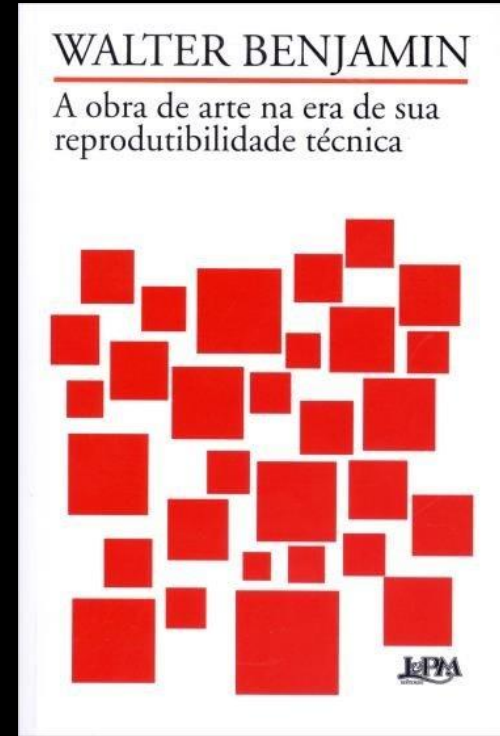


O Afeto na Era de Sua Reprodutibilidade Digital

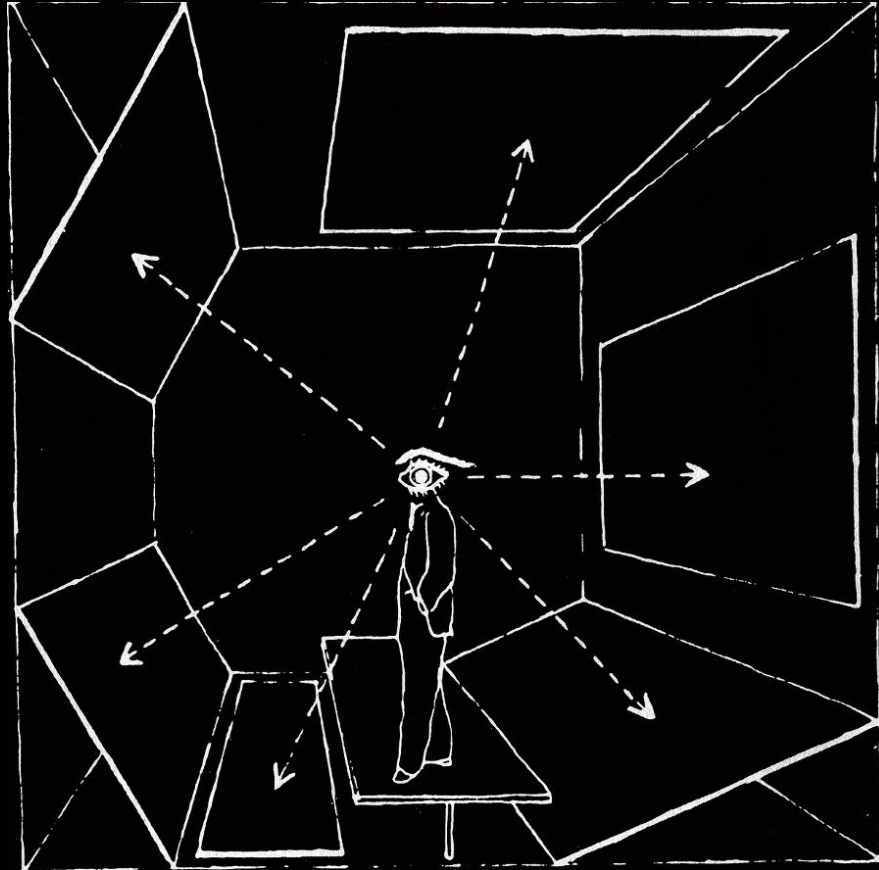
Thiago Hersan



**A Obra de Arte na Era de Sua
Reprodutibilidade Técnica (1935)
Walter Benjamin**

mídia

mídia



conjunto de diversos meios de comunicação, com a finalidade de transmitir informações e conteúdos variados.

