

# Recapturing the Wheel – Media Perspectives on Crisis and Recovery



Frank Wintle – FIRST Kyoto 2009

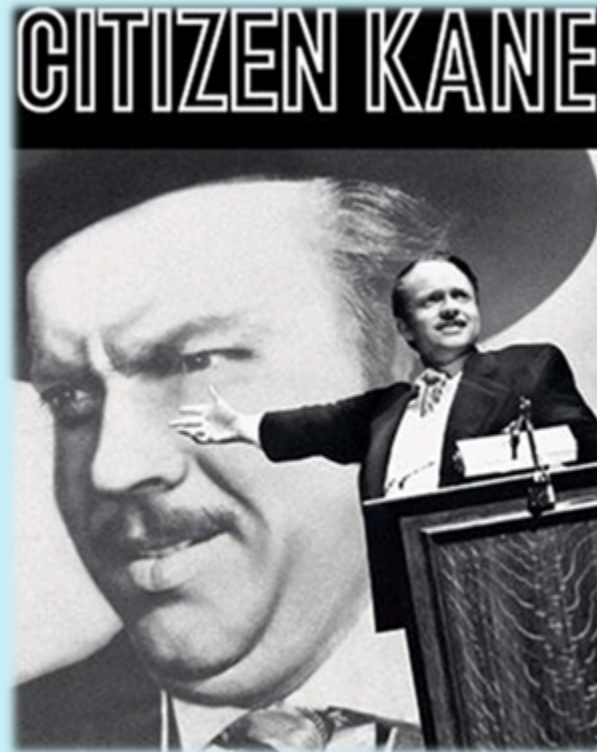
Tout, au monde, existe pour aboutir à un livre...”

Stéphane Mallarmé



(Everything, in the world, exists to end up in a book)

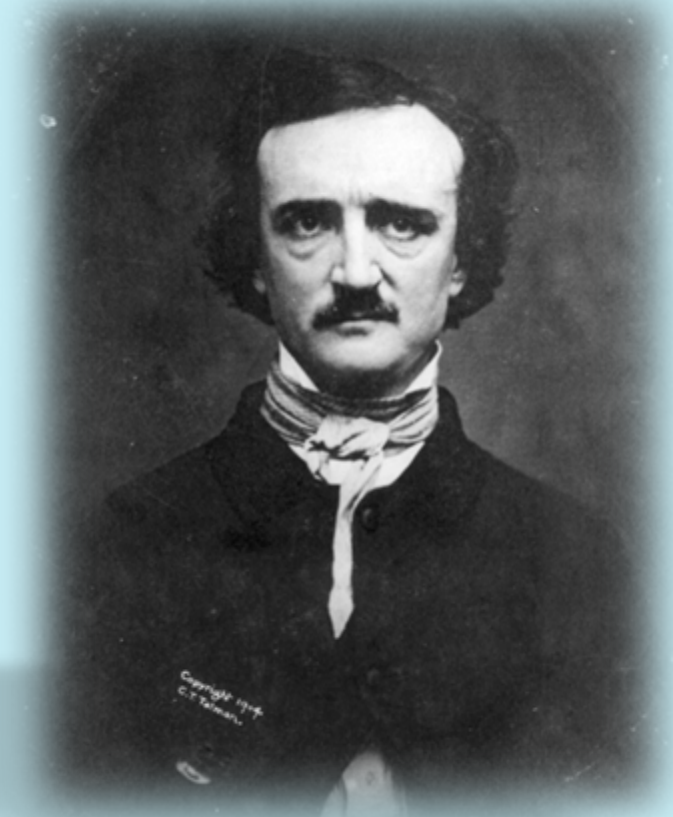




Everything, in the world, exists to end up in a newspaper  
(or broadcast news, wire service, newsgroup, blog, chatroom...)



## Edgar Allan Poe (1809 – 1849)



“... to create a sensation...”



## *"Don't Panic!" - Government Urges*







What you should expect....



