

GLASSY CABIN AND EIGHT ART OF LIFE IN PARALLEL REALITY

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Abstract: McLuhan's global village theory (Marshal McLuhan 21 June 1911-31 December 1981, was professor of Toronto Media Studies Center and presenter the concept “global village” and the sentence “the medium is the message”. He was the pioneer in this domain from communication technology view. Classification of media to cool and warm is his work. He called television as “Shy Giant” and radio as “Tribal drums”) and Friedman's flat world (“the world is flat: brief history of 21 century is the title of bestseller book of Thomas Friedman that is related to globalization analysis in 21 century. This book published In 2005 and face with high interest) are well-known in political literature and communication. The importance universal media that is called “CN effect” is not hidden for anyone. Marshal McLuhan's global village theory not only involves the mind but also suggest that world public opinion is a superpower and it is the powerful component among constituent elements of power, formation of beliefs, opinions and attitudes of the people.

1. INTRODUCTION

Media power is soft and it is based on interaction and individuals attract and presentation ideas such that many of facts could be presented inverse by various advertising and cause invalidity and lack of confidence of people. Kissinger, the former foreign minister of America considers media power higher than B52 Airplane. The role of Hollywood and west media in expanding dominance and power of west is not less than other tools. The role is very comprehensive and compressor of international system so McLuhan called it as "Global Village". In other words, media and spread of communication due to present world with total length and width is changed to small village.

Regarding what is predictable, it can be said that future media will be the producer of "glassy cabin". The cabin in which "Cyberspace" changes to "parallel reality" and acting in it will present "eight arts" to human society. In this wide band of communicative and media technology revolution, the global village of McLuhan and flat world of Freedman is no longer responsive. Future media is not a messenger and the sentence "the medium is the message" will be no longer complete; rather media will be meaning-based, community maker and government motivator. In light of the vast revolution concepts need redefinition of new concept and search new reading of identity. Among all concepts that need review, power concept has the highest place. The main reason for the revolution of external layer is power; there is weakness not only at power structure and but also more in lack of change understanding and transformation of power identity. Power identity is based on creating movement concept (Motahar Niya, 1998).

Power along continuity of its identity has transferred from simple power to organic power and then to network power. Today, power concept along with soft and hard power has manifested in Smart Power and in combination with media persuasion can shape smartly power and Meta network community in interwoven social and technology networks due to outer net in near future. Power tends to holographic and expands the Holotropic power of human "holographic power world" such as future world change to media of world countries.

Human will face with media so that two-dimensional aspects of human life lead to four or five dimensional aspects and push human life to cube life. Media leave monologue or one-side mode and will become dialogue orientation. Distances will die and language differences will destroy. Destruction of distance and language differences accompany "Big Crunch Language Barrier" (The fate of the universe, various aspects of outputs and consequences).

Modern communication technologies cause people lose greatly privacy. Privacy and national borders lose their meaning and information penetrates around the world by passing geographical border and enters the most private individual's privacy.

Movement spreads on this vast area. In the past people dealt with space limitations for using communication tools which means that they could use communication tools in a certain and fixed place. But now modern communication technologies provide possibility that everyone in every place even during driving and movement can communicate with each other. Cell phones, laptops and pocket PCs make available information at different modes and places for the people.

This process leads to decentralization. Decentralization is one of the information technology consequences that are considered more than all. Emanation of decentralization is observable in many case such as Tele working, Tele producing, Tele conferencing, Tele shopping and Tele banking.

This is not whole story. Decentralization cause paradigm of unity in diversity and diversity in unity face with transforming revolution. Unity in diversity and diversity in unity substitute its place. This time, the media can use single-seat identities of human knowledge-based in light of media leadership.

In political and management literature, it should be distinguish between three concepts "leadership", "management" and "headship". Leadership with regulation on constructive ideas is better for future. Management is responsible for managing and controlling activity related to idea and headship implement ideas in different conditional contexts and appropriate usage of available capabilities.

