

Lidia. Labour on social netw. platform  
(= cf. commodification).

Organising

Opening up the discourse.

Alternative approach vs  
alternative app.

The vine as format.

↳ allows for growth

The goal is to create/facilitate  
certain discourse + discussion

Relation of aim & technology.

## Memes as Means

Inte. Meme culture as newest  
iteration of visual culture.

Meme: - methods

as  
Mean - financial

- direction

Reimagine the re-re<sup>u</sup> publishing

What is academic meme-fication.

New meanings for symbols develop  
very quickly. Verbose memes

When do memes mean something?

Authorship on memes.

Role of designers.

Evelyn Distribution, not just creation,  
design etc

Censorship by FB, YT

↳ taking down accounts + updates

Article 13 - liability for speech

goes from individual to

upload filter + copyright platform

both need <sup>& each</sup> nuance

Redistributing of power gets harder

Clara: You must unlearn what you  
were taught in graphic design

To whom are you speaking?  
<sup>school</sup>

Also women etc

As a troll, you must be cunning  
+ obsessive

The narcotic effects of being outside  
of your echo chamber NLP/Brainwashing  
Using your troll as a platform.

Embodied a physical experience of  
trolling

Isabel Bolsonaro the first meme elected  
president. Via Whatsapp → groups.  
Not about truth, but who do you  
trust?

Are memes inherently binary?

Silvia: Resist the national narrative  
around memes

+ look also for other narratives  
Memes as a way to shape reality.

→ Distribution

The question is not always 'why'  
but 'How' → learning to communicate  
co-opt means (again)

Again the question whether the  
tools can be coopted for  
diff. ~~gr~~ contents.

## The Afterlife

Christina Readers & Publishers  
Odi: art book-fair.

Kandien NKS World

Other ways of publishing  
Publishing as a part of a nexus  
of activities

you  
SG  
telling-  
reache

Making a Public  
The chain of pieces  
↳ reaction on initial pieces  
Creating rather than editing  
Publication also as starting point  
of (chain of) events/conversation  
Sleep as subversive method