... is the unexpected



## Andrew Gowers



<http://www.timesonline.co.uk/tol/news/>





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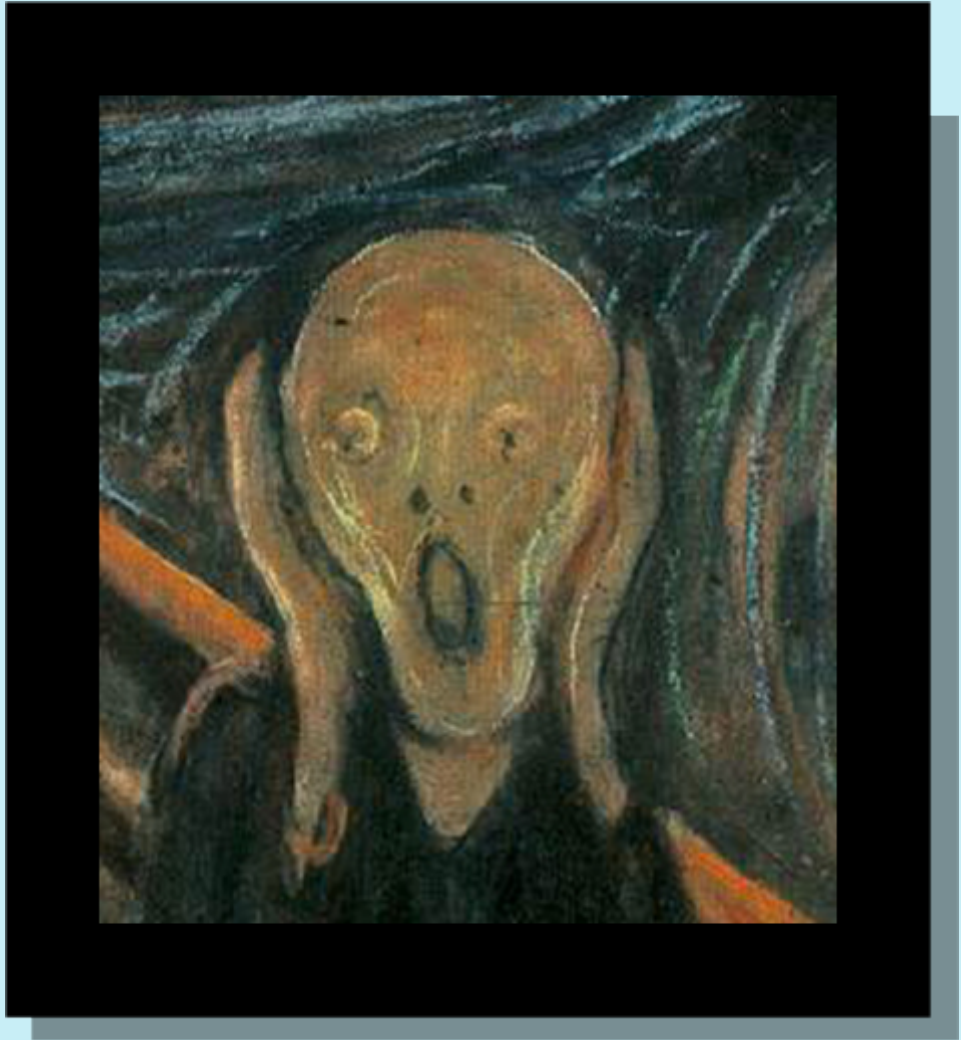
The survival...



