

Online Library Parables For The Virtual Movement Affect Sensation Brian Massumi Pdf Free Copy

Ontopower Feb 05
2022 Color coded
terror alerts,
invasion, drone
war, rampant
surveillance: all
manifestations of
the type of new
power Brian
Massumi theorizes
in *Ontopower*.
Through an in-
depth examination
of the War on
Terror and the
culture of crisis,
Massumi identifies
the emergence of
preemption, which
he characterizes as
the operative logic
of our time.
Security threats,

regardless of the
existence of
credible
intelligence, are
now felt into reality.
Whereas nations
once waited for a
clear and present
danger to emerge
before using force,
a threat's felt
reality now
demands launching
a preemptive strike.
Power refocuses on
what may emerge,
as that potential
presents itself to
feeling. This
affective logic of
potential washes
back from the war
front to become the

dominant mode of
power on the home
front as well. This is
ontopower—the
mode of power
embodying the logic
of preemption
across the full
spectrum of force,
from the "hard"
(military
intervention) to the
"soft"
(surveillance). With
Ontopower,
Massumi provides
an original theory
of power that
explains not only
current practices of
war but the culture
of insecurity
permeating our

contemporary neoliberal condition.

Haptics: Science, Technology, Applications Sep 12 2022 This open access book constitutes the proceedings of the 12th International Conference on Human Haptic Sensing and Touch Enabled Computer Applications, EuroHaptics 2020, held in Leiden, The Netherlands, in September 2020. The 60 papers presented in this volume were carefully reviewed and selected from 111 submissions. They were organized in topical sections on haptic science, haptic technology, and haptic applications. This year's focus is on accessibility.

The Far Right Today May 16 2020 The far right is back with a vengeance. After several decades at the political margins, far-right politics has again taken center stage. Three of the world's largest democracies – Brazil, India, and the United States – now have a radical right leader, while far-right parties continue to increase their profile and support within Europe. In this timely book, leading global expert on political extremism Cas Mudde provides a concise overview of the fourth wave of postwar far-right politics, exploring its history, ideology, organization, causes, and consequences, as

well as the responses available to civil society, party, and state actors to challenge its ideas and influence. What defines this current far-right renaissance, Mudde argues, is its mainstreaming and normalization within the contemporary political landscape. Challenging orthodox thinking on the relationship between conventional and far-right politics, Mudde offers a complex and insightful picture of one of the key political challenges of our time.

Thinking about Consciousness Oct 01 2021 The relation between subjective consciousness and

the physical brain is widely regarded as the last mystery facing science. This book argues that there is no real puzzle here.

Consciousness seems mysterious, not because of any hidden essence, but only because we think about it in a special way. David Papineau exposes the resulting potential for confusion, and shows that much scientific study of consciousness is misconceived.

Modern physical science strongly supports a materialist account of consciousness. But there remains considerable resistance to this, both in philosophy and in the way most people think about the mind; we fall

back on a dualist view, that consciousness is not part of the material world. Papineau argues that resistance to materialism is groundless. He offers a detailed analysis of the way human beings think about consciousness, and in particular the way in which we humans think about our conscious states by activating those selfsame states. His careful account of this distinctive mode of phenomenal thinking enables him, first, to show that the standard arguments against dualism are unsound, second, to explain why dualism is nevertheless so intuitively

persuasive, and third, to expose much contemporary scientific study of consciousness as resting on a confusion. In placing a materialist account of consciousness on a firm foundation, this clear and forthright book lays many traditional problems to rest, and offers escape from immemorial misconceptions about the mind. *Cultural Studies' Affective Voices* Aug 19 2020 In a series of encounters with key figures in the field of cultural studies, this book draws together interest in affect theory and contemporary politics to describe the mobilising effects of individual scholarly voices in

cultural studies' history, emphasising the ongoing importance of engaged, public intellectualism throughout.

