

## Chapter 1 : form | Definition of form in English by Oxford Dictionaries

*The content of the form: narrative discourse and historical representation User Review - Not Available - Book Verdict. Here, White continues and extends the influential analysis of historical writing he began in Metahistory ().*

If people on the street are talking about X, the organization should ask: Does X belong in our room? And if so, how do we want to address X through the lens of our mission, content, and form? And now is not tomorrow. It is not the long term. It is just now. Endlessly, persistently, expensively, now. Our mandate was to be the museum of Silicon Valley—not of its material history, but of its pulse of innovation. The exhibits we built were immediately dated. Their physicality, long development timelines, and big budgets dragged them down. They were immutable objects plunked on the sidelines. The problem was not one of content but one of form. In many situations, changing the form—process, hours, pricing, rules, techniques—is more effective. Free Shakespeare in the park makes the precious public. Flipped classrooms send lectures home and recast the classroom as a place for discussion and debate. Libraries that stay open late invite people to learn on their schedules, their terms. Some institutions completely shift form, dramatically changing the people to whom they are relevant. When Diane Paulus wanted to connect young Boston residents to the American Repertory Theater, she turned one of their stages into a nightclub. The Donkey Show shifted the theater from a stodgy sit-down experience to a boundary-busting dance party, attracting younger, more diverse audiences to a pioneering form of experimental theater. Any organization can experiment with new forms to open new doors. The Laundromat Project presents community art workshops in—you guessed it—laundromats. These institutions are not being relevant by presenting cat selfies curated by a hot celebrity. They are making canonical content relevant by updating the form. At Streb Labs, the open-access format of the facility makes professional dance company rehearsals public, changing the relationship between dancers, choreographers, and audiences. During open rehearsals, community members stroll through the space, sit down for a spell, take a phone call, walk out the door. Founder Elizabeth Streb and other choreographers can see in real time what made community members tune in and out—and they often adjust the choreography accordingly to maximize audience engagement. Once the Museum put that weekly lunch on the calendar, they felt committed to filling the bowl regularly with content. Sometimes, that content may be of-the-moment. But it makes space for it when warranted. New formats introduce structural changes to the room, whereas new content may only change the room temporarily. Both are important, but they have different functions. Imagine a library with an author speaker series and a desire to connect with local activists. The library could make the speaker series more become more relevant by featuring authors speaking about politics, local issues, or civic engagement. If the library presents the speaker series on the same evenings as city council meetings, activists are unlikely to attend. If the library does not make room for dialogue with the audience, activists may not feel engaged. If, on the other hand, the library shifts the format of the speaker series alongside the content, the modified program may have more relevance. When an institution hosts a one-off community conversation in response to a national crisis, I often wonder: Are they taking up a hot topic briefly, making a quick change in content only? I wonder if they will do the full work of changing formats to be more relevant in the long-term. This kind of change is taxing. Even a small change in format—pricing, hours, check-in process, languages spoken by staff—can require a significant effort. The effort to change form is worth it when the alternative is constantly plugging in new content into traditional formats in a game of relevance whack-a-mole. One play each year for that community. One festival each year for this community. When you change the form of what you do, you can build new permanent doors for new people. Doors they can use to access value anytime they want. Want to know what it looks like when an institution uses changes in form to engage hard-to-reach audiences?

Chapter 2 : Content (media) - Wikipedia

*collection The Content of the Form because all of the essays deal, in one way or another, with the problem of the relation between narrative discourse and historical representation.*