A black and white portrait of Marshall McLuhan, an older man with receding hair, wearing a suit and tie, looking slightly to the right. The background is a brick wall.

O meio é a mensagem

As tecnologias e métodos que usamos para distribuir conteúdo tem um maior impacto na sociedade do que o próprio conteúdo.

**Os Meios de Comunicação como
Extensão do Homem (1964)
Marshall McLuhan**

**Vivemos na
representação**



O espetáculo não é um conjunto de imagens,
mas uma relação social entre pessoas mediada
por imagens.

**A Sociedade do Espetáculo (1967)
Guy Debord**

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YAHOO!

[Personalize](#)[Help](#)

[Yahoo! Auctions](#)
bid & sell for free

FAMILY GUY Win 6 days in Hawaii!
Go to fox.com **FOX**

[Park Your Domain Free](#)

[advanced search](#)

[Yahoo! Mail](#) - Get your **free** e-mail account today!

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Inside Yahoo!



Bookmarks Location: <http://www.geocities.com/CollegePark/Field/7933/>

Welcome To ...

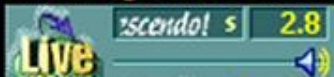
UNIVERSE

Q

You are now embarking on a journey through space on spacecraft QMJ71716 to explore the world in Universe Q!!....



Are you ready for a cool ride??



First turn on your speakers REAL LOUD?? Take a listen to this space song!!





What's happening? ✕

  140 Tweet

 Update Status  Add Photos/Video

What's on your mind?

Internet (e suas características)

