

# Theory Matters



## **poststructuralism**

### **the project**

Disrupting the assumed stability of the relationship between signifiers and signified (words and what they “represent”), critiquing rationalist logics, and destabilizing binaries (masculine/feminine; logic/emotion; rational/irrational).

### **key quotes**

“There is no outside-text.”  
–Jacques Derrida

“As the archaeology of our thought easily shows, man is an invention of recent date. And one perhaps nearing its end.”  
–Michel Foucault

“Thinking is trying to think the unthinkable: thinking the thinkable is not worth the effort.”  
– H el ene Cixous

“There is no gender identity behind the expressions of gender. . . . [I]dentity is performatively constituted by the very ‘expressions’ that are said to be its results.”  
–Judith Butler

### **key figures**

Homi Bhaba, Judith Butler, H el ene Cixous, Gilles Deleuze and F elix Guattari, Jacques Derrida, Michel Foucault, Luce Irigaray, Jacques Lacan, Walter Mignolo



## **german media theory**

## **new materialism**

### **the project**

Engaging with the technical, material aspects of media technologies and considering how they reshape the “human.” Disrupting teleological, determined narratives of technological progress. Creative and critical media production.

### **the project**

Bringing matter, materiality, and objects back into theory. Disrupting the remaining binaries of poststructural theory (nature/culture; language/reality; meaning/matter).

### **key quotes**

“After all, it is we who adapt to the machine. The machine does not adapt to us.”

–Friedrich Kittler

“Reading functions as hallucinating a meaning between letters and lines.”

–Friedrich Kittler

“[T]here is no everyday activity which does not aspire to be photographed, filmed, or videotaped. For there is a general desire to be endlessly remembered and endlessly repeatable.”

–Vilém Flusser

“Media are spaces of action for constructed attempts to connect what is separated.”

–Siegfried Zielinski

### **key quotes**

“Language has been granted too much power.”

–Karen Barad

“Communities or organisations are historically individuated entities, as much so as the persons that compose them.”

–Manuel DeLanda

“Change the instruments and you will change the entire social theory that goes with them.”

–Bruno Latour

### **key figures**

Vilém Flusser, Friedrich Kittler, Jussi Parikka, Siegfried Zielinski

### **key figures**

Karen Barad, Jane Bennett, Ian Bogost, Rosi Braidotti, Manuel DeLanda, Gilles Deleuze and Félix Guattari, Graham Harman, Susan Hekman, Bruno Latour, Quentin Meillassoux