It is real and it has impact. We see it in governance Smart City in commerce Uber, Airbnb, personalisation, omni-channel marketing , in finance cryptocurrency, blockchain enabled trade finance , in manufacturing IoT and industrial robots. However, for many the term is vaguely understood. The Content of Digital Transformation The content or the essence of digital transformation is that it radically transforms a business model or it causes disruption in an industry and that is why it is powerful. The content is less technology and more business and therefore, people with a strong orientation to technology tend to focus on the form and miss out on the content. It will require deeper engagement to understand the content of Digital Transformation. But as a quick guideline, there are some thumb rules that allow us to distinguish between a digital transformation initiative and an IT enablement initiative. An IT enablement initiative is usually about automation of an existing business process to reduce cost and the time of execution. A digital transformation initiative on the other hand usually involves a lot more than that. The essential test we can apply to see whether an initiative is a digital transformation initiative or not, is to see to whether any of the following kinds of changes are taking place as a result of the initiative. The first two are brought about by filling information gaps that are otherwise hindering a meaningful transaction. For instance, Uber, provides the driver information about who requires a cab and to the consumer the information about the cab, the driver and time of arrival. In other words, it connects demand and supply by plugging information gaps. By doing just that, it drastically improves the utilisation of the car asset and can bring down the operating cost and thereby price of cab services. Actual prices will of course be influenced by the profit seeking nature of enterprises. The third is a lot more than that. It is made possible by advances in AI and availability of information processing technology whereby some of the capabilities of the human mind can be replicated by systems. Lets get little bit more into detail about the digital transformation of the above three kinds of changes to understand the difference from IT enablement. Aggregation of Demand and Supply Airbnb and Uber are digital platforms that are seen as the models of digital transformation and disruption. Why do we call them as instances of digital transformation? How did they bring about disruption, despite the fact that their service offerings are not new? One offers bed and breakfast services. The other a taxi service. Both are not new concepts. What really made the difference? By aggregating demand and supply using a digital platform, they created new possibilities that changed the nature of customer experience, impacted pricing and created a totally new service model that could scale with almost zero marginal cost. Airbnb - Transforming the Hospitality Market It is said that Airbnb started as a solution to the problem of paying rent by the founders. They had built a simple website offering bed and breakfast. By offering a simple but critical service of providing information about availability and pricing of places to stay including non-conventional ones and facilitating bookings, they were able to cater to a large number of customers of varied profiles. This market share gave them the leverage to aggregate on the supply side and launch a number of digitally driven initiatives that enhanced the customer experience as well as offer benefits to suppliers. Trust factor was a major issue for those renting. This helped to build chains of supply and demand where each player is self motivated without the platform spending a dime on assets and their upkeep. The Airbnb business model utilises a network of freelance photographers directly paid by Airbnb to visit properties and take high definition photographs of the property. These highly improved pictures boosted the click rates and allowed for better branding of their properties. Thus by aggregating demand and supply and creating the right incentive structures for the actors in the ecosystem, they were able to build a new service delivery model that transformed customer experience. Uber - Transforming the Taxi Services Market As for Uber, while it does use the same aggregator business model there are variants in the key factors that brought about the disruption. The map locating technology along with the Uber app closed the information gap between the supply and the demand. The rating system and the surge pricing strategy helped them handle the fluctuations in demand against the supply. This can be illustrated by its business model canvas as shown

below. Source Digital Disintermediation In this kind of digital transformation, the role of the middleman is removed, connecting directly the consumer and the manufacturer. Not only does this bring the customer closer to the source but also enables direct selling causing disruption in the value chain. Some prime examples are blockchains disintermediation of banks , Amazon, and Flipkart. Both Amazon and Flipkart have disrupted the traditional brick and mortar stores sales and distribution model and have still succeeded in creating brands of great value. Leveraging AI for Analysis and Insights At one point of time, insights generation and decision making ability were not seen to be within the ambit of automation. However, AI and Big Data have now created new possibilities. Developed from systematic analysis of relevant labeled data, analytics driven insights bring to the forefront hidden truths that can be used to the advantage of the business. For instance, AI driven recommendation systems have shot up click through rates of videos on YouTube. As of , hours of video are uploaded every minute. Without doubt, analytics based decision making is disrupting industries especially healthcare industry, retail, finance and surprisingly the sports industry. Case in point is the way the Houston Astros won the major league baseball championship last year. Digital Transformation as a Business Approach So in conclusion, digital transformation is a three-pronged business approach performing end-to-end mapping of business activities, re-architecting the activities or introducing new value creating activities using digital technology strategically, assessing and improving data management and analytics expertise, and leading to radically improved customer experiences, emergence of radically new business models and industry structures. How Does Airbnb Make Money?

