Title: Introduction: The Medium and the Message

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Abstract: Fundamental to the human condition is the awareness that, as biological organisms, we are inexorably drawn towards disequilibrium and the grave. So, the question becomes, "Does human consciousness survive bodily death?" This is a perennial question, and the possibility of postmortem survival provides many with a sense of solace. Perhaps this is one reason why, as a species, we appear to be fascinated by the possibility of mediumship. The purpose of the present volume is to examine critically what is referred to as the survival hypothesis: the tentative statement or prediction that some aspect of our personhood (e.g., consciousness) persists subsequent to the death of the physical body. The appraisal of this hypothesis will be restricted to mediumistic phenomena.

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This chapter provides an introduction to the complex subject of semiotics, the study of signs. A sign is something that stands for or represents something else. Despite such a simplistic definition, semiotics is a sophisticated theory of meaning that underpins Peirce's wider cosmological perspective about both the material and human worlds and is central to Peirce's philosophy of pragmatism. For Peirce, everything starts with and returns to the study of signs. The chapter explains that semiotics is a tripartite system consisting of three trichotomies: representamen, object, interpretation. How is this exercise an example of the phrase "the medium is the message"? Create a collage of images or symbols that could be used to promote a school or other institution, considering the target audience and the information being conveyed. Assessment recommendations. Description and assessment of the kind of news coverage possible in a variety of media. Development and analysis of a news story for radio, television and newspapers. Unit 1: Reading Media and Information Texts. Unit 2: The Medium and the Message – Print and Broadcast News. Unit 3: Film Genres and Sto