

present...

Studies in Evil Media

Matthew Fuller (Goldsmiths)
Author of *Media Ecologies*

& Andrew Goffey (Middlesex University)
Translator of Isabelle Stengers' *Capitalist Sorcery*

Evil Media

Evil Media updates Machiavelli's 'The Prince' for the era of networked digital media and corporate governance. Addressing a range of objects, practices, techniques and knowledges traditionally excluded from the purview of media studies, it explores the sophistry that is quite literally embodied by the sophisticated technologies of the knowledge economy. 'Evil' explicitly references the antagonistic ethical and moral quality that an epoch gorging itself on progress has sought unsuccessfully to banish; and so Evil Media offers a useful prospectus of the ruses, subterfuges, deception, manipulation and trickery which media technics make possible and effective. By adopting a perspective which counters the idealistic, liberal, assumptions encoded within the notion of representation or facilitation and enabling, it aims to re-situate the study of media within a framework which includes forms of media that are 'below the radar' of most contemporary theory and actively occluded by the framework of representation. Here, media do not so much tell us about things, but are themselves things that exhibit behaviours.

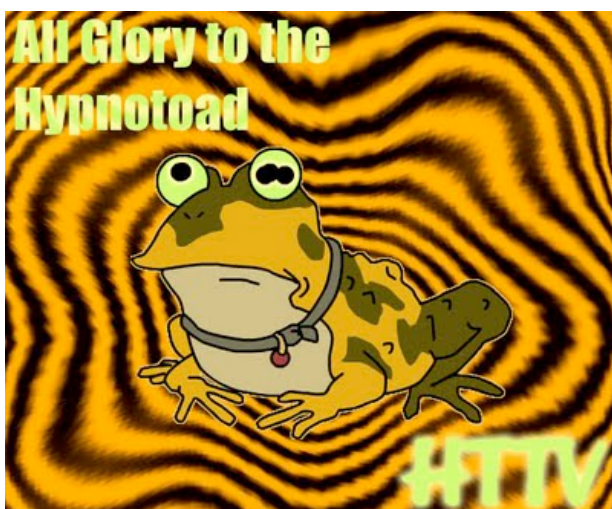
Tony Sampson (University of East London)
Author of *Virality: Contagion Theory in the Age of Networks*

New Media Hypnosis

Drawing on the microsociology of Gabriel Tarde (1843-1904), and a number of other "Tardean scholars", this presentation approaches the idea that new media landscapes function increasingly as a mode of hypnotic mass persuasion. Significantly, this is not a sociological perspective that concerns itself with rational, self-contained individuals, or indeed society as a whole, but rather responds to what one viral marketer (following a decidedly similar trajectory to Tarde) recently referred to as 'the invisible currents that run between and among consumers'. These 'invisible currents', affective contagions (Thrift, 2007), or the radiation of imitation-suggestibility, as Tarde termed it, work at the intersections between attention/inattention, cognition/noncognition, social/biological domains and consciousness/unconsciousness. The talk focuses on examples taken from the new science of networks, epidemiology, HCI, emotional design, affective computing, eye tracking technology, neuromarketing and evil media studies.

Respondent: Paul Gormley
(University of East London)

Author of *The New Brutality Film: Race and Affect in Contemporary American Cinema*



October 7th 2009
14:00-17:00

University of East London
Docklands Campus
(Cyprus DLR - the station is literally at the campus)
Room EB.3.19 (third floor, main building,
turn left on entering main square from station)