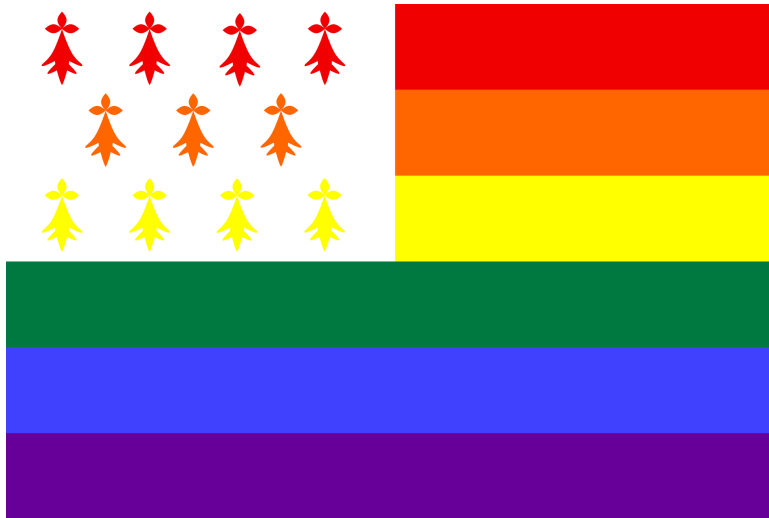


Culture Jam

“Detourment is the artistic practice of sampling and remixing messages from the mass media and subverting or “detouring” their predetermined meanings so that new, antithetical messages can emerge and divert the package of commercial propaganda that was originally intended for the targeted audience”.(Guide Psychogeographyque De Paris)



“Many culture Jams are simply aimed at exposing questionable political assumptions behind commercial culture so that people can momentarily consider the branded environment in which they live. Culture jams refigure logos, fashion statements, and product images to challenge the idea of "what's cool," along with assumptions about the personal freedoms of consumption”.

(Center for Communication & Civic Engagement)



Culture Jamming is to throw a wrench into the media by manipulating images to exaggerate, mock or flip the meaning of media message. The creative detourment exposes the reality and truth behind certain campaign or media.

Ideas:

Better pay, better teachers, better citizens

- To advocate higher pay for teachers

Reference

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Post #9

Heuretics

“We are faced with the reconstruction of the phenomenology of perception according to the machine. (Lotringer and Virilio, p.66) Virilio’s concern recalls Plato’s warning in Phaedrus, that writing would destroy living memory. Virilio suggests digital imaging will destroy perception itself. Plato’s Academy began inventing new metaphysics adequate to the artificial memory of writing. Electracy must do the same for constructed (fictional, deep fake) phenomenology of the digital apparatus”.

- What are the cons and pros of Electracy?
- Is the new metaphysics of artificial memory writing destroying our perceptions and lives?

Theopraxis

“The 9/11 attack summarizes the macrocosmic conflict, integrating as it does religious motivation (orality), capitalist target (electracy), and scientific technology (literacy), intended to destroy bodies (paleo). This event symptomizes the disaster, the chaos of capabilities, well documented in infinite variation in the cultural archive”.

- **Are we experiencing disasters and suffering due to the invention of electracy?**
- **What approaches can we take next to bring world peace?**
- **What are better ways to deal with the capitalist target that comes from electracy? I am aware often times it can tangle with our body images.**

“Already, more than 10,000 people die each day from the small particles emitted from fossil-fuel burning; each year, 339,000 people die from wildfire smoke, in part because climate change has extended forest-fire season (in the U.S., it’s increased by 78 days since 1970). By 2050, according to the U.S. Forest Service, wildfires will be twice as destructive as they are today; in some places, the area burned could grow fivefold”. (David Wallace-Wells, The uninhabitable Earth)

This was disheartening to read. However, it is extremely important to emphasize climate change issues and spread proper knowledge regarding the changes. The faster we take the proper approaches the more time we will have on this planet. We can take proper steps by educating people on this issue. For example, classing regarding climate change for public school students and etc, or anything that will help them build healthy habits to save the planets.

“When nature has an abundance of unique species and habitats to describe, what we find in these linguistically diverse indigenous communities is a rich folk taxonomy and traditional knowledge of the surrounding environment. Which plants have a relationship to each other? Which plants are edible and which are toxic, which plants have certain uses for humans and which for animals? This is a valuable way of looking at the world that is often encapsulated in the very names of the plants, offering information that can’t be quickly discovered by scientists in the field”. (How Language and Climate Connect).

This quote caught my attention because often we view people from other cultures or environments as less than us. We tend to be biased and not give them enough credit for things they discover or for inventing certain technology. For example, throughout the article, the author was describing ingenious people and their knowledge of certain plants and their benefits. So, what I am trying to say it is important to appreciate others and give them chances to express their ideas and thinking.