...of the thickest



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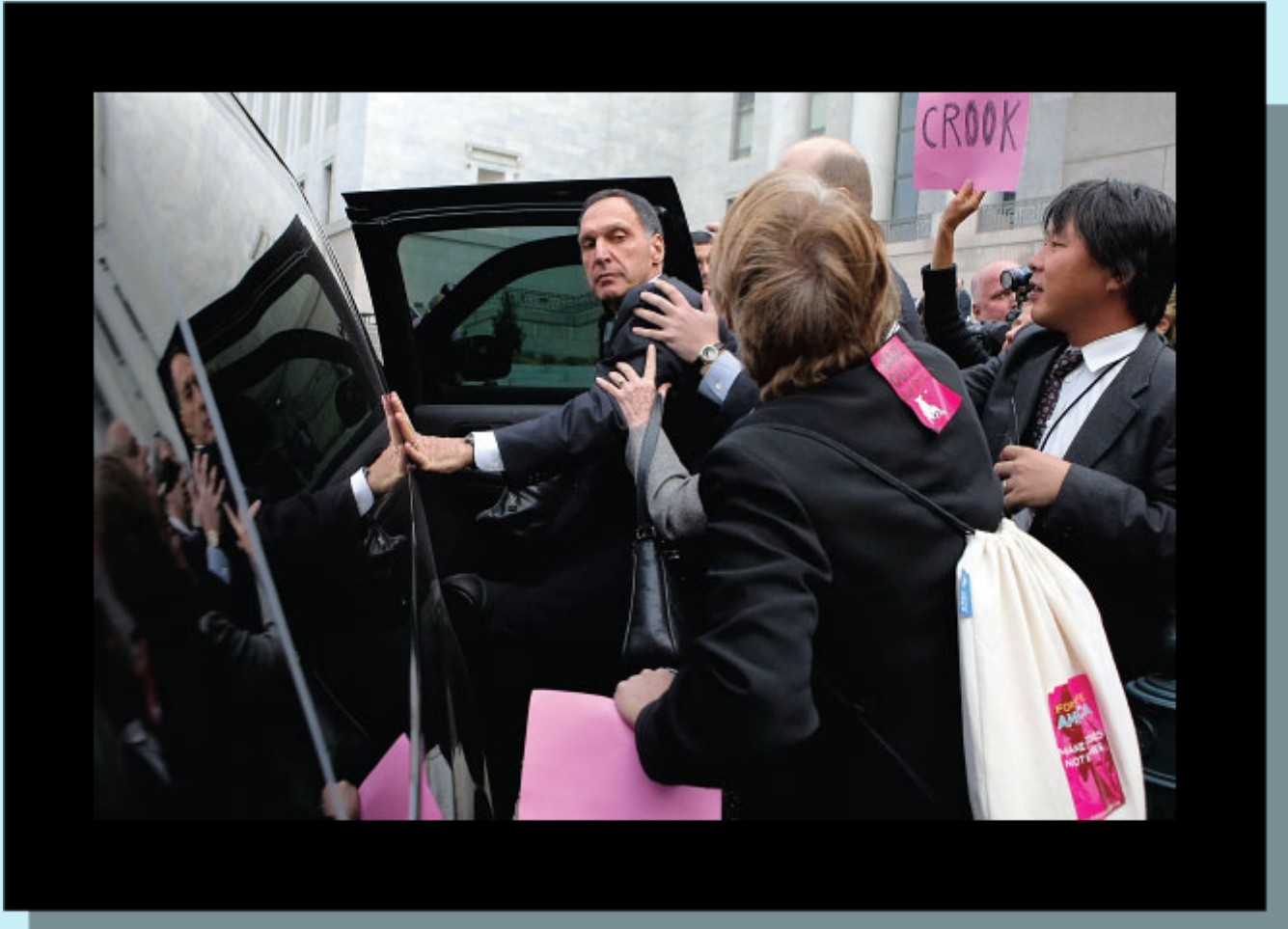


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“When the ruler is daily growing more arrogant, and the ministers are daily growing more obsequious, there never has been a case when the state was not lost.”

Analects: 13.15





## The message for the Internet world





“This stuff was beautiful and elegant...”