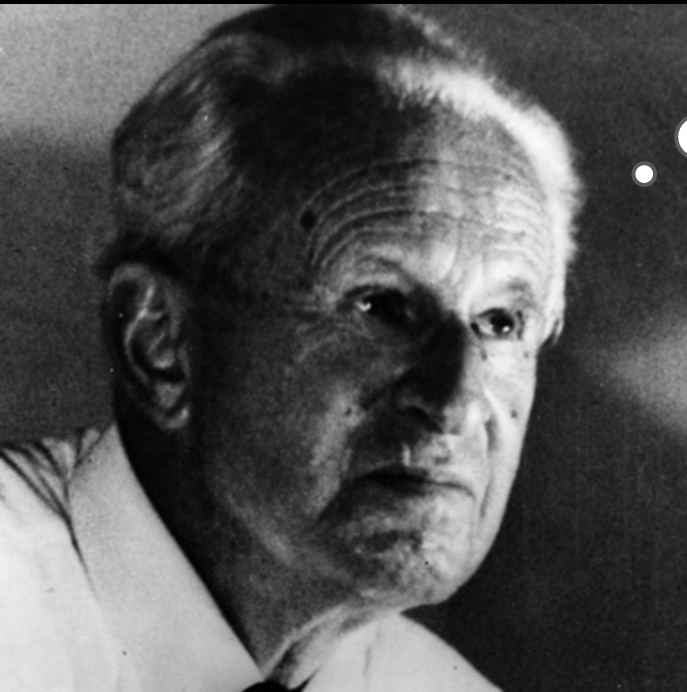
quanto mais melhor

sempre ligada

coletividade prática

comunicação barata