Self-Determination
Jan 24 2021

Thomas Pink offers a new approach to the problem of free will. Do we have control of how we act, so that we are free to act in more than one way, and does it matter to morality whether we do? Pink argues that what matters to morality is not in fact the freedom to do otherwise, but something more primitive - a basic capacity or power to determine for ourselves what we do. This capacity might or might not take the form of a freedom to act in more than one way,

and it might or might not be compatible with causal determinism. What really matters to morality is that it is we who determine what we do. What we do must not simply be a function of powers or capacities for which we are not responsible, or a matter of mere chance. At the heart of moral responsibility is a distinctive form of power that is quite unlike ordinary causation - a power by which we determine outcomes in a way quite differently from the way ordinary causes determine outcomes. Pink examines how this power is involved in action, and how the

nature of action permits the operation of such a power to determine it.

Canonic Texts in Media Research

Jan 16 2023 Media studies is more than 50 years old, and the authors in this text offer their own candidate texts for canonization.

Each essay presents a critical reading of one of these classics and debates its candidacy. The texts are summarized, analysed and re-examined for their contemporary relevance.

The Power at the End of the

Economy Mar 18 2023 Rational self-interest is often seen as being at the heart of liberal economic theory. In

The Power at the End of the Economy
Brian Massumi provides an alternative explanation, arguing that neoliberalism is grounded in complex interactions between the rational and the emotional. Offering a new theory of political economy that refuses the liberal prioritization of individual choice, Massumi emphasizes the means through which an individual's affective tendencies resonate with those of others on infra-individual and transindividual levels. This nonconscious dimension of social and political events plays out in ways

that defy the traditional equation between affect and the irrational. Massumi uses the Arab Spring and the Occupy Movement as examples to show how transformative action that exceeds self-interest takes place. Drawing from David Hume, Michel Foucault, Gilles Deleuze, Niklas Luhmann and the field of nonconsciousness studies, Massumi urges a rethinking of the relationship between rational choice and affect, arguing for a reassessment of the role of sympathy in political and economic affairs. **Cognition and the Brain** Nov 21 2020 An up to date and comprehensive overview of the

philosophy and neuroscience movement. At the heart of the movement is the conviction that basic questions about human cognition can be answered only by a philosophically sophisticated grasp of neuroscience's insights into the processing of information by the human brain. **The Affect Theory Reader** Apr 07 2022 A collection of essays on affect theory, by groundbreaking scholars in the field. *The World Book Encyclopedia* Jun 28 2021 An encyclopedia designed especially to meet the needs of elementary, junior high, and senior high school

students.
Causality, Interpretation, and the Mind Jul 30 2021 Exploring the relation between interpretationism and causal theories in the philosophy of mind, this text defends interpretationism as an approach to the propositional attitudes. It also defends causal theories of action-explanation and vision.

Essays on Actions and Events Nov 02 2021 Donald Davidson has prepared a new edition of his classic 1980 collection of *Essays on Actions and Events*, including two additional essays.
Cases on Immersive Virtual Reality Techniques Feb 17 2023 As virtual

reality approaches mainstream consumer use, new research and innovations in the field have impacted how we view and can use this technology across a wide range of industries.

Advancements in this technology have led to recent breakthroughs in sound, perception, and visual processing that take virtual reality to new dimensions. As such, research is needed to support the adoption of these new methods and applications. *Cases on Immersive Virtual Reality Techniques* is an essential reference source that discusses new applications of virtual reality and how they can be

integrated with immersive techniques and computer resources. Featuring research on topics such as 3D modeling, cognitive load, and motion cueing, this book is ideally designed for educators, academicians, researchers, and students seeking coverage on the applications of collaborative virtual environments.

Parables for the Virtual Jun 21 2023 Since its publication twenty years ago, Brian Massumi's pioneering *Parables for the Virtual* has become an essential text for interdisciplinary scholars across the humanities. Massumi views the

body and media such as television, film, and the internet as cultural formations that operate on multiple registers of sensation.

