Tactical Media Artist

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I use media tactically to influence,
and subverting political, corporate and social imagination,
by maximum efficiency and minimal effort
through smart use of media tools.

**I do this by a DIY approach coz lack of resources and budgets,
I barely have a computer and video camera,
and I'm not a good coder.**

**Here I introduce Recombinant Fiction, a form of spectacle driven by
Networked Digital Media and two projects that came out from this.**

How to Hack Brains

through Reality Hack

Where is reality? Inside or outside of your head?
Mentioning constructivism, relativism, solipsism, so on..
and Reality hack is a very frequent concept
in media culture and science-fiction too.

However here, I wont speak about
Cyber-Worlds, but about the daily reality
in which we live nowadays.

[something of more concrete and physical]

**INFOSPHERE denotes the informational environment
constituted by all informational entities broadcasted by
multiform and diffused media.**

[billboards, architecture, mainstream media, social media, etc..]

Douglas Rushkoff

About Being Programmed.

" We live in a designed reality ... we can reality hack...
anyone can redesign reality ... by writing our own code."
By digital media we can design alternative realities.
**[however, you don't program brains by sneaking
chips into someone else head, at list so far]
To hack brains is about dealing with biological, cognitive,
psychological and language factors: SOCIAL NEUROSCIENCE**

So I find that an efficent way to hack brains is Storytelling, this to process and arrange information in a very digestible way for the brain. Brains absorb reality and interact with it, through stories of characters.

D. Rushkoff's statement: " From Moses to modems: Demystifying the storytelling and taking control. "

Advertising and political propaganda that hack brains cognitively, psychologically, linguistically and biologically by sophisticated storytelling management.
[dramas of conflicts and resolutions, so that we end believing in the stories]
[think at the commercials in TV, how in few seconds brains are programmed]

"What and the How. In moments when new technologies of storytelling develop, medium can be more influential than the value of the message." by Rushkoff.
**[saying by twitter is more powerful than yelling something in a crowded street]**

Back to the abstract theoretical practice of brain hack:
Network Structures

Interactions and variation of data flows over a set of nodes in a general network can affect the entire functionality of a system; in this case they are functions of narrative interpretation and signification, which means functions concerning the construction of reality.

Networked nodes as model of:
Neurological Circuits, Semiological structures, Cognitive Functions,
Visual Communication, as well as, Story Elements, Digital Media.
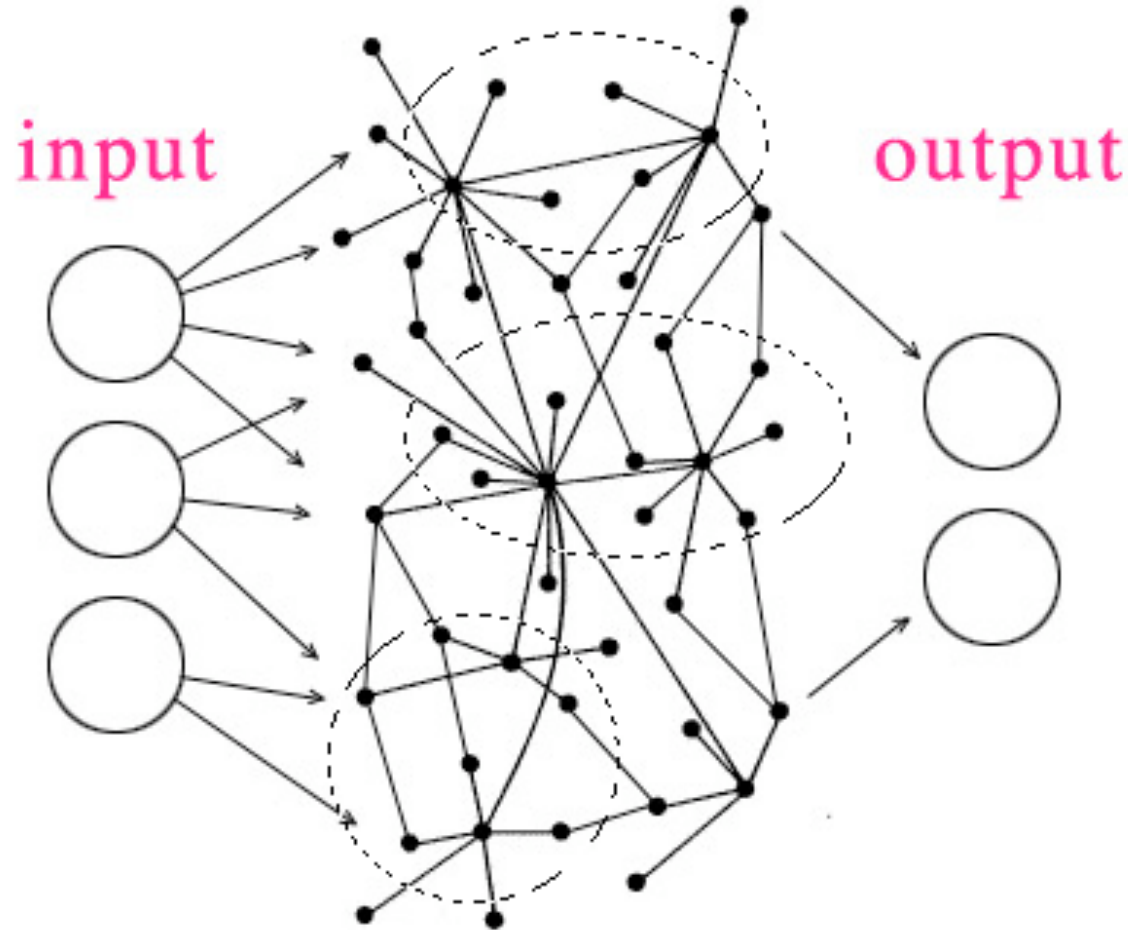
Hacking networks by knowing pre-established *Schemas* of
information processes, functions and characteristics of *sets of nodes*.

A mental representation or Schema is "activated", bringing to mind other information which is linked to the original concept by association.

This activation often happens unconsciously and automatically.

[you hack a system by activating a Schema against its willing]

We can find examples in Cognitive Neuroscience and Neurolinguistic or Psychoanalysis, or in Cognitive Neuropsychology.

BRAIN HACK = REALITY HACK = INFOSPHERE HACK

Like Google, or the whole Internet that becomes a network of signifiers.

[for instance, you construct meanings by results of Google or Social Media relations, you can modulate and vary meanings (so reality) by infiltrating stories in those media]

We may apply structural characteristics of a network to semiotic and socials contexts, then research in these structures as a neural system.

Investigations in hacking pre-existing brain's Shemas by people like:

Slavoj Žižek (psychoanalyst)

Roland Barthes (semiologist)

Noam Chomsky (linguistic) in "Language and Responsability"

Paul Watzlawick (psychotherapist) in "The Language of Change"

HOW TO ORCHESTRATE AND FABRICATE STORIES that INFECT REALITY and so, HACK brains.

**[Recombinant Fiction manifesto shortly.
About creating stories by networked digital media.]**

[to snick a fictional reality into someone else brain]

**www.Drowning-NYC.net
www.TheBigPlot.net**