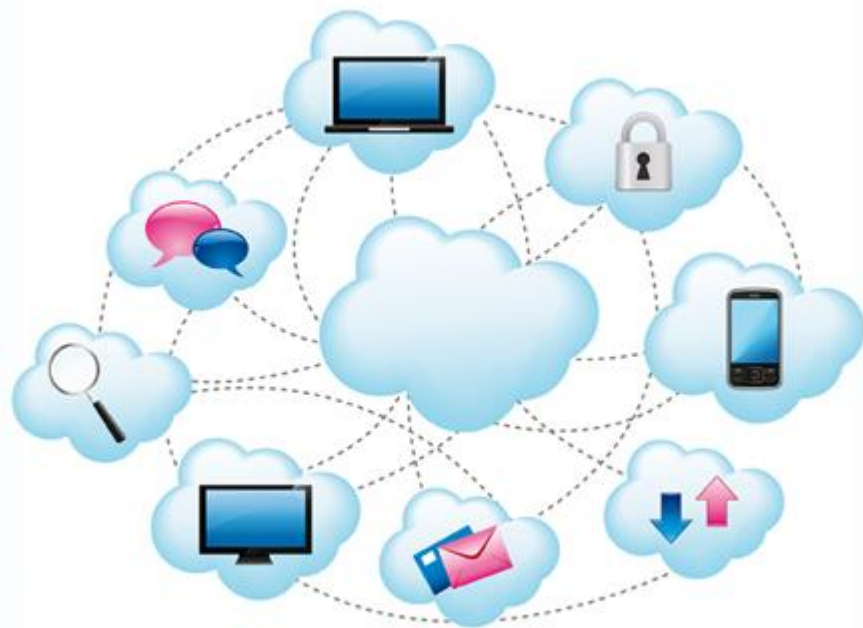
conteúdo controlado por usuário

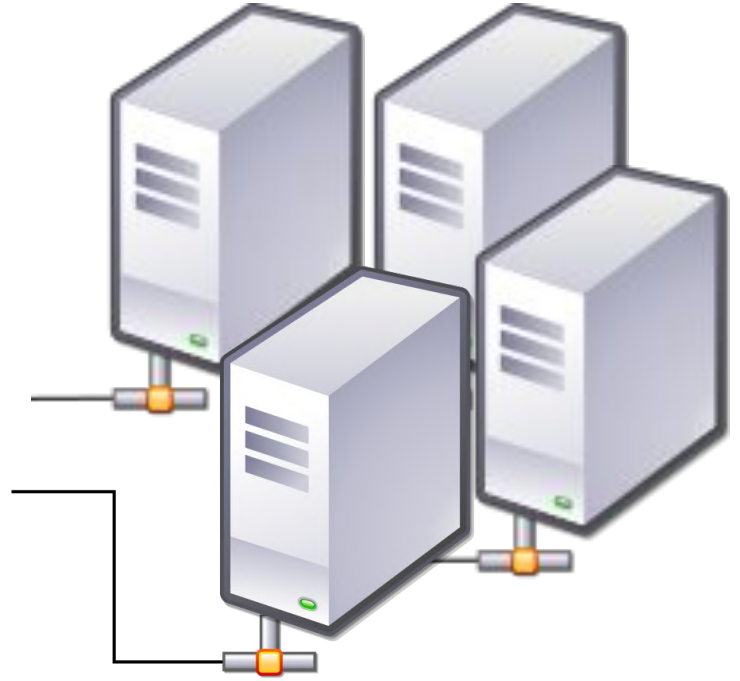
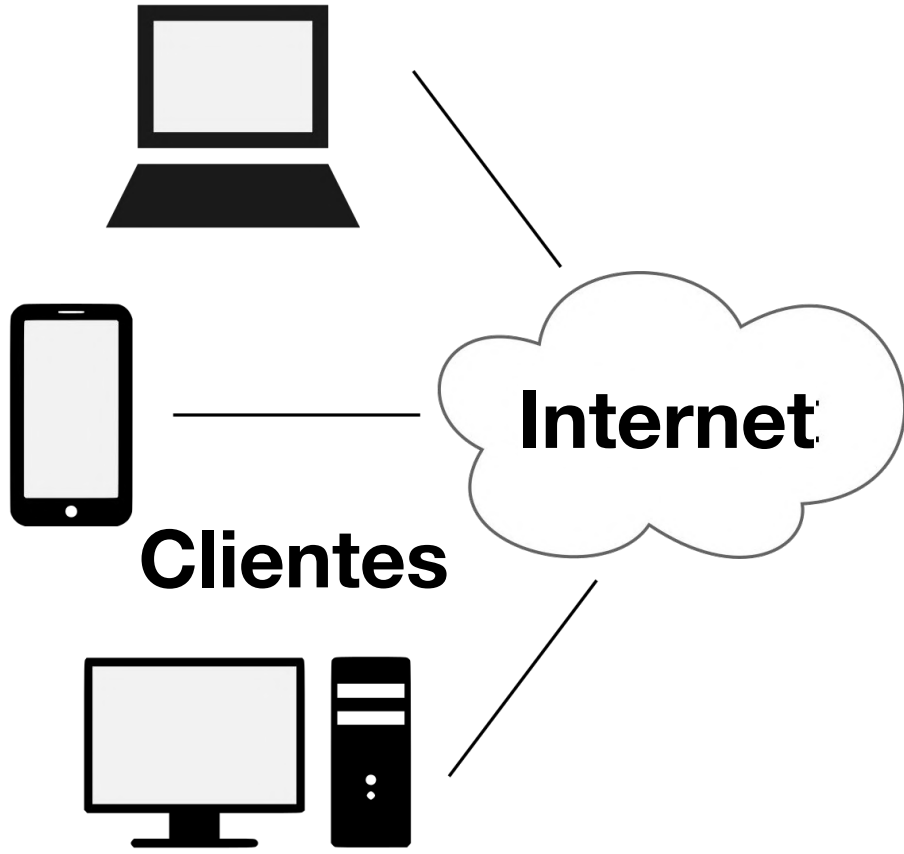


