

Processes of perception Theories	Traditional Philosophy (Body/Mind-Dualism)	Phenomenology	Anthropology/ Sociology	Cognitive Sciences	Media Theory
Sensory perception	Neutral standardized process with limited contribution to intellectual insight Dominance of the visual as the most distant and therefore analytical sense	Basis for our relation to the world - no neutral sensory input, because those data are always already interpreted Dominance of the visual as paradigmatic sense	Models of sensory perception are culturally different and depending on processes of communication within social communities Culturally different hierarchies of the senses	Biological and chemical processes of data processing in the brain based on standardized models → topography of the brain's sensory areas Focus on visual perception (Semir Zeki)	Sensory input is formed by the cultural dominating media → co-evolution between media and perception (Marshall McLuhan) Dominance of the audio-visual
Intellectual	Pure Insight/cognition comes from a priori knowledge that is solely preformed in the brain (Descartes, Kant) → guarantee of rational and comprehensive realization of the world outside	Principle of Intentionality (Husserl, Heidegger, Merleau-Ponty) → Objects are part of us as they exist only the way they are given to our perception – no strict subject-object-division	Dominance of the observer-object-relation → distant analytical processes of insight (although critically reflected in models of participating observation in anthropology)	Consciousness as complex process of world construction in the brain → the constructivist power of the brain to create its own world questions the subject-object-division	Standardized cultural techniques (reading, writing) are developed in co-evolution with the dominant media of a culture → intellectual processes are media-driven and not supercultural
Emotional	Excluded from the intellectual insight → Kant puts emotions to the subjective side of the faculty of judgement, the aesthetic experience as like/dislike-reaction	The holistic psycho-physiological model of man (Merleau-Ponty, Schmitz) includes also emotional reactions on the perceived → sensory perception and emotion are bound together	Reflection of different cultural and historical models of emotion (e.g. Norbert Elias), social meaning of emotions (e.g. Niklas Luhmann), but: sociology relies on concepts of rationality	Differentiation of emotion/feeling (Antonio Damasio), the first is 'natural', instinct-driven, the latter culturally formed → unity of mind and body, but: no concept of sensory perception	Media cause emotion and trigger emotion – but: Focus on film/literature → no reflection on the cultural formation of emotions
(Re-)Action	Action is not part of traditional philosophical reflection – unless it is mental action → e.g. processes of decision (ethics)	No model of action – the concept of intentionality might be seen as a kind of proposal but resembles more the mental models of traditional philosophy	Models of action mostly concerning rituals or standardized social action driven by rational motives and excluding emotion and subconscious processes	Action as result of complex neurological processes triggered e.g. by hormones, but also by other cognitive processes → basic emotions in oscillation with rational thinking	Different concepts of action: - interacting with technical media - acting within media (e.g. strategies of self-marketing)