Renewing and assessing William James's radical empiricism and Henri Bergson's philosophy of perception through the filter of the postwar French philosophy of Deleuze, Guattari, and Foucault, Massumi links a cultural logic of variation to questions of movement, affect, and sensation. Replacing the traditional opposition of literal and figural with distinctions between stasis and motion and between actual and

virtual, Massumi tackles related theoretical issues by applying them to cultural mediums as diverse as architecture, body art, the digital art of Stelarc, and Ronald Reagan's acting career. The result is an intriguing combination of cultural theory, science, and philosophy that asserts itself in a crystalline and multifaceted argument. This twentieth anniversary edition includes a new preface in which Massumi situates the book in relation to developments since its publication and outlines the evolution of its main concepts. It also includes two short texts,

"Keywords for Affect" and "Missed Conceptions about Affect," in which Massumi explicates his approach to affect in ways that emphasize the book's political and philosophical stakes.

People Watching

Sep 19 2020 The scientific study of the human body has burgeoned in recent years, and scholars from wide-ranging disciplines are now seeking to understand just how much information can be conveyed by the human body in motion. This volume sheds light on the potency of the human body to inform our most basic perceptions of one another.

The Effect Oct 13 2022 The Effect: An

Introduction to Research Design and Causality is about research design, specifically concerning research that uses observational data to make a causal inference. It is separated into two halves, each with different approaches to that subject. The first half goes through the concepts of causality, with very little in the way of estimation. It introduces the concept of identification thoroughly and clearly and discusses it as a process of trying to isolate variation that has a causal interpretation. Subjects include heavy emphasis on data-generating processes and

causal diagrams. Concepts are demonstrated with a heavy emphasis on graphical intuition and the question of what we do to data. When we “add a control variable” what does that actually do? Key Features: • Extensive code examples in R, Stata, and Python • Chapters on overlooked topics in econometrics classes: heterogeneous treatment effects, simulation and power analysis, new cutting-edge methods, and uncomfortable ignored assumptions • An easy-to-read conversational tone • Up-to-date coverage of methods with fast-moving literatures

like difference-in-differences
Epistemic Situationism May 28 2021 "This volume is the first sustained examination of epistemic situationism, the clash between virtue epistemology and the situationist hypothesis supported by research in empirical psychology. Current research in social psychology suggests that environmental variables have greater explanatory and predictive power than traits in explaining human behavior and this has raised serious challenges to ethical theories, such as virtue ethics, that rely on a psychology of

personality traits. However, virtue epistemology appears to assume the same trait-based psychology as virtue ethics does, and the research challenging virtue theories in ethics is relevant to philosophical theorizing about knowledge as well. Until recently virtue epistemology and situationism were separate literatures, but philosophers have begun to examine the apparent incompatibility between situationist psychology and virtue epistemology. Much of the psychological research that raises questions about the empirical adequacy of the moral psychology of virtue

ethics also appears to raise doubts about the empirical adequacy of the epistemic psychology assumed by virtue epistemology. Responsibilist virtue epistemology appears particularly vulnerable because epistemic virtues like open-mindedness, conscientiousness, and intellectual courage are traits of intellectual character, but reliabilist virtue epistemology appeals to the psychology of cognitive skill, abilities, and competences that may be similarly vulnerable. The essays in this volume take up this new problem of epistemic situationism from

multiple points of view - some skeptical or revisionary, others conservative."--
Affective Computing and Intelligent Interaction Aug 11 2022 This book constitutes the refereed proceedings of the Second International Conference on Affective Computing and Intelligent Interaction, ACII 2007. It covers affective facial expression and recognition, affective body expression and recognition, affective speech processing, affective text and dialogue processing, recognizing affect using physiological

measures, computational models of emotion and theoretical foundations, and affective sound and music processing.

