When McLuhan argued that “the medium is the message,” he was satisfied with claiming that the form in which the message was molded was actually the message itself. Yet this medium, if we consider it from a Deleuze-Guattarian point of view, is a flow which assumes a form only when its flow is interrupted. That you have a radio or a TV doesn’t necessarily mean that you are supposed to perceive a message which has assumed a form. You can listen to or look at the “white noise” without being tuned to a certain frequency on your radio or TV for days on end. To perceive is also an ideological construction as well as that which forces you to perceive.
Fig. 4. “Last Vestiges of Affirmation,” watercolor, acrylic, pen, pencil, 15 × 20 cm, 2016.