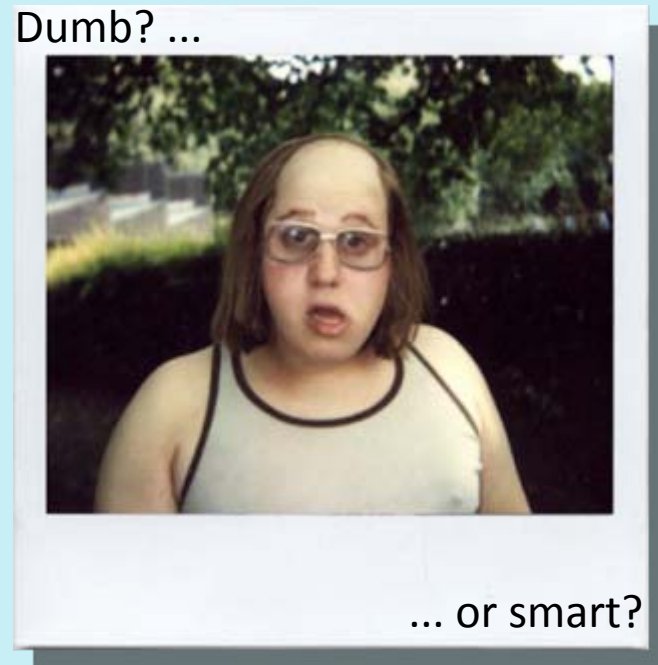


Understand...



... everything you can







Nourish...



... your Cassandras



Be ready...



... for the storm

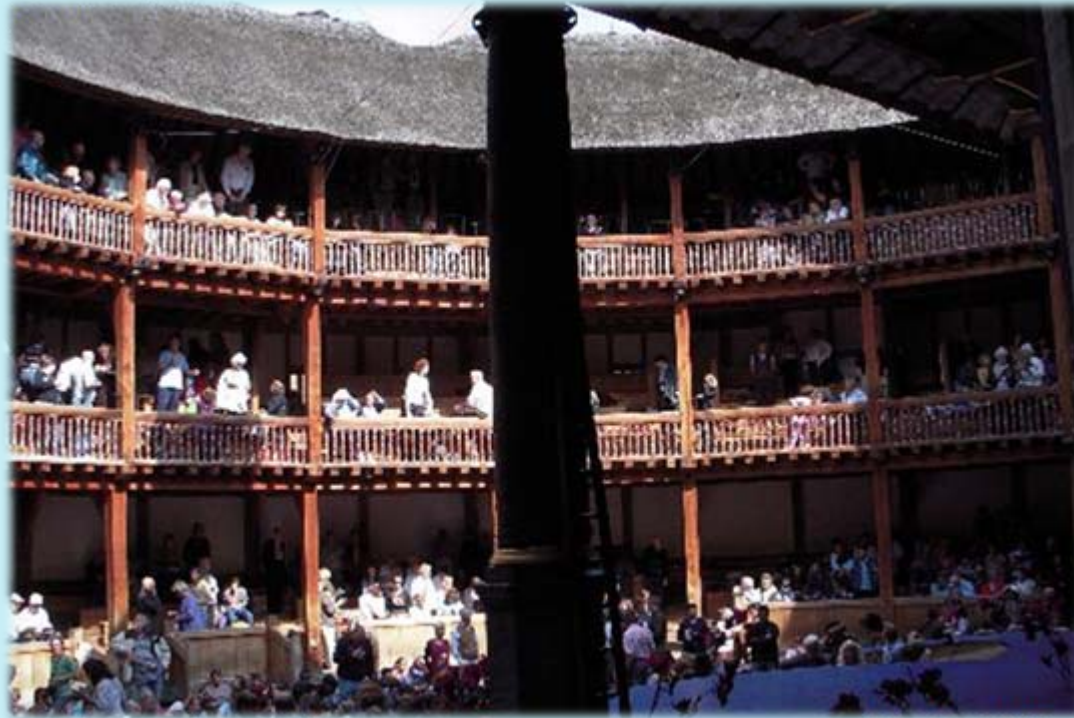


Assemble the team...



... rehearse

Go public...



... **FIRST**



And when it's over...



(... good luck...)





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“Slowly the bright looms of creativity weave...



William Blake,  
1757-1827

... the dark Satanic mills”





"...Yesterday's wisdom is today's foolishness.  
In this world of brightness and shade, *trust*  
*only in change,*  
And, just once, bow to the full moon."

Ikkyu Sojun  
1394-1481





### *Wu-men's Verse*

To a swordsman, give a sword,  
But don't give poems to non-poets.  
To those you meet, explain just three-quarters;  
It's no good to give people the final part.

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