99 Theses on the Revaluation of Value

Dec 15 2022

A speculative exploration of value, emphasizing practical experimentation in its future forms. How can we begin to envision a postcapitalist economy without first engineering a radically new concept of value? And with a renewed sense of how and what we collectively value, what would the transition to new social forms look like? According to Brian Massumi, it is time to reclaim value from the capitalist market

and the neoliberal reduction of life to "human capital." It is time to occupy surplus-value for a postcapitalist future. 99 Theses on the Revaluation of Value is both a theoretical and practical manifesto. Massumi reexamines ideas about money, exchange, and finance, with special attention to how what we value in experience for quality is economically translated into quantity. He proposes new conceptual tools for understanding value in directly qualitative terms, speculating on how this revaluation of value might practically form the basis of an alter-economy. A

promising path, he suggests, might involve emerging blockchain technologies beyond bitcoin. But these must be uprooted from their libertarian origins and redesigned to serve not individual choice but collective creativity, not calculations of self-interest but collaborative speculations on the future to be shared. It is necessary to grasp the specificity of our contemporary neoliberal condition and the ultimately destructive forms of power it mobilizes to better resist their claim on the future. 99 Theses on the Revaluation of Value is written to galvanize a radical redefinition of value for a livable

postcapitalist future.

Cerebral Cortex

May 08 2022 This book provides insights into the principles of operation of the cerebral cortex. These principles are key to understanding how we, as humans, function. The book includes Appendices on the operation of many of the neuronal networks described in the book, together with simulation software written in Matlab.

The Common Mind

Mar 26 2021 What makes human beings intentional and thinking subjects? How does their intentionality and thought connect with their social nature and their communal

experience? How do the answers to these questions shape the assumptions which it is legitimate to make in social explanation and political evaluation? These are the broad-ranging issues which Pettit addresses in this novel study. The Common Mind argues for an original way of marking off thinking subjects, in particular human beings, from other intentional systems, natural and artificial. It holds by the holistic view that human thought requires communal resources while denying that this social connection compromises the autonomy of individuals. And, in developing the

significance of this view of social subjects--this holistic individualism--it outlines a novel framework for social and political theory. Within this framework, social theory is allowed to follow any of a number of paths: space is found for intentional interpretation and decision-theoretic reconstruction, for structural explanation and rational choice derivation. But political theory is treated less ecumenically. The framework raises serious questions about contractarian and atomistic modes of thought and it points the way to a republican rethinking of liberal commitments.

A User's Guide to Capitalism and Schizophrenia

Feb 22 2021 A User's Guide to Capitalism and Schizophrenia is a playful and emphatically practical elaboration of the major collaborative work of the French philosophers Gilles Deleuze and Felix Guattari. When read along with its rigorous textual notes, the book also becomes the richest scholarly treatment of Deleuze's entire philosophical oeuvre available in any language. Finally, the dozens of explicit examples that Brian Massumi furnishes from contemporary artistic, scientific, and popular urban culture make the book an important, perhaps even

central text within current debates on postmodern culture and politics. Capitalism and Schizophrenia is the general title for two books published a decade apart. The first, *Anti-Oedipus*, was a reaction to the events of May/June 1968; it is a critique of "state-happy" Marxism and "school-building" strains of psychoanalysis. The second, *A Thousand Plateaus*, is an attempt at a positive statement of the sort of nomad philosophy Deleuze and Guattari propose as an alternative to state philosophy.