### Chapter 3 : Content | Definition of Content by Merriam-Webster

*The secret of the process by which consciousness invests history with meaning resides in "the content of the form," in the way our narrative capacities transform the present into a fulfillment of a past from which we would wish to have descended.*

Rhetoric requires understanding a fundamental division between what is communicated through language and how this is communicated. Aristotle phrased this as the difference between *logos* the logical content of a speech and *lexis* the style and delivery of a speech. Roman authors such as Quintilian would make the same distinction by dividing consideration of things or substance, *res*, from consideration of verbal expression, *verba*. In the Renaissance, Erasmus of Rotterdam reiterated this foundational dichotomy for rhetorical analysis by titling his most famous textbook "On the Abundance of Verbal Expression and Ideas" *De copia verborum ac rerum*. This division has been one that has been codified within rhetorical pedagogy, reinforced, for example, by students being required in the Renaissance according to Juan Luis Vives to keep notebooks divided into form and content. Within rhetorical pedagogy it was the practice of imitation that most required students to analyze form and content. They were asked to observe a model closely and then to copy the form but supply new content; or to copy the content but supply a new form. Such imitations occurred on every level of speech and language, and forced students to assess what exactly a given form did to bring about a given meaning or effect see Imitation. The divide between form and content is always an artificial and conditional one, since ultimately attempting to make this division reveals the fundamentally indivisible nature of verbal expression and ideas. For example, when students were asked to perform translations as rhetorical exercises, they analyzed their compositions in terms of approximations, since it is impossible to completely capture the meaning and effect of a thought expressed in any terms other than its original words. This division is based on a view of language as something more than simply a mechanistic device for transcribing or delivering thought. With the sophists of ancient Greece rhetoricians have shared a profound respect for how language affects not just audiences, but thought processes. Within the Forest of Rhetoric the close proximity between what is said and how this is said can be observed in the continuity between topics of invention concerned with what is said and figures of speech ways of speaking. The figures often disregarded as superficial concerns turn out to be microcosms of the more substantive topics of invention concerned with what someone says. One way to understand the overlapping nature of *logos* and *lexis*, *res* and *verba*, invention and style, is through the word "ornament. The etymology of this word is *ornare*, a Latin verb meaning "to equip. The ornaments of rhetoric are not extraneous; they are the equipment required to achieve the intended meaning or effect. Thus, rhetoricians divided form and content not to place content above form, but to highlight the interdependence of language and meaning, argument and ornament, thought and its expression. This division is highly problematic, since thought and ideas *res* have been prioritized over language *verba* since at least the time of Plato in the west. Indeed, language is a fundamentally social and contingent creature, subject to change and development in ways that metaphysical absolutes are not. For rhetoricians to insist that words and their expression are on par with the ideals and ideas of abstract philosophy has put rhetoric at odds with religion, philosophy, and science at times. Nevertheless, rhetoric requires attending to the contingencies and contexts of specific moments in time and the dynamics of human belief and interaction within those settings. This rhetorical orientation to social and temporal conditions can be understood better with respect to three encompassing terms within rhetoric that are fundamental to the rhetorical view of the world:

### Chapter 4 : What is content? definition and meaning - calendrierdelascience.com

*The term form refers to the work's style, techniques and media used, and how the elements of design are implemented. Content, on the other hand, refers to a work's subject matter, or what is being depicted.*

### Chapter 5 : Content Versus Form - The Art of Relevance

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*interrelated philosophical categories. Content, the aspect that determines the character of the whole, is the sum of all the components of an object—its properties, internal processes, relations, contradictions, and tendencies. Form is the internal organization of content. The relationship of.*

### Chapter 6 : The Content of the Form

*The relationship of form and content is what you make of them. Form is the style and method you work, it includes the elements of design utilized - it is how the work is built or structured, any techniques or style and how you utilize them in creating an artwork.*

### Chapter 7 : Form | Definition of Form by Merriam-Webster

*1. Long-Form Content Gets More Shares. Simply put, long-form content allows you to provide more value. The point of a long-form post isn't to reach a particular word count for the sake of that word count, but instead to provide so much valuable information that it reaches or exceeds a particular word count.*

### Chapter 8 : Media, Content & Form

*Content or contents – when do I use which form?. I realize that the one is the plural form of the other, but they seem to be used interchangeably.*

### Chapter 9 : Form and content - Wikipedia

*c: the events, physical detail, and information in a work of art – compare form sense 10b The film was rated R for its violent content. 3 a: the matter dealt with in a field of study the content of sociology is inexhaustible .*