Roland Graf

Traces, Places and Self-Evidence -
Aspects of „Space" on Cellular Phones

The triple excess in time, space and individuality in the so-called supermodernity (Marc Augé) is also marked by loss - Loss of the social importance of public space. "Non-lieux", to remain with the terminology proposed by Augé, get more and more numerous. Before the background of these importance-empty and not-identity-donating spaces - like shopping Malls, highways a. s. o. - the mobile media consumption must be also revised.

As an interlinking possibility with reality and as a sense-donating medium the mobile telephone should be interpreted before the background of his spacial independence. Speaking in phenomenological terms, answers as "Wait, I'll park my car" of a called up motorist really mean: I consciously put a static element against a normally transit scenery.

Beside this U-topos, in which the mobility places the new transmitters/receivers, a possibility is examined, which nowadays is used merely in the commercial area: geo-information. The possibility to visualise the ways and therefore the intentional thinking of the consumer by means of spatial data, is nowadays still in the beginnings (RFID technology), connected with those search helps known as "local based services".

Biography:

Mag. Roland Graf (b. 1972), studied Philosophy, Latin, Psychology and Educational Theory. The long-standing journalist works as a teaching representative (among other things: Semiotics of the Media and Media Philosophy) in the course "media management" at the University of Applied Sciences in Sankt Poelten/Austria, coach for advertisement and market communication and in the marketing of the projects Civitas Nova (receiving INTEL's E-Commerce-prize 1999 for the web site) and Aqua Nova (up to now 600,000 visitors), both in Wiener Neustadt/Austria. Austrian evaluator of GRUNDTVIG, the European program for promoting adult education.

Publications:

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