

## **A workshop on tactical Guerrilla Communication**

Terms such as Semiotization, Virality, Participation, Contagion, Buzz, etc. are familiar in politics and marketing. They arose out of pioneering experiences and analyses of a networked and mediatized society. They are now our reality.

This workshop will analyze some of the most recent and radical theories of media communication. A final practical section will allow students to realize enhanced unconventional communication and explore innovative techniques.

Knowledge of the history of attempts to control perceptions of social reality, and a well-developed interest in manipulating information are both relevant skills for developing communication using appropriate tools and methodologies.

The aim of the workshop is to forge warriors and devices of media-seduction, experts of effective campaigns and alternative reality makers. They will become familiar with the weapons of radical biz; shock marketing, agit-prop tactics, pandemic viral campaigns, psychological torture, obsessive desire and fabricated hate.

The course would be useful for anyone who wants to improve their ability to influence and educate society for specific purposes through developing smart, strategic languages designed for particular media tools.

The below list of theories is indicative of the content of the workshop, and each one will be combined with successful practical examples of political, commercial and artistic guerrilla communication solutions.

The Power of Desire  
*S. Duncombe*

Tactical Reality Dictionary  
*K. Becker*

Semiological Guerrilla Warfare  
*U. Eco*

Semantic tools  
*R. Barthes*

Aberrant Decoding  
*P. Fabbri, U. Eco*

The Conquest of Cool  
*T. Frank*

Social Overload  
*H. Jeudy*

Guerrilla Marketing  
*J. Conrad, P. Hanley, C. Locke*

Cluetrain Manifesto  
*C. Locke, D. Weinberger*

Convergence Culture  
*H. Jenkins*

Cults Products  
*M. Ferraresi*

Information Bomb  
*P. Virilio*

Semiotization, Infosphere  
*F. Berardi*

Simulacra and Simulation  
*J. Baudrillard*

*Unleashing the Collective Phantoms*  
*B. Holmes*

Media Corporatism and Propaganda  
*N. Chomsky, R. Debray, I. Ramonet*

Meme  
*R. Dawkins*

The Language of Change.  
*P. Watzlawick*

Detournement  
*G. Debord*

Theatre of the Oppressed  
*A. Boal*

Culture Jamming and Pranks  
*L. Blisset, a.f.r.i.k.a. Gruppe, Americans Pranks, A. Abel, K. Goffman*

Confusion Incorporated  
*S. Home*

Global Media  
*P. Steven*

Language and Responsibility  
*N. Chomsky*

*Guerrilla Marketing*  
*J.C. Levinson, P.R.J. Hanley*