Parables for the Virtual Aug 23 2023 DIVA major theoretical rethinking of

intellectual models of embodiment, movement, and sensation./div [Panpsychism](#) Jun 09 2022 Recent debates in philosophy of mind seemingly have resulted in an impasse. Reductive physicalism cannot account for the phenomenal mind, and nonreductive physicalism cannot safeguard a causal role for the mental as mental. Dualism was formerly considered to be the only viable alternative, but in addition to exacerbating the problem of mental causation, it is hard to square with a naturalist evolutionary framework. By 1979, Thomas Nagel argued that if reductionism and

dualism fail, and a non-reductionist form of strong emergence cannot be made intelligible, then panpsychism—the thesis that mental being is a fundamental and ubiquitous feature of the universe—might be a viable alternative. But it was not until David Chalmers' *The Conscious Mind* in 1996 that debates on panpsychism entered the philosophical mainstream. Since then the field has been growing rapidly, and some leading philosophers of mind as well as scientist have argued in favor of panpsychism. This book features contemporary arguments for

panpsychism as a genuine alternative in analytic philosophy of mind in the 21st century. Different varieties of panpsychism are represented and systematically related to each other in the volume's 16 essays, which feature not only proponents of panpsychism but also prominent critics from both the physicalist and non-physicalist camps. *Social Movements and Networks* Oct 21 2020 This title examines the extent to which a network approach should inform research on collective action. By exploring how networks affect individual contributions to collective action in both democratic

and non-democratic organizations. *Oxford Studies in Early Modern Philosophy* Apr 26 2021 Oxford Studies in Early Modern Philosophy is an annual series, presenting a selection of the best current work in the history of early modern philosophy. It focuses on the seventeenth and eighteenth centuries—the extraordinary period of intellectual flourishing that begins, very roughly, with Descartes and his contemporaries and ends with Kant. It also publishes papers on thinkers or movements outside of that framework, provided they are important in

illuminating early modern thought.

The articles in OSEMP will be of importance to specialists within the discipline, but the editors also intend that they should appeal to a larger audience of philosophers, intellectual historians, and others who are interested in the development of modern thought.

Understanding the Changing

Planet Jan 04 2022

From the oceans to continental heartlands, human activities have altered the physical characteristics of Earth's surface.

With Earth's population projected to peak at 8 to 12 billion people by 2050 and the additional

stress of climate change, it is more important than ever to understand how and where these changes are happening.

Innovation in the geographical sciences has the potential to advance knowledge of place-based environmental change, sustainability, and the impacts of a rapidly changing economy and society.

Understanding the Changing Planet outlines eleven strategic directions to focus research and leverage new technologies to harness the potential that the geographical sciences offer.

Virtual, Augmented and Mixed Reality

Dec 23 2020 This

volume constitutes the refereed proceedings of the 8th International Conference on HCI in Virtual, Augmented and Mixed Reality, VAMR 2016, held as part of the 18th International Conference on Human-Computer Interaction, HCII 2016, which took place in Toronto, Canada, in July 2016. HCII 2016 received a total of 4354 submissions, of which 1287 papers were accepted for publication after a careful reviewing process. The 70 papers presented in this volume are organized in topical sections named: Usability, User Experience and Design in VAMR, Perception,

Cognition, Psychology and Behaviour in VAMR, Multimodal Interaction in VAMR, Novel Devices and Technologies in VAMR, VAMR Applications in Aviation, Space and the Military, Medicine, Health and Well-Being Applications of VAMR, VAMR in Industry, Design and Engineering, Novel Virtual Environments. Oxford Studies in Epistemology Aug 31 2021 Oxford Studies in Epistemology is a biennial publication which offers a regular snapshot of state-of-the-art work in this important field. Under the guidance of a distinguished editorial board

composed of leading philosophers in North America, Europe, and Australasia, it publishes exemplary papers in epistemology, broadly construed. Topics within its purview include: - traditional epistemological questions concerning the nature of belief, justification, and knowledge, the status of scepticism, the nature of the a priori, etc; - new developments in epistemology, including movements such as naturalized epistemology, feminist epistemology, social epistemology, and virtue epistemology, and

approaches such as contextualism; - foundational questions in decision-theory; - confirmation theory and other branches of philosophy of science that bear on traditional issues in epistemology; - topics in the philosophy of perception relevant to epistemology; - topics in cognitive science, computer science, developmental, cognitive, and social psychology that bear directly on traditional epistemological questions; - work that examines connections between epistemology and other branches of philosophy, including work on testimony and the ethics of belief.