Today regarding media place, trends and pioneers analysis, it can be found that media will follow tendency for comprehensive leadership of human life on different layers of life. Governments will convert to executive managers of media and instead of social forces leadership of media by them, media will take responsibility of social forces leadership and will enforce political management by social leader and will manage executive's orientation by government in form of political symbol. Here and the first lines of the study, it must be acknowledge that present impression about media is almost limited understanding and it is related to media identity. In this place media does not mean media technologies as it limit army forces in military tools, so we cannot constrict media into media hardware. Media is a system, meaningful organization and created meaning not collection of communicative tools. This is a limited perspective related to media that motivate us to be unstable in first steps of media analysis. In many times we had this internal perception, but finally we forget easily it.

Theory of glassy cabin

For explaining glassy cabin first of all we should study background of two terms: global village and flat world, the first one belongs to Marshal McLuhan and the second to Thomas Freedman.

The term "global village" was taken from the title of "war and peace in global village" book written by McLuhan. This book published in 1968. The book includes new social theory. McLuhan is Japanese philosopher and sociologist and he is citizen of Canada. He was born in Canada in 1911 and after graduating from Engineering, become interested in Elizabethan literature and wrote his Ph.D. thesis in this field. He was professor of Toronto University (Dadgaran, Seyed Mohammad, 2006:89).

McLuhan continually refers to global village and after 15 years he claims "now earth was become small as village by new media (McLuhan, Marshal, 1998:172). Comparing hypothetical village with traditional village, he said: as traditional village in which human relationship is more interpersonal, global village will find relationship between human as interpersonal relation and they are like as individual relation among people of village, although there is a new media (McLuhan, Marshal, 1998: 298).

McLuhan believes "communities have established because of nature of communication tools not its content. He thinks that tools are not separate from message content rather is more important than message itself and it has considerable effect on it.

In this perspective, if we study human civilization history from beginning up to now, we will see that history pass three consequence stages and each of them is dominated by series of collective media. McLuhan believes that in every period of civilization, there is special communication system. The system enforces individuals to form their senses according to it; which means that they expand some of them and pass up others (<http://www.pajoohe.com/fa/index.php?Page=definition&UID=36992>).

From McLuhan human communities evolve in three stages. They are as follow:

1. Oral communication era and dynastic and tribal life; dominance of oral expression and audio receiving is feature of this civilization. Human use naturally five sense and among them auditory sense for communicating with others orally and verbally is used more than other sense. In this period human lives in a natural and harmonic collection and communicate with social group called tribe through this collection. In this natural environment, perception is done directly from outside world by natural senses.
2. Printed and written age and individual-oriented society; past balance disorder and dominance sense of seeing on others sense unfold by inventing of writing especially audio alphabet and thereby human thought content changed. He believes that writing needs senses concentration and personal contemplation so it requires isolation of total and it is opposite to tribal life and finally cause destruction of tribal system and emersion of individualism, elitism and nationalism that continues until print era and the era of Gutenberg. Visual civilization era begins with print invention that could be called "Gutenberg Galaxy". Gutenberg Galaxy includes complex collection of cultural phenomena that are created by Gutenberg invention.
3. Age of electronic communication and "global village"; this period of human civilization begins with radio invention by Marconi. According to McLuhan theories now in third period of social human life, print era and individualism life due to dominance of seeing sense on other senses, is

decaying against development of electronic communicative tools such as TV, radio and cinema. This new method of communication validate auditory sense and necessitate reference to sense perception (Dadgaran , Seyed Mohammad, 2006: 93-96).

McLuhan see today's world as electronic world and believes: electronic medium at present era made visual space unfavorable and invaluable. In electronic world, events, objects and creatures merge untogether, communicate together, isolation disappear, distinctions forget, similarities emerge and thereby new medium create that it is called "global village", one big world village that maintain tribal characteristics in larger scale (Rashid Poor, Ebrahim, 1976: second edition, 8).

McLuhan believes that new media will cause creation of Information leap phenomenon. He claims needed information will be available for people from around the world with high speed so that big world becomes smaller day to day and humans whether they want or not live in a global village. This condition creates by electronic facilities (Dadgaran , Seyed Mohammad, 2006: 41-43).

Mohseniyan Rad verifies McLuhan' global village and claims: formation of global village as McLuhan visualize begins by establishment of first web service in 1990, establishment of CNN global network in 1991 and creation YAHOO website in 1993. Before that the first experiences of direct broadcasting satellite (DBS) occurred. He comments about change the name of new world: Communication scholars use the verb "to globalize" because global village terms was not supervisor on practical function and so they called the tools as information-communication technology" (Mohseniyan Rad, Mehdi, 2005, first edition, p1709), (<http://www.pajoohe.com/fa/index.php?page=defintion&UID=36992>).