Consumo = Controle

A tecnologia cria novas formas de cultura com novas formas de controle social. Apesar de ajudar, continua servindo os interesses de repressão.

Ideologia da Sociedade Industrial (1964)
Herbert Marcuse





Servidores

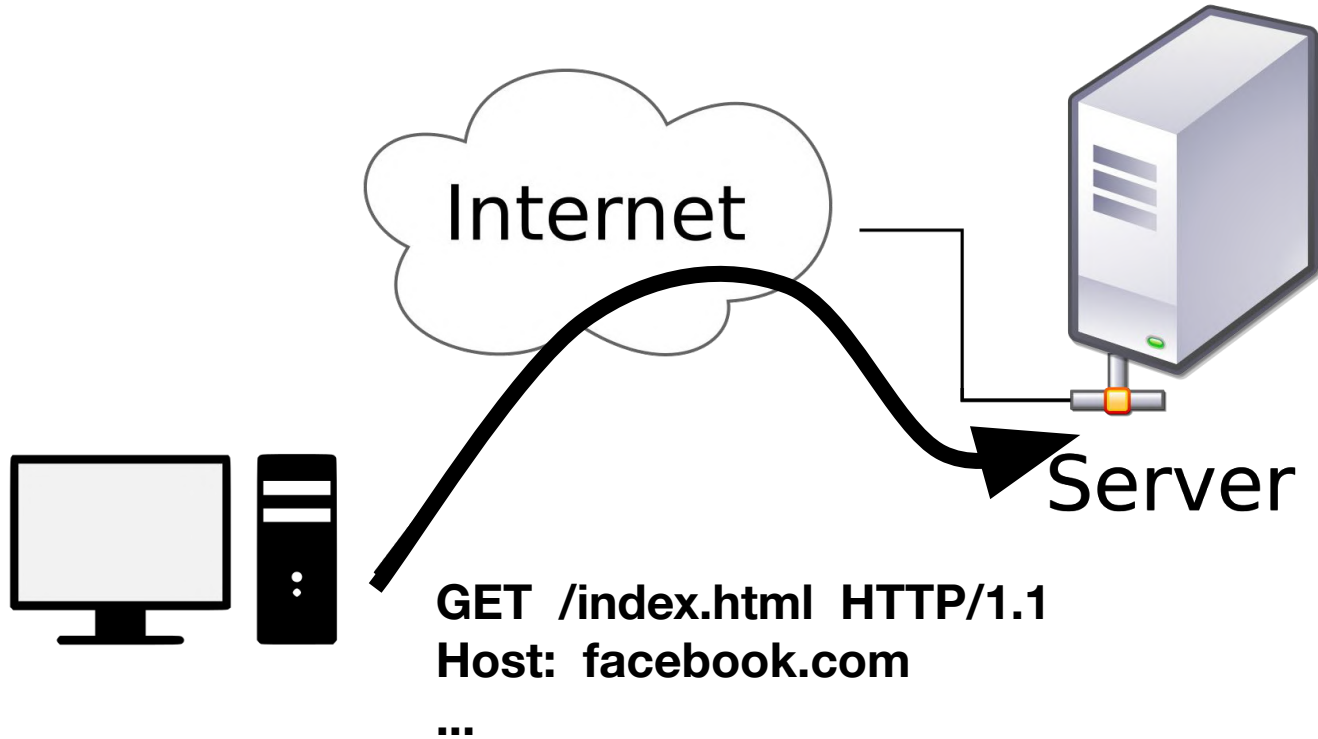
Google Data Center



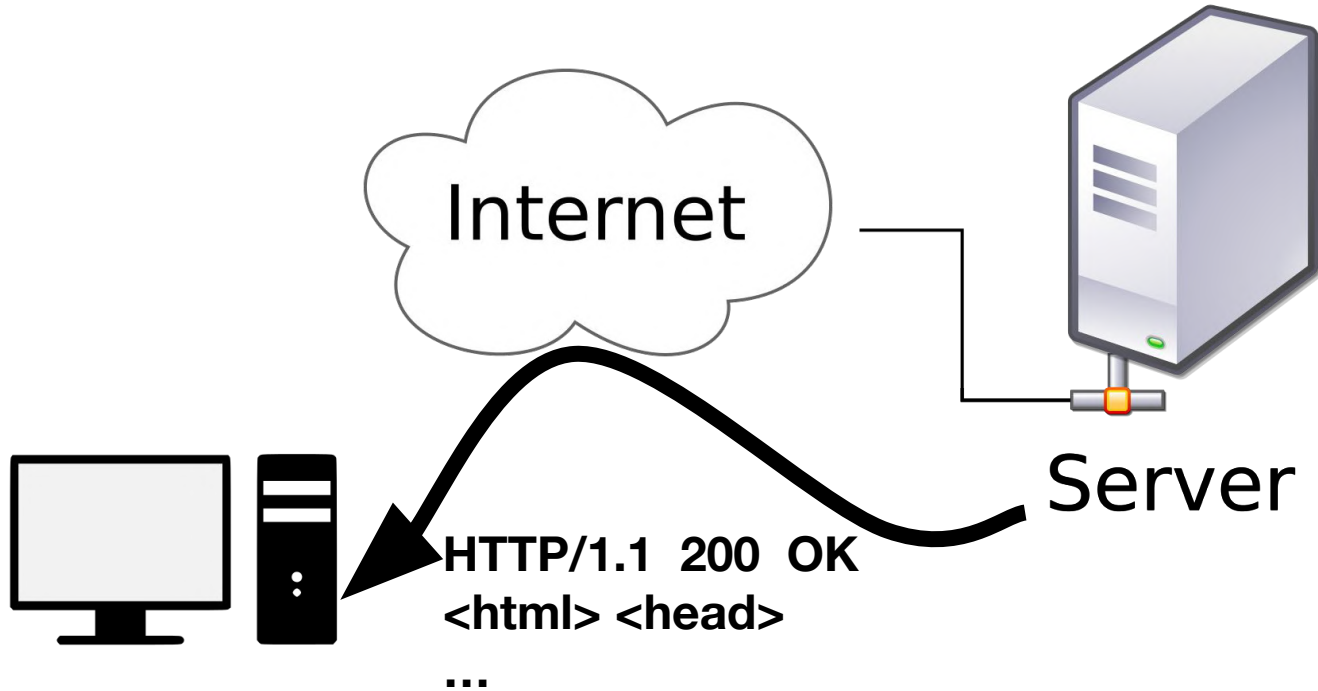
Google Data Center



Pedido



Resposta









Hotmail



Google



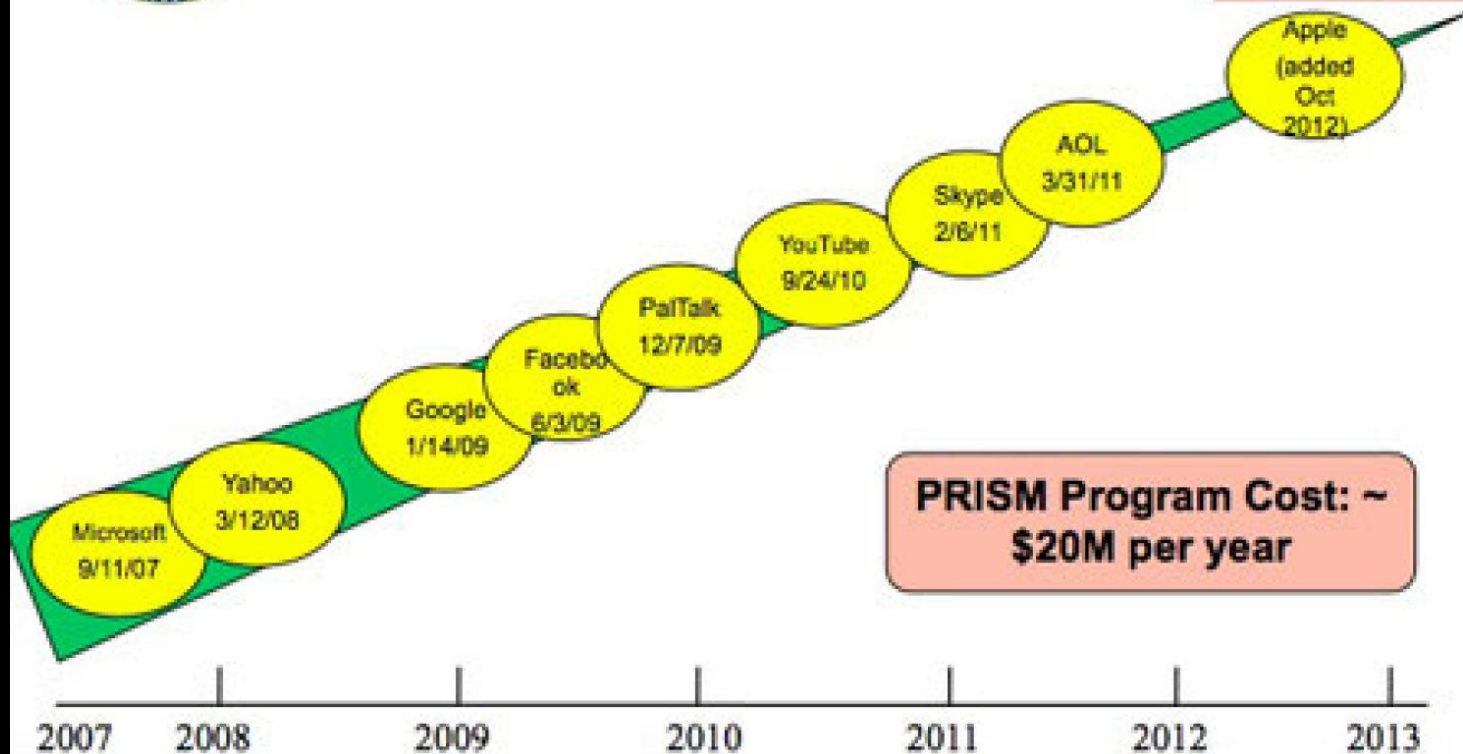
paltalk.com

You Tube

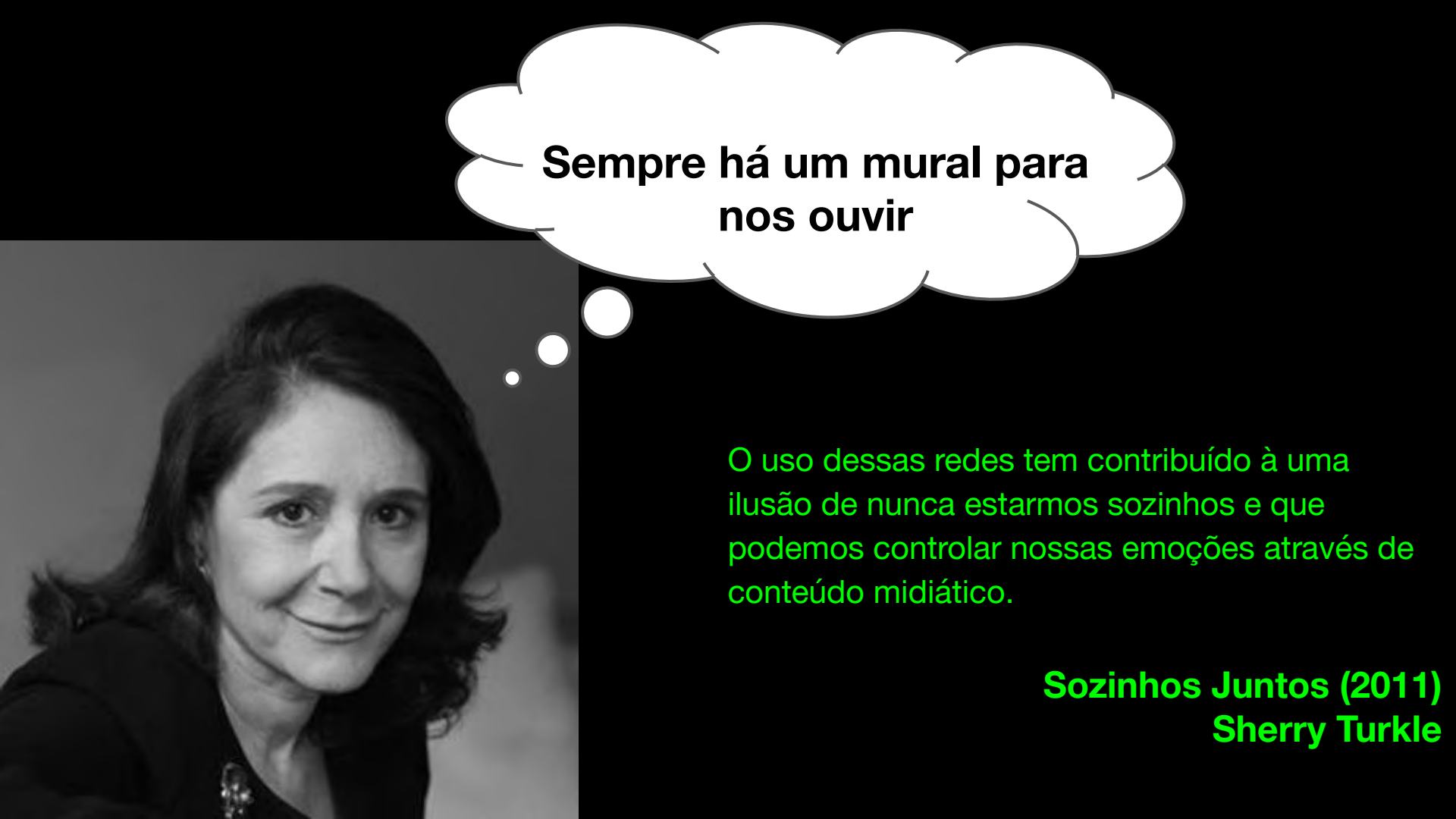
AOL mail



(TS//SI//NF) Dates When PRISM Collection Began For Each Provider



PRISM Program Cost: ~ \$20M per year



