

**A workshop on tactical Guerrilla Communication
by Paolo Cirio.**

More material and information about the workshop:
http://www.paolocirio.net/press/workshop/workshop_guerrilla-communication.php
Information about the artist Paolo Cirio:
<http://www.paolocirio.net>

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. Finally, they are now our reality.

The 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 realities 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 for 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

Convergence Culture
H. Jenkins

The Language of Change.
P. Watzlawick

Tactical Reality Dictionary
K. Becker

Cults Products
M. Ferraresi

Detournement
G. Debord

Semiological Guerrilla Warfare
U. Eco

Information Bomb
P. Virilio

Theatre of the Oppressed
A. Boal

Semantic tools
R. Barthes

Semiotization, Infosphere
F. Berardi

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

Aberrant Decoding
P. Fabbri, U. Eco

Simulacra and Simulation
J. Baudrillard

Confusion Incorporated
S. Home

The Conquest of Cool
T. Frank

*Unleashing the Collective
Phantoms*
B. Holmes

Global Media
P. Steven

Social Overload
H. Jeudy

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

Language and Responsibility
N. Chomsky

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

Meme
R. Dawkins

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

Cluetrain Manifesto
C. Locke, D. Weinberger