





UNSW CAMPUS LIFE

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Salsa - 17 August

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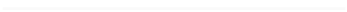
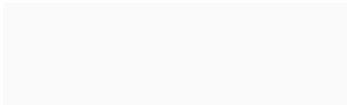
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What's





Weekend 
19-20 Aug

Theatre: Robin Hood
and the Singing Nun
(Saturday)
8pm
Figtree Theatre
\$12 adults/\$10 students, NUTS
members \$2 discount

Sustainable Water is everyone's future

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Applications are invited from Australian residents and citizens with at least an honours degree (1st or upper 2nd class) in engineering, mathematics or applied science.

Scholarships close 31/10/06.

For information, or to make a time to speak with Professor Imberger please contact

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Centre for Water Research
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www.cwr.uwa.edu.au

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Welcome to the digital age. I can message my friend in Thailand a video of what I am doing right now, in next to real time. This at ÄYZ[TH` UV[ZLLT P U J Y L K P A S I but consider where we have come from and what we have now. 150 years ago, the most advanced form of communication available to your great grandparents was the written letter. Now, it is possible for me to store every book written in the world at that time in my phone. To say the least, things have changed.

While we acknowledge these technological leaps, we seldom consider the cultural leaps that accompany such massive changes. Imagine life without a mobile phone, TV, internet or J V T W \ [L Y 0 [» Z K P M Ä J \ S I : O H I P Z H U indication of how much life has changed in the last 50 years.

The great social technology of the Twenty-First century is the mobile phone. It is estimated that nine out of ten adults in the western world have a mobile phone. They've become as indispensable as clothes. People literally say, 'without my phone I feel naked'. Furthermore, like clothes, phones have become fashion items. Recently, I was a participant in a market research 'focus group' on mobile phones. I was asked 'how does your phone say something unique about you and your personality?' If people

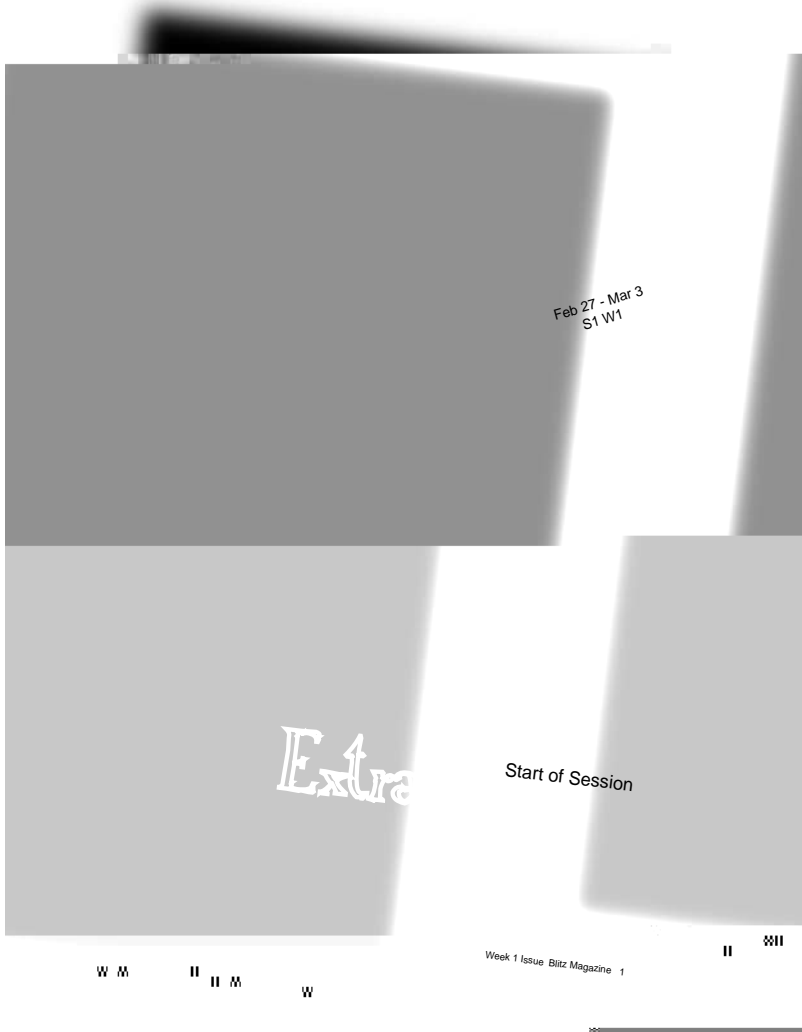
see a mobile phone as an extension of their personality, it is unsurprising that this industry continues to grow exponentially.

So, if phones have changed our lives so much, how are our lives different? Dr Andrew Murphie is a lecturer at UNSW School of Media, Film and Dance. AS a lecturer in media with an interest in 'technology and culture', he says that 'every new form of communication breaks down previous forms of communication'. Even to the extent that 'the technology we have determines the way we live P U [O L Ä Y Z [W S H J L »

Dr Murphie claims the most obvious way that phones have changed our lives is that we are 'communicating more'. Not only do we communicate more, but we are communicating in different ways. The phone is an incredibly intimate technology. When you speak to someone on the phone, it fs as if they are whispering in your ear and you are whispering in theirs. It is an intensely private form of communication.

However, mobile phones allow us to have these whispered, intimate conversations in public places. Dr Murphie speculates on this saying 'now there is a more malleable boundary between the private and the public space, or no boundary at all'. The private has become public and the public private. This has a big effect on culture, as according to Dr Murphie, 'a lot of culture is based on a clear division between public and private space'.





Feb 27 - Mar 3
S1 W1

Extra

Start of Session

Week 1 Issue Blitz Magazine 1

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