But after McLuhan, this is Freedman that presents "flat world" in 2005. "The world is flat: brief history of 21 century" is the title of bestseller book of Thomas Friedman that is related to globalization analysis in 21 century. Title of book is metaphor in which the world is considered as playground that all participants have equal opportunity in this game. As refer at the back cover of the first edition, title of the book point to changing direction of countries, companies and individuals in order to maintain Competitive Advantage in global markets- in which

historical and geographical divisions are blurring increasingly.

In this book, the writer quoted the story of travel to Bangalore, India when globalization has changed the main concepts of economy. Freedman gives many examples about Chinese and Indian companies that by providing workforce from typist and call center operator to accountant and computer programmer converted to an integral component of companies like Dell, AOL and Microsoft.

Intention of "flatness" by Freedman is to relate the concept of reduction of political and trade barriers in light of exponential development of technology in field of digital such that made business or almost performing all things for billion of people as instantaneously around the world. Thomas Freedman believes that USA workforce should update working capabilities constantly to overcome flatness of world phenomenon. He thinks that keeping compatible workforce increase employment chance. He also suggests that if government decrease retirement benefits and health insurance dependencies for employer of person and provide insurance that cover potential reduction of one's income, change of job become simpler. Freedman also believes that by considering rate reduction of US scientists, mathematicians and engineers, it should provide more enthusiasm for youths that follow these jobs.

Freedman talks about three stages of globalization. He thinks that effective power for starting stage is reduction of transportation costs because of stream motor invention and railway. Spread of telegraph, telephone, personal computer, satellite, optic fiber cable and the first waves of the Internet is the second cost drop and the factor for beginning another period of globalization. He considers digitalization, visualization and automation many of affairs as third period of globalization. He believes that globalization of third period decrease the size of world to smaller one and playground become flat in parallel with it.

Freedman introduces 10 factors or forces that cause flatness of world. They are as follow:

1. The collapse of the Berlin Wall
2. Web spread
3. Workflow software

4. Upload possibility and role of production and get out passivity of usage consumerism
5. Outsourcing
6. Transferring factories to offshore
7. Create supply chain
8. Insourcing - Close collaboration with specialized companies and operations vicarious
9. Insourcing – power to create and organize one chain and personal supply and a type of self-help
10. Energetic supplements- digitalization of all processes and analog contents, manipulation and transferring contents without need to mental arrangement , personification of contents and access at any time, any place and with everyone

He thinks that infrastructure development is not enough and suggests: “decision of a country for development along with flatness of world is based on three actions: make necessary infrastructure for connecting more number of people with flat world platform, proper training for creating invention and collaboration on flat world platform – from cheap bandwidth of internet to cell phone and airports and modern roads-, good governance of fiscal policies to the rule of law to organize interaction between people and platform of flat world in most effective way (Thomas Freedman, 2014, fourth edition, 430).

But by accepting most words of McLuhan and Freedman as historian and futurist expert, they consider future as “glassy cabin”. Based on this, first of all we will study main factors in formation and creation content of glassy cabin as an effective macro process”

1. Formation of economical micro system :

Economical micro system is collection of organizations, institutions and economical relations that responsible for production flows, exchange and distribution of economical goods and meets the material needs of society through their performance. This micro system includes market system, production relations and distribution flows of material goods.

2. Formation of political micro system

Political micro system is collection of organizations and institutions that are responsible for resource

allocation, governance, restore order and balance and planning for development and equality in society. This micro system includes elements such as government and governance systems like judiciary, police and armed forces (political power).

3. Formation of social micro system

Social micro system is what happens in real context of interactions between personal and group activists. This micro system includes elements such as collection of actions, direct and indirect interactions among society members, institutions and social groups. All social behavior and processes are considered as a part of social actions in this micro system although they rooted in other micro systems.

4. Formation of cultural micro system:

Cultural micro system is collection of symbolic elements of society that are source of values, beliefs and thought patterns and social action.

5. Formation of environmental micro system

Environmental micro system is a collection of effective transformative factors due to environmental variations on behavior and life style of target population.

