



# Culture jamming



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Culture  
jamming

=

Guerrilla  
communication

=

Night discourse







# NEGATIVLAND



The  
studio  
for the  
cultural  
jammer  
is the  
world  
at  
large.



# NEGATIVLAND

*Presents* OVER THE EDGE Vol. 1



New York Times(1990)  
**Article: “The Merry  
Pranksters and the  
Art of the Hoax”**

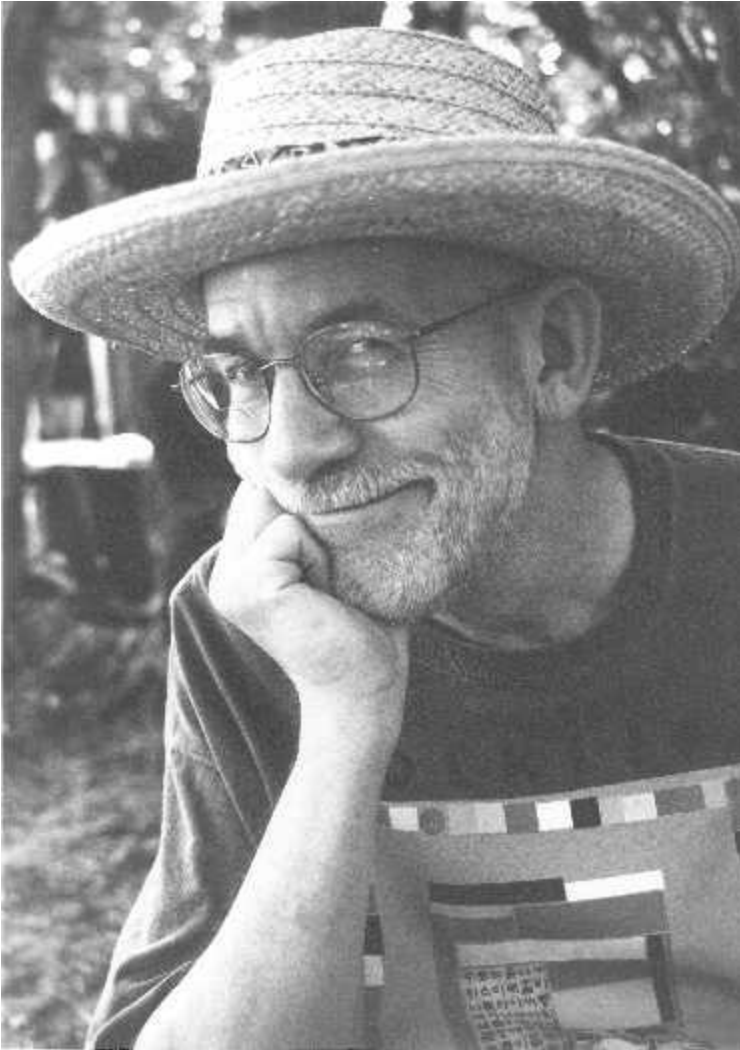
**Prankster** – sb who  
plays tricks on people

**Hoax** – an attempt to  
make people believe  
smth that is not true

**Mark Dery**

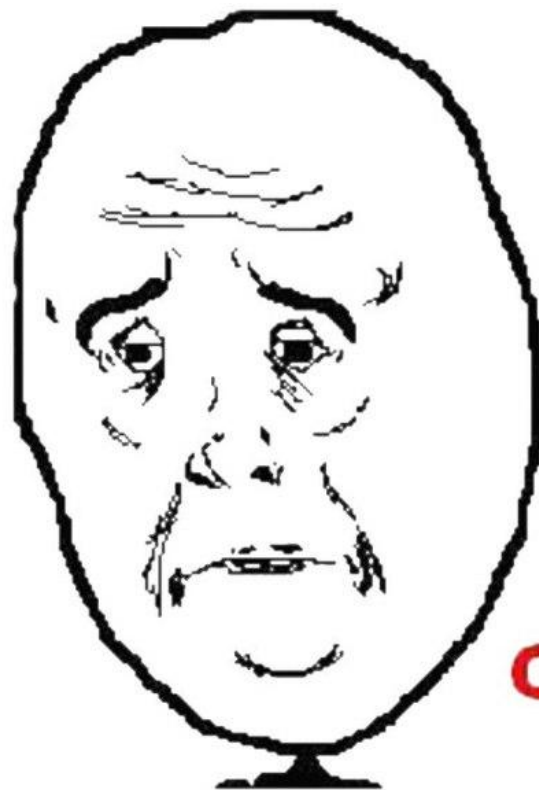






**“There are certain corporations which advertise themselves so aggressively, which are so intent on stamping their image on everybody and every street, that they build up a reservoir of bitterness among thinking people. People resent the destruction of culture and its replacement with these mass-produced corporate logos and slogans. It represents a kind of cultural fascism.”**

# Meme Hack



**Okay**





**U.S.S.B.**



[9GAG.COM/GAG/3829698](https://9GAG.COM/GAG/3829698)



