

Shift in media

physical (?)
(paper media)
- how many original forms of media - comic, literature, etc - eventually shifts and changes into ~~paper~~ digital media

ex: teenage mutant ninja turtles
snoopy → comic strip Peanuts by Charles M. Schulz
(?) pink panther
charlie brown
Garfield → Jim Davis's first Garfield comic strip debuted on June 19, 1978 in 41 newspapers.
Clifford the big red dog
↓
American children's book series, first published in 1963, written by Norman Bridwell.

- EX:
- ① created in 1983 by American book authors Peter Laird and Kevin Eastman. (Mirage studios)
 - action figures were promoted w/ the first animated series (1987) → live action films released in 1990s.
 - 2009, franchise purchased by ~~maker~~ Nickelodeon
 - ② Peanuts - Woodstock, Snoopy, Charlie Brown
 - Sunday American comic strip written and illustrated by Charles M. Schulz.
 - most popular and influential in the history of comic strips (17,897 strips published in all)
 - ran in over 2,600 newspapers, readership of around 355 million in 75 countries.
 - was first adapted into animation in The Tennessee Ernie Ford Show

THEORIES

* The Underground Mainstream *
- something to challenge the norms in media forms.

* The medium is the message *
"all media are extensions of some human faculty" → extend ideas / our reach
↳ relating to topic b/c media is an extension of the eye (entertainment) → translate visions and thoughts where the methods of digital or paper media can communicate ~~with~~ to specific audiences.

* Typophoto *
- a new world
visually presenting of what can be optically apprehended → digital media / films → TV
communication composed in type
↳ in a way relates to the idea of comics, which are written forms of entertainment