6. Formation of international micro and macro system:

International system is a medium in which one system creates by gathering government of different countries as its elements. This system includes international division of labor, the international media, and global political relations, leveraging world powers, values and cosmopolitan norms. Now in international systems, effective regional and global systems in the way of creating turbulence among regional cultures and globalization have made a culture. Today distance death has happened in light of the achievements of communication technologies; and in the near futures “collapse of language wall” or “birth of Meta machine translation”, we will see formation of international micro systems and intelligences that add the speed of revolution in different layers of human beings.

7. Formation of macro language system

Ability to speak (and writing) a language other than mother tongue is a useful social skill. From ancient

times, people had to speak with “foreigners” to meet social, economical and cultural purposes and skill of some elites lead to translation of the greatest literary works to a number of languages and consequently all the nations benefit them. Contracts that change history direction were signed and compiled by help of common languages; these languages provided opportunity the parties to arrange influential dialogue. Therefore written translation and oral translation had important role in human evolution.

Technologies achievements have changed world of translators in effective way. Old typing machine were replaced by computer; series of tools are invented and improved to help translators for presenting more exact translation of the source text. Translation by help computer-that is done by skilled translators- decrease project time in addition to present more qualified text.

CAT- word processing software (for example dictation and grammar controller), corpus, translation memory tools, online dictionary-transform translation job and lead to acceleration translation process and improvement quality of translation. In spite of this, machine translation – new choice and unreliable that unskilled translator use it- should not include among reliable tool for skilled translator. Although “smart” software were created excellent thought to facilitate translator’ job or present good translated text, but these machines are so unreliable that their outputs become funny for professional translation.

If you want to know some more about disabilities machine translation and have obvious example, see one of the works of Bill Bryson “mother tongue”.

Out of sight, out of mind: according to writer explanation one person decides translate known statement “out of mind and out of sight” to European language. The output translate after a time and what is seen on the screen contain “blind insanity”! Considering “out of mind and out of sight” could be equivalents for blind and insanity, it should be acknowledged that the machine work well because two parts of proverb is considered as two collocations. This is certainly a positive step for “dumb” machine but it is not the thing that professional translation considers.

In order to effective use of machine translation, you should be master in both languages; otherwise you will be incapable to distinguish errors and followed by correcting errors it lead to ambiguity and

reduction of quality. Those who use this software are common around us, but their usage is limited to cell phone and informal medium. Most users of machine translation are students. They use the machine for solving language exercises. When we talk about professional translation, we don’t mean translation is just connecting the certain words in a sentence; unfortunately this is done by machine.

Aim of CAT that seems it is an inseparable part of translator job, is help to translator not teaching. In language knowledge discussion, professional growth and constant practice can make a professional translator (Alina Cincan, 2012), (<http://takeadetur.blogspot.com>).

The statement of Elina Cincan (BA holder in French and English, MA holder in contemporary intercultural collaboration in business environment. The title of her thesis is translation challenges in English to Romanian emphasizing collocations, proverbs and wrong friendship. She is a member of skilled linguistics institution) translator and Translation Fund Managing Director, is right; but it is not stable and reliable. Today, technology seeks to transfer human emotions from long distance. MeMe is a tool that provides you opportunity for transferring emotion from long distance. This process includes presenting a device to a person and controlling him/her by a computer in order to increase and improve emotional relationship. Shane Crozier is designer of the technology.

You like me know that transferring emotions is more difficult than transferring words containing emotion. Translator with voice is an example. This software is a extraordinary dictionary, you can say word or sentences in one language and listen it in other language.

This powerful dictionary has translation ability in 28 live languages such as English, German, Chinese, Spanish, French, Italian and Russian and support Persian language too. It should be mentioned Translator with Voice is download and install on Tablet, phone, iPad, iPod and iPhone Ios 5.0 (<http://www.yjc.ir/fa/news/4228723>).

8. Constant transformation in communication technologies

Achievement to modern technology id communication technologies is a main window in human ability and talent during development. No invention is not effective like language and writing invention or internet and typing machine and in

future time Outernet in human life and style life. Depth of the leadership effect is large so that in cosmology it creates altercation and transformation. Considering created variations in communication equipments and their role in human life, it can be concluded that we are witnesses of evolution in communicative pattern and we cannot deny this change and spread of bidirectional approaches; so, we can call it “non-mass media or Meta social.

