
CONTENTS

List of Illustrations	ix
Acknowledgments	xiii
Translator's Note.	xv
Introduction: Cultural Techniques, or, The End of the Intellectual Postwar in German Media Theory	I
1. Cacography or Communication? Cultural Techniques of Sign-Signal Distinction	19
2. Eating Animals—Eating God—Eating Man: Variations on the Last Supper, or, the Cultural Techniques of Communion	33
3. <i>Parlêtres</i> : The Cultural Techniques of Anthropological Difference	53
4. Medusas of the Western Pacific: The Cultural Techniques of Seafaring	68
5. <i>Pasajeros a Indias</i> : Registers and Biographical Writing as Cultural Techniques of Subject Constitution (Spain, Sixteenth Century)	82
6. (Not) in Place: The Grid, or, Cultural Techniques of Ruling Spaces	97
7. White Spots and Hearts of Darkness: Drafting, Projecting, and Designing as Cultural Techniques.	121

8. Waterlines: Striated and Smooth Spaces as Techniques of Ship Design	147
9. Figures of Self-Reference: A Media Genealogy of the Trompe-l'oeil in Seventeenth-Century Dutch Still Life	164
10. Door Logic, or, the Materiality of the Symbolic: From Cultural Techniques to Cybernetic Machines	192
Notes	207
Bibliography	241
Index	261