theme

**2. Feng Peng (Professor and Dean of School of Arts, Peking University)**

Welcome Speech

**II. Keynote Speech (9:00-12:00)**

**1. Siegfried Zielinski (Professor for Archaeology & Variantology of the Arts & Media at Berlin University of Arts (i.r.) Michel-Foucault-Professor at EGS Saas Fee (CH))(9:00-10:30)**

**Prospective Archaeologies - Travelling through DEEP TIME OF THE MEDIA - from the Past into the Future**

**2. Screening (10:45-11:45)**

Siegfried Zielinski: Returning to the Future

One Hundred — Twenty Short Films on the Archaeology of Audiovision

**3. Q & A (11:45-12:15)**

**III. Keynote Speech (13:30-15:00)**

**Thomas Elsaesser (Professor Emeritus, University of Amsterdam) (13:30-15:00)**

**Film History as Media Archaeology**

**IV. Conversation (15:10-17:40)**

**1. Conversation between Prof. Zielinski and Prof. Elsaesser (15:10-16:10)**

**2. Discussions and Responses (16:10-17:10)**

Feng Peng, Huimin Jin, Weixng Chen, Yang Li, Bingfeng Dong (Researcher, School of Intermedia Art, China Academy of Art), Hongzhe Wang, Chang Shi, Yaping Xu

**3. Q & A (17:10-17:40)**

Dec. 3, 2019

Venue: The Second Meeting Room, Yingjie Overseas Exchange Center

Host: Hongfeng Tang

**Panel I: Media Theory (8:30-12:15)**

1. Huimin Jin (Prof. Dr. of Philosophy and Cultural Theory, School of Literature and Journalism, Sichuan University)

Extension VS Representation: To Linguistically Place McLuhan Against Post-structuralism

2. Weixing Chen (Professor, Institute of Communication Studies, Communication University of China)

The Artistic Dimension of Mediology

3. Yang Li (Professor, School of Arts, Peking University)

Jacques Derrida and Spectral Image

4. Jiang Lan (Professor, Dept. of Philosophy, Nanking University)

5G, Digital Present and Internet of Everything: Philosophical Effect of Revolution of Informational Technology

5. Hongfeng Tang (Researcher, School of Arts, Peking University)

On the Concept of Image-Media

6. Chang Shi (Assistant Professor, School of Journalism and Communication, Jinan University)

Yesterday Once More: The Rise of Media Archaeology and Its Problematique

7. Xinkui Li (Assistant Professor, School of Chinese Language and Literature, Renmin University of China)

Re-interpretation of Marshall McLuhan's "The medium is the Message"

**Panel II: Transmedia Art History, Art Media Studies and Media Archaeology in China (14:00-17:15)**

1. Jun Li (Professor, China Central Academy of Fine Arts)

Origin of A Formal System in Medieval China: A Transcultural and Transmediary Study

2. Xueshan Wu (Professor, China Central Academy of Fine Arts)

Through Media: Construction of Modern Image of "Long Wall of Ten Thousand Li"

3. Ying Zhang (Associate Researcher, Chinese Academy of Arts)

The "Sartre Moment" of Alberto Giacometti

4. Beichen Yang (Assistant Professor, The Central Academy of Drama)

The Archaeology of Scales

5. Hongzhe Wang (School of Journalism and Communication, Peking University)

Paleo-SETI, Atlantis, and Media Archaeology in the Chthulucene

6. Xiang Chen (Ph.D., Dept. of History of Science and Technology)

A Research on the Image Printing of Lithography in Modern China

### **III. Closing Ceremony (17:15-17:30)**

Yang Li: Closing Remarks

### **IV. Screening (19:00-20:30)**

Venue: Room 438, Science Building

Documentary Film The Sun Island

Director: Thomas Elsaesser

Discussant: Yaping Xu (Associate Professor, Shanghai Normal University)