Simulcra (Baudrillard, 1994)

2 META-Ø = lost : NO EXTERNAL MEASUREMENT

LIQUIDATION OF ALL REFERENTIALS

6 Simulcrum - NEVER Exchanged FOR REAL

- UNINTERRUPTED CIRCUIT

REPRESENTATION : EQUIV. - SIGN + REAL

SIMULATION: EQUIVALENCE

SCIENCE: ↑ DISTANCE FROM object UNTIL gone

- PURE FORM

9 - MECHANISM

20 REAL: FUNCTION = devour SIMULATION

Simulations - THEMselves ≠ punished

Q> 22 hyperreality + Sim = deterrents OF All principles / objectives

27 Sim.: Reality short circuit w/ duplication THRU signs

29 NO LONGER SOCIETY OF persuasion BUT OF deterrance

- END OF PERSPECTIVE

34 programmatic Infallibility MODEL

- INFORMATION = MECHANISM

49 Forgetting EXTERM. = PART OF EXTERM.

Q> 69 ONLY MASSIVE AFFECT = MANIPULATION ['lo TEACHING, ETC]

*> 77 modern UNIVERSITY - AS - DISINTEGRATION OF FUNCTIONS

- LOSS OF MEANING, STRUCTURE, POWER

79 SHANNON + NEUTRAL INFO.

INFO. DEVOURS OWN CONTENT

81 BELIEF IN INFORMATION -> myth

Critical THINKING + presumption OF STUPIDITY OF MASSES

MASS media = ANTI - SOCIALIZATION

84 MASS MEDIA + TERRORISM (EG)

- MANIPULATION IN All directions

*> 86 APPLICATION TO CYBERNETIC THEORY

INFO - AS - ENTROPY

Luna Negra
Otimar Lisbert

87 Absorbtion All Modes of Expression - ADVERTISING
- No depth
- Social - As - script

*> 89 CS: will END Advertising
*> : miniaturization of Everyday LIFE.
- Auto-pilot w/o Advert. persuasion

91 INDIFFERENCE TO public w/o CONSUMER
precursor OF AUTO-pilot REACTION
SUPERFICIAL FASCINATION
Advert. condemned by CS paradigm

*> 93 Advert. become what public forum has become

98 CLONING + C.S.

162 melancholia = Fundamental TONALITY OF FUNCTIONAL SYSTEMS
- SYSTEM = TOO STRONG

164 EVENTS & THEORIES w/o CONSEQUENCES = ERA

CASSELL

CS - AS ENTERTAINMENT
Coq, Kismet, Robo-wars