



Culture

jamming



Group 304
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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



Mark Dery

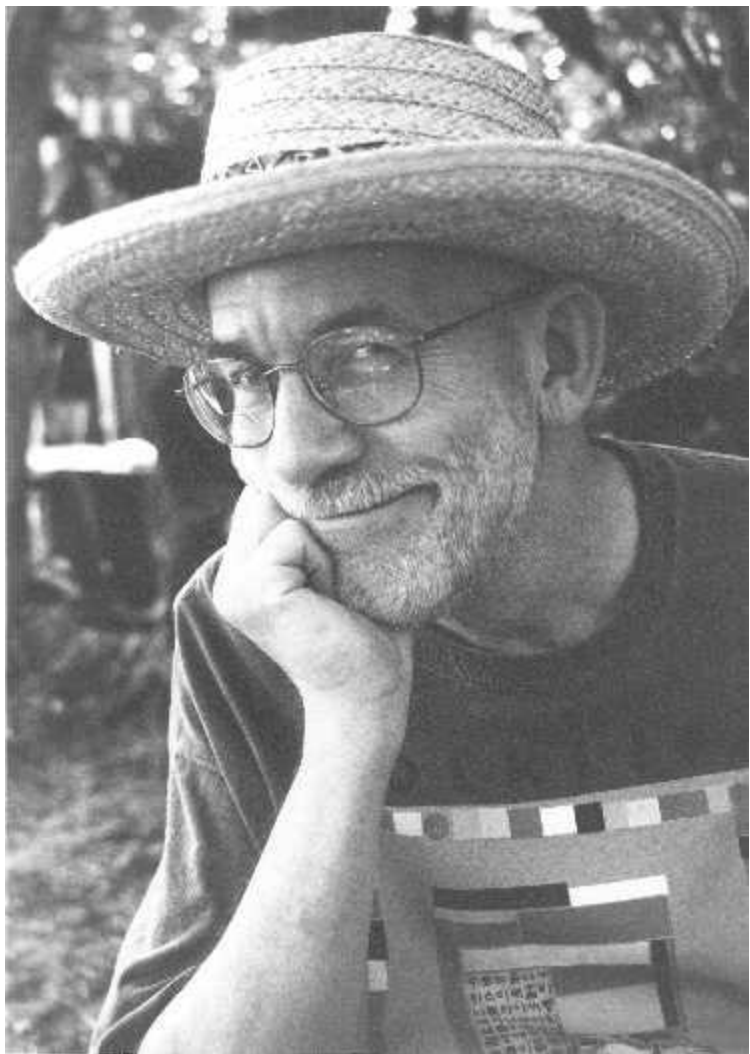
New York Times(1990)
**Article: “The Merry
Pranksters and the
Art of the Hoax”**