Toffler believes that: it was attacked to mass media, non-mass media are expanding and they are in competition with mass media and even are replaced them; it means they are replaced by media that one day had dominance on the second wave of countries. So, third wave has brought new era (Taffler, 1994:228).

Modern technologies have deep effect on personal and social relationship and change our thought related to world. On the one hand, the message is sent to non mass and small group instead of to mass group. This leads to create non mass group. In sum, this new technology is economical for most of programming and managing activities. On the other hand, it changes the common people class to masses and changes masses to elite from perception and class point of view (common people is lower class of community. They have not motivation and will for obtaining knowledge, understanding and hope for processing better life, while mass are another part of same social class that are very active in passing one class to other class. They seek knowledge and change it to perception and finally they seek use of opportunity for making better future).

Media increase variation in this era and instead of unity global village, in spite of prediction McLuhan, we will probably observe plurality of completely different villages; all of them connect to new system of media; but they attempt maintain and improve cultural, national, political and ethnic identity(Taffler1996, 523-524).

In information era, media integrated together. Today, millions computers, Satellite telephones and Fax are connected together and we cannot separate them and every news simultaneously pass all these communication equipments and the message pass borders of countries and enter communities.

Modern media is no longer means classic concept. In classic concept, media broadcast limited message for mass of homogeneous audience. Today, because of plurality of the messages and sources, audiences

find selective power. Audiences like select messages themselves and this case deepen their classification and increase the relationship between sender and receiver. Audience is no longer pure a passive listener rather he/she is an active thinker of message.

So it can be said, modern media create various and disperse audiences and we cannot call them audience mass because they are no longer receive unified message. They deal with mass message and integrity was lost. Modern media do not seek send message or increase level of audience knowledge in context of purposeful delivery, rather it wants to promote audience as an active message thinker in media production and include him/her in share of effectiveness of media based on his/her existence no as a receiver of message but as a processor and creator of message.

This is the electronic media that cause development of human thought and also causes horizon of human vision on problems become wider past such as it is influential in his/her decision making and life style.

Human is not past man. In the past man used unclear sounds and broken tree branches for determining place, but today he use speech and writing and make a relation by satellite, he memorize all types of information and after a while creates great values, he has learned to transfer information in time and space (Azarang, 1992:36).

So it can be said, throughout history human attempt to have device for communicating; however they are not great power for carrying message and information but they were useful for that time. This elementary technology gradually develops until now that we face with information technology which transforms life style and contemporary human thought.

Along macro trends in relation with passing global village to unified community and then to glassy cabin, it should be refer to six trends STEEP V:

“Social trends”: effective social trends (although the social change is characteristic of all communities but the main sources of change includes natural environment, demographic changes, new thought, technology, government, competition, war, planning and social movement(Linda L. Lindsey, Stephen Beach. Sociology: social life and social issues. Library of Congress Cataloging in publication data, 2000p

649). So the direction of finding trend in social context was ignored in world level) on variation and revolution in the world are as follow:

- Globalization trend natural environmental of human life
- Change and transformation trend in quality and quantity geography of population
- The process of transformation in human artificial life and self-made
- Governing process on new thought production
- Expansion trend modern communication technologies
- Democracy orientation trend in scope of announced view of governments
- Expansion trend of competitive-based convergences in formation framework of subnational micro events and macro unions tranational
- Formation and expansion trend in visual violence in parallel reality with cyberspace
- Expansion trend of local and regional war in parallel with hidden war among world powers
- World modernity trend and resistance traditionalism and conservatism against it and converting it to modernity and traditionalism world battle

“Technological trends”: effective technological trends on revolution of world are as follow:

- Expansion and development trend of media technology
- Innovation trend in media technology
- Trend increase of digital information
- Trend constant fragmentation of media
- Predicated and available customization trend
- Industries development trend and accessing information through cell phone using outernet services

- Increase trend of free flow level of information ,without censorship by outernet

- Increase trend of social networks
- Expansion trend of power level of big media companies which are privately owned

“Economical trends”: effective economical trends on revolution of world are as follow:

- Opposition trend of modernization and traditionalism on economical actions and behaviors
- Opposition trend of governmental and centralized economy with open and network economy
- Opposition trend globalization of monetary system and strength of national, regional and intercontinental economy with dominance of dollar in international markets.
- Expansion trend of weightless economy and cultural economy