# Joey Skaggs

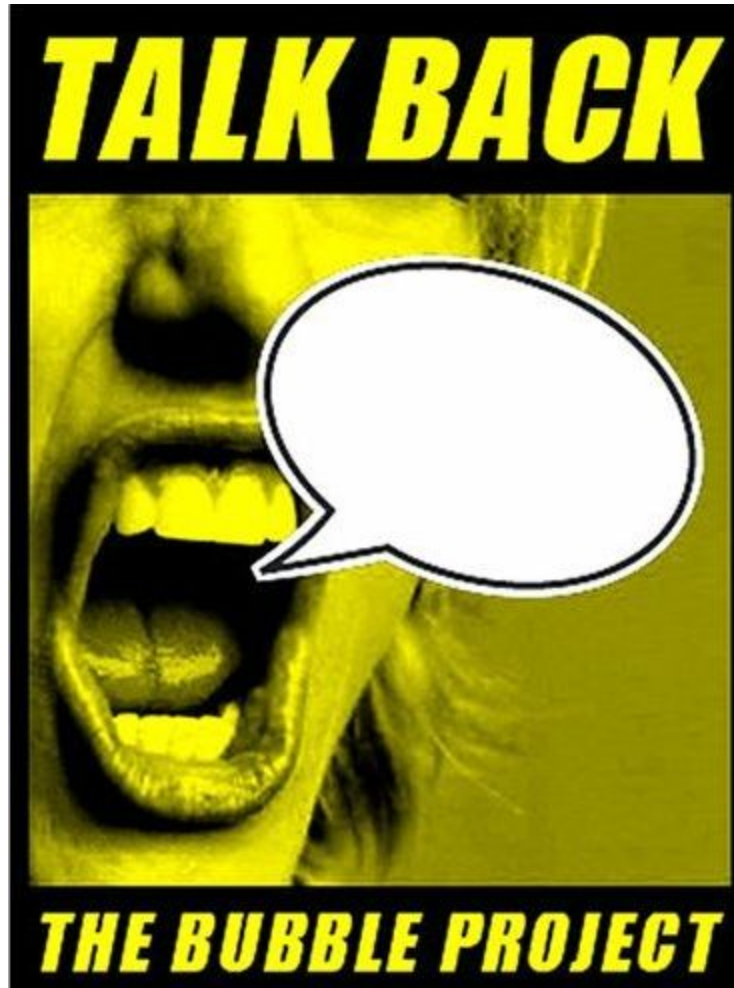




# STOP BioPEEP



# Bubble Project





WHAT AM I  
GONNA DO  
WHEN I'M  
23?

DKNY COATS

TAKE IT!

Please save  
me from  
objectification.

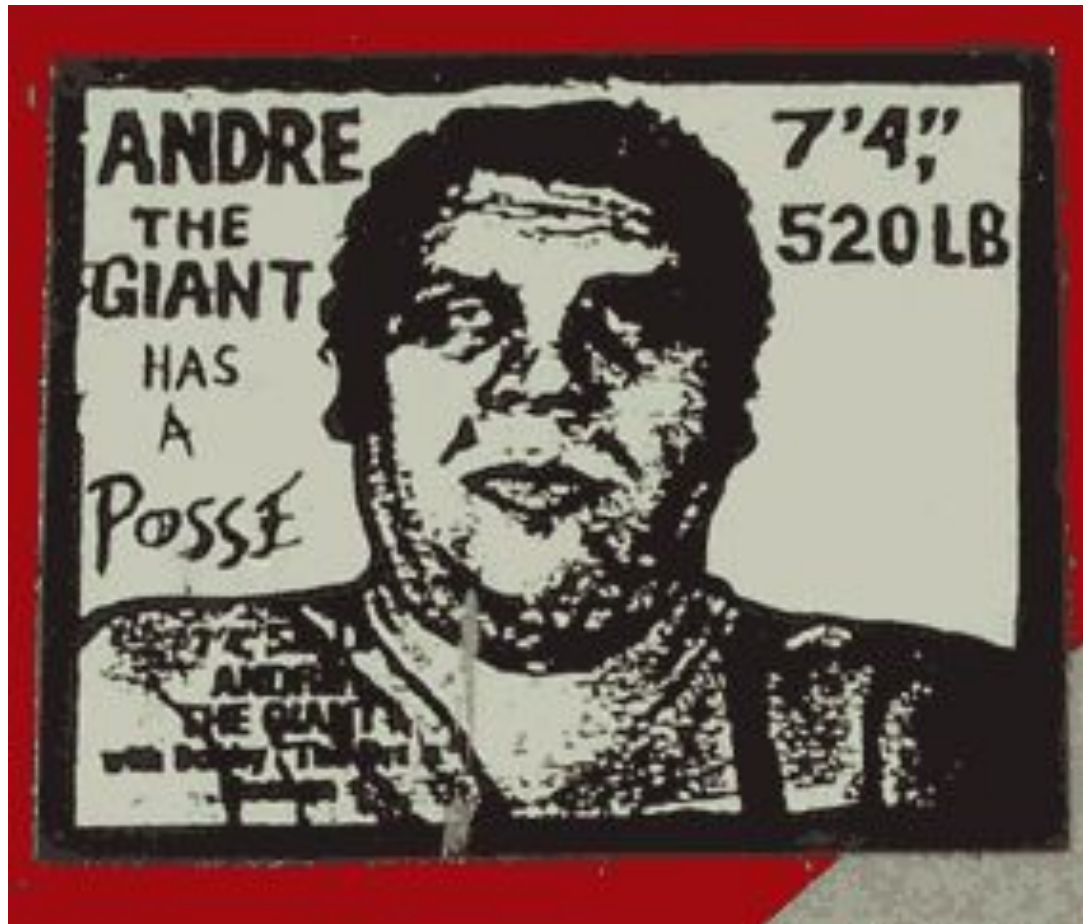


# Shepard Fairey





# Andre the Giant has a Posse. Obey Giant





**OBEY**





# Jonah Perreti

Jammer **Jonah Perreti** used the Nike symbol to stir debate on sweatshop child labor and consumer freedom.

**Sweatshop** - a place where people work for low wages in poor conditions.

ENDORSE



# John Fekner



Maria Cooper





# My AD is No AD 1980



# No TV/ Read





# BLF – Billboard Liberation Front



Think different.



© CORBIS





# Jorge Rodriguez de Gerada







# Anonymous people from the neighborhood

