



Waging politics  
 debating opinions  
 advocating ideology  
 campaigning  
 establishing positions

Narrativess  
 specific subjects, storylines  
 or lifelines concerning  
 events and objects in  
 relation to the context of  
 their representations.

Perspectives  
 social, political, historical,  
 economical, artistical etc.

Representation  
 conceptualizing the manifestation or representation  
 in relation to the context  
  
 the social aspect:  
 Previously used as a metaphor for theatricality,  
 performance is now often employed as a heuristic  
 principle to understand human behaviour. The  
 assumption is that all human practices are  
 'performed', so that any action at whatever moment  
 or location can be seen as a public representation of  
 the self.

celebrity cult & gossip culture  
 mediatizing the self in relation  
 to the other.  
 mechanics of identification,  
 normalization, idolization,  
 mythologization etc.

artistic production  
 visual language  
 curating skillfulness, aesthetics, and content  
 collage-mentality  
 reflexivity  
 meta-  
 affixing life-like elements to non-organic  
 objects

How does this relate to objects?

Media mechanics  
 =  
 image production  
 ↓  
 performative  
 performed authenticity  
 the appropriation of life  
 (through flexibility and transformation)  
 the production of subjectivities  
 un-self-consciousnes filtered through hyper-self-consciousness  
 co-creation  
 commenting mentality  
 the spectator at work  
 the merging of realities  
 (fictional with the real, digital with the real)  
 hyperreal, in-flux  
 controlling the narrative  
 controlling your own alienation