- Expansion trend of development adaptive development and national growth in different national, regional and international scales

“Environmental trends”: effective environmental trends on revolution of world are as follow:

- Expansion of knowledge based economies
- Jobs changes
- Natural environment disorders and more tending to living in cyberspace- Parallel reality
- Entanglement of human medium and social medium in visual life of human

“Political trends”: effective political trends on revolution of world are as follow:

- Demystification process in against religious holy orientation
- National finding identity in indigenous cultures against with international finding identity in cultural globalization

- Visual brawl and change of political parties, increasing scope and depth of political relations in visual space
- Change of political leadership, sever content changes in form of political leadership
- Change of political government, government means visible element of exercise of power in period of wide development
- Change of political audience, new media is no longer in classic meaning of mass media. Audience is not a passive listener rather he/she is converted to an active message thinker

“Value-cultural trends”: effective value-cultural trends on revolution of world are as follow:

- Fluidity of most principle and values
- Globalization of common values of human
- Increase bandwidth of syndrome surplus
- Transformation of political modernity

Future certainties:

- Bandwidth will be larger
- Digital generation will be worn-out
- Meta digital technologies will emerge
- Information will be available more than past
- Hardwar will be more powerful and their application process will increase
- Social network will evolve
- Distance death of emotions will go beyond that communication technologies development framework
- Cyber human at real space and parallel reality will emerge

Trends of uncertainties:

- Whole form of meta social network development

- Innovation rate in technology
- Our ability in cumulative development of increasing digital information
- Formation of telecommunication world during big collapse language borders

2050

- Effect of constant fragmentation of media
- Predicted and available customization level
- Fluidity of people number and legislators on protection of privacy
- Listing pioneering forces to form main forces

There is series of macro and pioneer forces that overshadows key factors in second step, the factors such as social, technological, economical, environmental, cultural and political and value pioneer forces (based on STEEP V):

- Transformation of political relationship
- Transformation of democracy
- Transformation of audiences
- Transformation of public area
- Transformation of citizenship
- To become more generality of human life
- Transformation of political audience
- Transformation of government
- Transformation of political leadership
- visual chaos and change of political parties
- transformation political modernity
- Fluidity of most principle and values
- Increase bandwidth of syndrome surplus
- Transformation of jobs
- Expansion of knowledge-based economies

- Innovation in media technology
- Development of media technology
- Increase media bandwidth
- Globalization of common values of human
- Fourth revolution of communications due to big collapse of language borders in 2050

Selection Of Scenario Logics

Scenario logic is a plan which draws story description of possible future. Peter Schwartz in the book "art of long time perspective" talk about the plans that were happened several times and those that were repeated on some periods.

Winners and losers: the world is that stage of big plays that have winning and losing same as all plays. Sum of two losing is zero and actors compete together like competitor.

Challenge and response: the world is collection of big barrier that one should be overcome on it. Hero is who overcome on barriers by motivating innovations and creativity.

Evolution: development and evolution in a spiral path and constantly is flowing forward. Generally this plan is used as a main plan because scientists and engineers follow simple and usual way.

Revolution: non-continuity is the main characteristics of revolution-based scenarios. Emergence of web network is the way that was branched from usual evolution path of technology. Only few people predicted web and those who predicted it, did not have advanced idea on its scope and rate.

Period: some of plans especially those that were based on economical and demographical trends have period nature (Tose Farda Institution, 2005, 95)

The writer in this place considers combination of fourth and fifth methods for drawing future scenario in content extraordinary framework of Herman Kahn and tree methods.

Sixth step: presentation detailed description of the scenario

In this step, we refer to factors and trends in 2 and 3 steps. In every scenario, all main to factors and trends should be considered. It should be determined that which one of uncertainties in past steps includes in which scenario.

Pioneer forces determine logics that distinguish scenarios. After that, raising initial plan of scenario is done by using list of second and third processes and factors. All key factors and processes are considered. Finally parts of scenario are connected like coherent story. Given relationships present by intuitive method, analysis of process effect and interaction analysis:

Intuitive method includes one of the methodological approaches. For the first time Pierre Walk in 1985 introduced intuitive method that is very creative and descriptive. She and SRI companies used it. Users of this method study all factors and they consider its two or three possible consequents as a hypothesis; then each of consequences attach to complex story.