**Sempre há um mural para
nos ouvir**

O uso dessas redes tem contribuído à uma ilusão de nunca estarmos sozinhos e que podemos controlar nossas emoções através de conteúdo midiático.

**Sozinhos Juntos (2011)
Sherry Turkle**

iLikeMe (on facebook) (2013)



iLikeYou (on facebook) (2013)



XOXOXOXOLOLOLOLO

THE GAME
"As our voluntary self-exposure through
and visible consumption becomes a link
for the perpetual gaze of virtual others,
how this gaze inflicts how we affect
another, and also how it affects
our ability to access human
ability to access means of..."

OBJECT
"Aquele dia eu achei
Como se o avanço
No fundo dessa ideia era
em contradição com o meu
nossas descobertas."



XOXOXOXOLOLOLOLO



XOXOXOXOLOLOLOLO



From
JULIO HERMAN
88 Wood St
Liverpool Merseyside L14 0DQ
UK

Elizabeth Davis
54 AINSLIE ST
BIRMINGHAM B15 2JJ USA

Blank white envelope with a red lipstick stamp on the bottom right corner.

From
TIIAGO HERMAN
88 Wood St
Liverpool Merseyside L14 0DQ
UK

FLORENCIA FLOR MARTINEZ
R. Antonio Torres 53
SAGRADA FAMILIA - Belo Horizonte - MG
31030-130
BRASIL

From
THIAGO G HERMAN
88 Wood street
Liverpool Merseyside L14 0DQ
UK

Grazielle Lautenschlager
Yorkstraße 89A
D-10965 Berlin
GERMANY

