

Foreword: Media Effects	
Markus Heidingsfelder .....	5
Contingency Alert: Editor’s Note on Necessary and Impossible Media	
Steffen Roth .....	12

## Articles

The Mediality of Looseness	
Urs Stäheli .....	15
Listening to Media in Cultural Theory, Sociology, and Management	
Dirk Baecker .....	25
Digitality with a Medium of Communication: With a Focus on Organizations as Systems of Decision-Making	
Achim Brosziewski .....	41
Mousing, Swiping, Thinking: Magical Conquest Techniques in the Context of Electronic Communications Media	
Peter Fuchs .....	59
New Media and Socio-Cultural Formations	
Jan A. Fuhse .....	73

## Regular Features

### Column

Virtual Logic—The Erdos Machine	
Louis H. Kauffman .....	99