In present attempting to design possible scenario "glassy cabin", combination method of intuitive – process effect analysis is used. Using this complementary will be according to Herman Khan prediction and probability tree based on critical rationality epistemology- post positivism- in order to image future effect of media scenario on modern social movement.

2. GLASSY CABIN SCENARIO

- Trends analysis
 - Globalization trend of natural environmental of human life
 - Changes trend of quality and quantity geography of population
 - Transformation trend on artificial life and human self-made
 - Governing trends on new thought production
 - Expansion trend of modern communication technologies
 - Innovation trend in media technologies
 - Increase trend of digital information
 - Trend constant fragmentation of media

- Increase trend of social networks
- Expansion trend of power level of big media companies which are privately owned
- Opposition trend of modernization and traditionalism on economical actions and behaviors
- Opposition trend of governmental and centralized economy with open and network economy
- Opposition trend globalization of monetary system and strength of national, regional and intercontinental economy with dominance of dollar in international markets
- Natural environment disorders and more tending to living in cyberspace- Parallel reality
- Entanglement of human medium and social medium in visual life of human
- Demystification process in against religious holy orientation
- National finding identity in indigenous cultures against with international finding identity in cultural globalization
- Fluidity of most principle and values
- Globalization of common values of human
- Increase bandwidth of syndrome surplus
- Transformation of political modernity

3. HISTORY TREND

Human will face with media so that two-dimensional aspects of human life lead to four or five dimensional aspects and push human life to cube life. Media leave monologue or one-side mode and will become dialogue orientation. Distances will die and language differences will destroy. Destruction of distance and language differences accompany “Big Crunch Language Barrier” (The fate of the universe, various aspects of outputs and consequences. Human detachment of time and space in cyberspace and enter to parallel reality will happen.

This process leads to decentralization. Decentralization is one of the information technology consequences that are considered more than all. Emanation of decentralization is observable in many case such as Tele working, Tele producing, Tele conferencing, Tele shopping and Tele banking. Decentralization cause paradigm of unity in diversity and diversity in unity face with transforming revolution. Now story does not begin from unity and also does not lead to unity. Diversity in unity and unity in diversity become meaningful.

Identity undergoes internal transformation. Point of similarity in formation of human identity does not stabilize in identity essentialism, not in dialogue approach about identity or even not in holism perspective, rather in “constant movement of identity in reality context” view. This means that human life scope is not global village or flat world rather it is the world which find meaning in glassy cabin.

Modern media is no longer means classic concept. Audience is no longer pure a “passive listener” rather he/she is “an active thinker of message”.

In parallel with communicative technologies development, power changes direction undergoing this technology in its constant identity road. Power along continuity of its identity has transferred from simple power to organic power and then to network power. Today, power concept along with soft and hard power has manifested in Smart Power and in combination with media persuasion can shape smartly power and Meta network community in interwoven social and technology networks due to outer net in near future. Power in future connects holotropic minds to each other in scope of world. Big crunch will be happen; and holotropic world change to model of human life. The world tends to diversity in unity and unity in diversity. Human society will change to big media nation and global media. Human environment contain life world in width of media waves.

“Arash Kamangir “(“Arash Kamangir is metaphor referred to Old Iranian myth. Arash was Manoochehr army. He was selected as an Iranian archer for identifying Iran and Turan borders after Iran and Turan war. He climbed “Ario Khashta” mountain which was the fourth countries in the world, birth place of Fereydoon and throw an arrow to “Khanonet” mountain in East with all his power-Ostad Mehri, Kambiz “ the myth of Arash Kamangir”, 2010, edited in 2014) once again will

throw an arrow called “international Meta media”. The border of this new land will be ended in a place that the arrow will be land. Human Micro world will change to Macro power world of human. Democracy will be inevitable with all goodness and badness.

Human will live in a glassy cabin called cell phone and the borders will become big as same as natural world of human. In the other words, ecosystem of human will be small as same as cell phone and borders will become big as same as natural world of human.

Holotropic mind will reproduce for this collection of speech in glassy cabin. Basis on holotropy rule, reproduced every particle will have same power of unity body. This view will emerge as model of “transpersonal power becomes more individualization” in glassy cabin. In this cabin “knowledge-based micro cyber man” will change to effective super power in the world. It is here that identity will transform. Big revolution and new modernity will approach and national identity will convert to knowledge-based single seated.