Anyone wanting to understand the latest developments at the leading edge of the discipline can start here.

Architectures of the Unforeseen Jul 10 2022 A

beautifully written study of three pioneering artists, entwining their work and our understanding of creativity Bringing the creative process of three contemporary artists into conversation, *Architectures of the Unforeseen* stages an encounter between philosophy and art and design. Its gorgeous prose invites the reader to think along with Brian Massumi as he thoroughly embodies the work of these artists, walking the line

that separates theory from art and providing equally nurturing sustenance for practicing artists and working philosophers. Based on Massumi's lengthy—and in two cases decades-long—relationships with digital architect Greg Lynn, interactive media artist Rafael Lozano Hemmer, and mixed-media installation creator Simryn Gill, *Architectures of the Unforeseen* delves into their processes of creating art. The book's primary interest is in what motivates each artist's practice—the generative knots that inspire creativity—and in how their pieces work to give off

their unique effects. More than a series of profiles or critical pieces, Massumi's essays are creative, developing new philosophical concepts and offering rigorous sentiments about art and creativity. Asking fundamental questions about nature, culture, and the emergence of the new, *Architectures of the Unforeseen* is important original research on artists that are pioneers in their field. Equally valuable to the everyday reader and those engaged in scholarly work, it is destined to become an important book not only for the fields of digital architecture, interactive media, and installation art,

but also more basically for our knowledge of art and creativity.

Human Walking in Virtual Environments Nov 14 2022 This book presents a survey of past and recent developments on human walking in virtual environments with an emphasis on human self-motion perception, the multisensory nature of experiences of walking, conceptual design approaches, current technologies, and applications. The use of Virtual Reality and movement simulation systems is becoming increasingly popular and more accessible to a wide variety of research fields and

applications. While, in the past, simulation technologies have focused on developing realistic, interactive visual environments, it is becoming increasingly obvious that our everyday interactions are highly multisensory. Therefore, investigators are beginning to understand the critical importance of developing and validating locomotor interfaces that can allow for realistic, natural behaviours. The book aims to present an overview of what is currently understood about human perception and performance when moving in virtual environments and

to situate it relative to the broader scientific and engineering literature on human locomotion and locomotion interfaces. The contents include scientific background and recent empirical findings related to biomechanics, self-motion perception, and physical interactions. The book also discusses conceptual approaches to multimodal sensing, display systems, and interaction for walking in real and virtual environments. Finally, it will present current and emerging applications in areas such as gait and posture rehabilitation, gaming, sports, and

architectural design.

The VR Book Apr 14 2020 Virtual reality (VR) potentially provides our minds with direct access to digital media in a way that at first seems to have no limits. However, creating compelling VR experiences is an incredibly complex challenge. When VR is done well, the results are brilliant and pleasurable experiences that go beyond what we can do in the real world. When VR is done badly, not only is the system frustrating to use, but sickness can result. Reasons for bad VR are numerous; some failures come from the limitations of technology, but

many come from a lack of understanding perception, interaction, design principles, and real users. This book discusses such issues, focusing upon the human element of VR rather than technical implementation, for if we do not get the human element correct, then no amount of technology will make VR anything more than an interesting tool confined to research laboratories. Even when VR principles are fully understood, first implementations are rarely novel and never ideal due to the complex nature of VR and the countless

possibilities.

However, the VR principles discussed within enable us to intelligently experiment with the rules and iteratively design towards innovative experiences.

Theory of Fun for Game Design Jul 18 2020

Discusses the essential elements in creating a successful game, how playing games and learning are connected, and what makes a game boring or fun.

