

UNIVERSITY OF CALIFORNIA,
IRVINE

Ideospheric Consumption Junctions:
Theory and Artistic Practice in Media Mixing Systems

THESIS

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by

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ABSTRACT OF THE THESIS

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My artistic practice incorporates themes of popular culture and political fringe movements in a tradition derived from filmic collage, digital sampling and the use of found media toward iconographic recontextualization. I characterize my most recent interactive and generative media projects as experiments in the political and aesthetic milieu of networked digital media systems. I first present a cultural and historical discussion of these systems, examining the media distribution structure of the Internet as it is being co-opted in accordance with the mass-media modus operandi of television. This system is examined as an emergent ecological information system, or “ideosphere,” which facilitates cultural battles in the information age. I then present my work and its relation to this background through a chronological account of the methodologies behind each project's development. Considerations of source content selection, processing, and interactivity are explained in depth, followed by discussion of prior examples in various artistic disciplines. Finally, I conclude with a general postmortem assessment of my approach in building these media mixing systems, examining their successes and failures in terms of interactivity and thematic coherence. I attempt to identify the key problematics that emerged throughout the process, presenting a strategic road map for managing these issues in future endeavors.