The Bag-a pure medium

By Lee Giguerre

The Bag is an experiment in mass communication. The editors wish that the medium is easily distinguished from its content—a difference that is becoming more generally popularized by Marshall McLuhan.

The Bag is a pure medium. It can only serve as a carrier of other media. It can not replace story and poems in print form, phonography and visual art and small objects. The Bag is a free medium, but it has no form or message of its own only in the medium or carrier, but it is proclaimed to be a free medium, open to anyone.

Traditionally, newspapers have been a closed medium in the sense that their production is internally controlled. The Bag is a medium that has been produced externally (by their staff). The better a newspaper, the less it has to do with the skill of its writers and reporters. Conventional popular and commercial considerations, this has made newspapers relevant to public "modularized" concept of media. In recent years, minority groups have been finding that they can feel represented by the mass media. The Bag, it seems, has the potential of opening up the media. (This same analysis applies equally well to radio and TV.)

The thrust of this, of course, is the notion that The Bag depends heavily on community interest. It offers a wide audience to any writer who has something to say. (More precisely, the full realization of the concept of The Bag would be that the experiment is too limited to involve a significant number of people.) The first Bag was disappointing in that there were practically no contributions from the community. (For example, SIDS might have inserted one of their leaflets.) The Bag as yet either hasn't found or hasn't connected itself with the community. (For example, SDS might have given a better a newspaper, the less it has to do with the skill of its writers and reporters. Conventional popular and commercial considerations, this has made newspapers relevant to public "modularized" concept of media. In recent years, minority groups have been finding that they can feel represented by the mass media. The Bag, it seems, has the potential of opening up the media. (This same analysis applies equally well to radio and TV.)

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