Politics of Affect Dec 03 2021

'The capacity to affect and to be affected'. This simple definition opens a world of questions - by indicating an openness to the world. To affect and to be affected is to be in encounter,

and to be in encounter is to have already ventured forth. Adventure: far from being enclosed in the interiority of a subject, affect concerns an immediate participation in the events of the world. It is about intensities of experience. What is politics made of, if not adventures of encounter? What are encounters, if not adventures of relation? The moment we begin to speak of affect, we are already venturing into the political dimension of relational encounter. This is the dimension of experience in-the-making. This is the level at which politics is emergent. In these

wide-ranging interviews, Brian Massumi explores this emergent politics of affect, weaving between philosophy, political theory and everyday life. The discussions wend their way 'transversally': passing between the tired oppositions which too often encumber thought, such as subject/object, body/mind and nature/culture. New concepts are gradually introduced to remap the complexity of relation and encounter for a politics of emergence: 'differential affective attunement', 'collective individuation',

'micropolitics', 'thinking-feeling', 'ontopower', 'immanent critique'. These concepts are not offered as definitive solutions. Rather, they are designed to move the inquiry still further, for an ongoing exploration of the political problems posed by affect. Politics of Affect offers an accessible entry-point into the work of one of the defining figures of the last quarter century, as well as opening up new avenues for philosophical reflection and political engagement. **Virtual Activism**
Apr 19 2023 This book provides the first detailed, yet accessible, ethnographic case

study looking at changes in LGBT activism in Singapore.

Cinema: The time-image Mar 06 2022

Discusses the theoretical implications of the cinematographic image based on Henri Bergson's theories

Semblance and Event Jun 16 2020

An investigation of the “occurrent arts” through the concepts of the “semblance” and “lived abstraction.” Events are always passing; to experience an event is to experience the passing. But how do we perceive an experience that encompasses the just-was and the is-about-to-be as much as what is actually present? In Semblance and

Event, Brian Massumi, drawing on the work of William James, Alfred North Whitehead, Gilles Deleuze, and others, develops the concept of “semblance” as a way to approach this question. It is, he argues, a question of abstraction, not as the opposite of the concrete but as a dimension of it: “lived abstraction.” A semblance is a lived abstraction. Massumi uses the category of the semblance to investigate practices of art that are relational and event-oriented—variously known as interactive art, ephemeral art, performance art, art

intervention—which he refers to collectively as the “occurrent arts.” Each art practice invents its own kinds of relational events of lived abstraction, to produce a signature species of semblance. The artwork's relational engagement, Massumi continues, gives it a political valence just as necessary and immediate as the aesthetic dimension.

Parables for the Virtual Jul 22 2023

Although the body has been the focus of much contemporary cultural theory, the models that are typically applied neglect the most salient characteristics of embodied

existence—movement, affect, and sensation—in favor of concepts derived from linguistic theory. In *Parables for the Virtual* Brian Massumi views the body and media such as television, film, and the Internet, as cultural formations that operate on multiple registers of sensation beyond the reach of the reading techniques founded on the standard rhetorical and semiotic models. Renewing and assessing William James's radical empiricism and Henri Bergson's philosophy of perception through the filter of the post-war French philosophy of Deleuze, Guattari, and Foucault,

Massumi links a cultural logic of variation to questions of movement, affect, and sensation. If such concepts are as fundamental as signs and significations, he argues, then a new set of theoretical issues appear, and with them potential new paths for the wedding of scientific and cultural theory. Replacing the traditional opposition of literal and figural with new distinctions between stasis and motion and between actual and virtual, *Parables for the Virtual* tackles related theoretical issues by applying them to cultural mediums as diverse as architecture, body art, the digital

art of Stelarc, and Ronald Reagan's acting career. The result is an intriguing combination of cultural theory, science, and philosophy that asserts itself in a crystalline and multi-faceted argument. *Parables for the Virtual* will interest students and scholars of continental and Anglo-American philosophy, cultural studies, cognitive science, electronic art, digital culture, and chaos theory, as well as those concerned with the "science wars" and the relation between the humanities and the sciences in general. **Book Review: Parables for the Virtual: Movement, Affect,**

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