In Newtonian view, life, man knowledge and creative intelligence were random and minor products that were created from extraordinary collection of material. Human with all his complexities, was considered as a material object. New studies on the subjects such as “subatomic” that lead to invention of “paradox of wave – particle” show that knowledge is not passive reflector of objective world, but it play active role in creating reality (Bennett Groff, 2011:11). Now whole of world is considered as a unity and constant field with variable density instead of separate objects with empty space between them. In new physics, matter and energy is convertible to each other. In modern worldview, knowledge is inevitable part of world structure, the world which is certainly not limited to activities in our minds (Bennett Groff, 2011:12).

Now we have the world which is complex system of vibratory phenomena not mass of Newtonian objects. The vibratory system has features and facilities that are beyond imaging of Newtonian science. According to Holographic theory, all creatures have substantive correlation. This correlation exists in order layer-hidden order- and in fact whatever we call the world is nothing but clear order. This clear order in media waves will display future ecosystem of human in micro

particles that were converted to macro particles and in glassy cabin.

If we accept the point of Albert Einstein” the most beautiful thing that we can experience is mysterious nature of sources of all arts and real sciences, we will accept that there are two mysterious worlds that we cannot pass it easily: 1.human and 2.time. Human will face with media so that two-dimensional aspects of human life lead to four or five dimensional aspects and push human life to cube life. Media leave monologue or one-side mode and will become dialogue orientation. Distances will die and language differences will destroy. Destruction of distance and language differences accompany “Big Crunch Language Barrier” (The fate of the universe, various aspects of outputs and consequences. Human detachment of time and space in cyberspace and enter to parallel reality will happen. This process leads to decentralization. Decentralization is one of the information technology consequences that are considered more than all. Emanation of decentralization is observable in many case such as Tele working, Tele producing, Tele conferencing, Tele shopping and Tele banking. Decentralization cause paradigm of unity in diversity and diversity in unity face with transforming revolution.

Modern media is no longer means classic concept. Audience is no longer pure a “passive listener” rather he/she is “an active thinker of message”. Media waves will have ups and downs. Names will change; but constant move toward entanglement will be meaningful various aspects of human life. Resulted waves of internet 2 were began overcut network and reach to Yahoo 360 and Zigzac and then Face book and Twitter and other networks followed. Following the way show that these networks act like sequence waves in internet space 2 and after a while their capacity will fill, reduce but finally this is the media waves that display in new format. Social network in light of communication expansion and common resource tend close social system to open and democratic and tend open systems to direct democratic systems. It converts power to holotropic power and world to holographic world.

So the world entangle “surplus of markers”. Vast rotation of multi meaning signs cause attachment of dominant meaning become so difficult in different human communities. By increasing bandwidth, rate and severity of effect of information reproduction, we observe change of paradigm revolution at social life unity in diversity and diversity in unity to unity

in diversity and diversity in unity that cause transformation of social identities from political democracy to social democracy in which social network and media will take responsible for leadership and management of communities not governments.

Glassy cabin lead not only to shrink the world but to micronized world and passing from global village to glassy cabin in which media technologies is the most important part of its pioneers. This technology change global village and flat world to glassy cabin. Governments will convert to chief executive of media and the media take responsibility of the social forces and political management is done by social leadership. They will manage political aspect in symbol of political unity.

Transfer of power battle as a political issue to visualized reality in light of media applications; converting symbolic ideals to principles and values, converting values to norms, symbol and symbolic creatures, distinguishing two class of power processing based on populist and transcendental culture are more accessible. Culture is part of human and accepted population of human life and media are carrier of diverse cultures and talented for developing hegemony in field of social and political life. In glassy cabin, human communities confront with friction of transcendental culture and populist culture in one hand and rich culture and poor culture on the other hand. What is important in this battle and lead to victory is not army power and economical power rather creator identity and generator power to produce messages for large communities of audiences.

Today, change the geometry of global power in shadow of bigger transformation is emerging. This is cause negligence of many powerful that govern on nations. Future will be coming and this future creates “cyberspace” and “parallel reality” with real life and part of life that we assume reality. In this space, “individualization power of transpersonal” will reconstruct in “parallel reality geography” and in world media.

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