Prankster – sb who
plays tricks on people

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

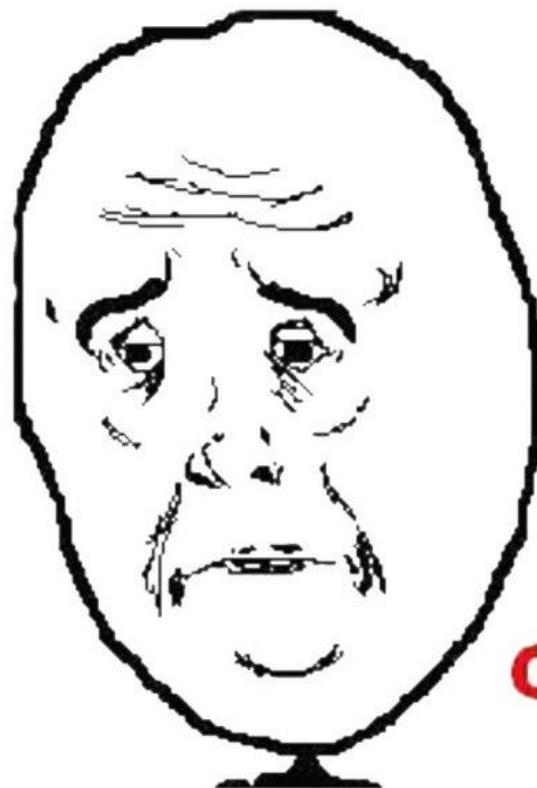
MEDIA HOAX
17 3 5 38 19 4
9/15/96





“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



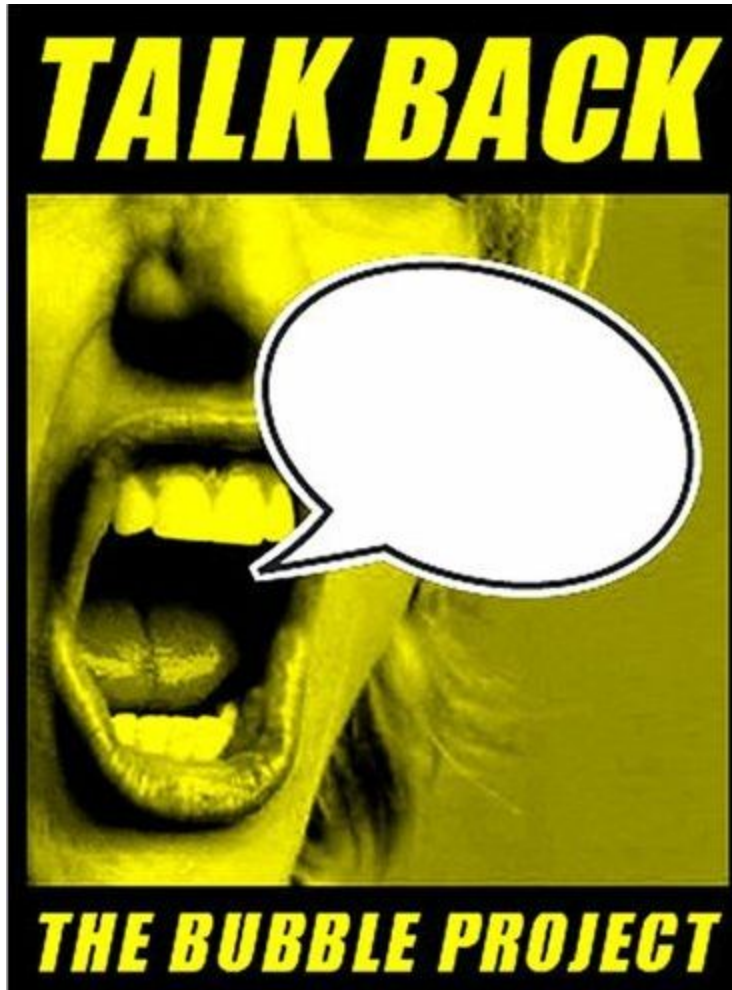
Joey Skaggs



STOP BioPEEP



Bubble Project



WHAT AM I
GONNA DO
WHEN I'M
23?

DKNY COATS

TAKE IT!

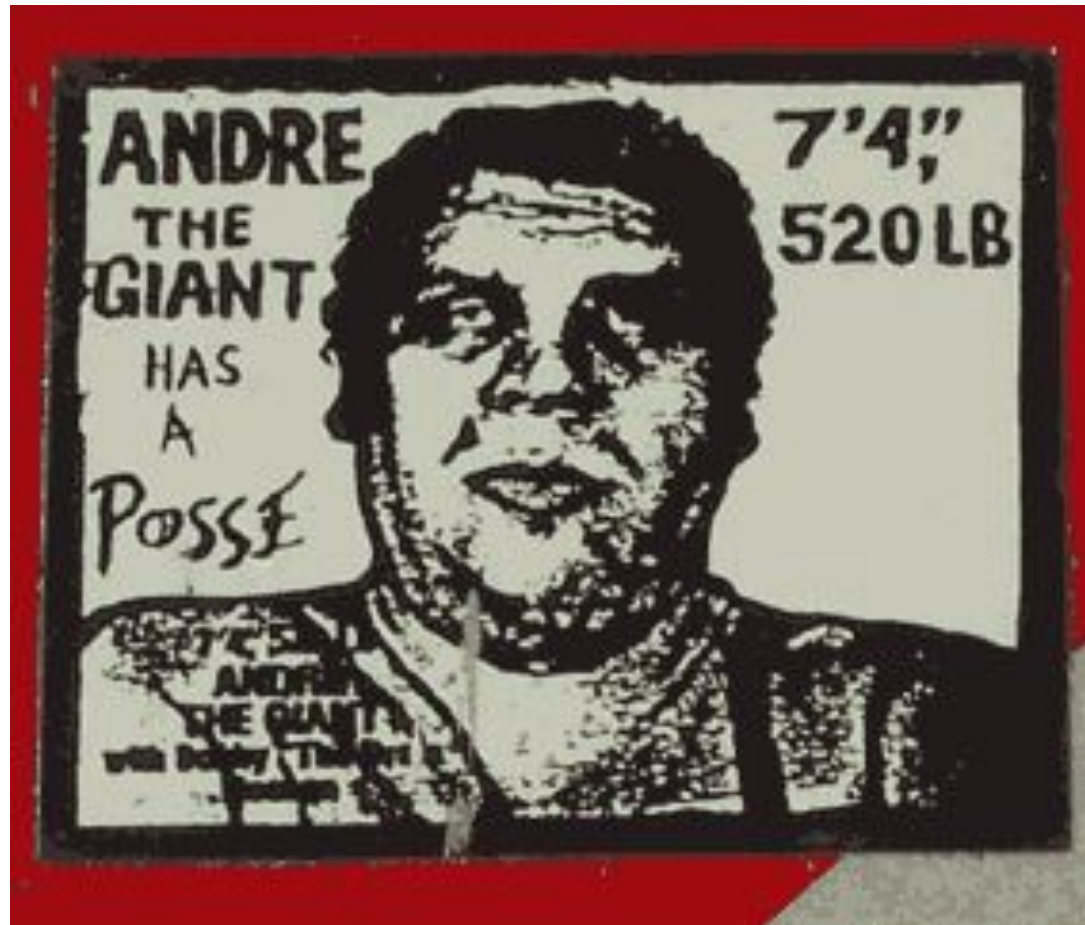
Please save
me from
objectification.



Shepard Fairey



Andre the Giant has a Posse. Obey Giant





OBEY

JUST SCREW IT

DONE RIGHT, ON TIME



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



SWEATSHOPSTM
P O V E R T Y I S A W E S O M E

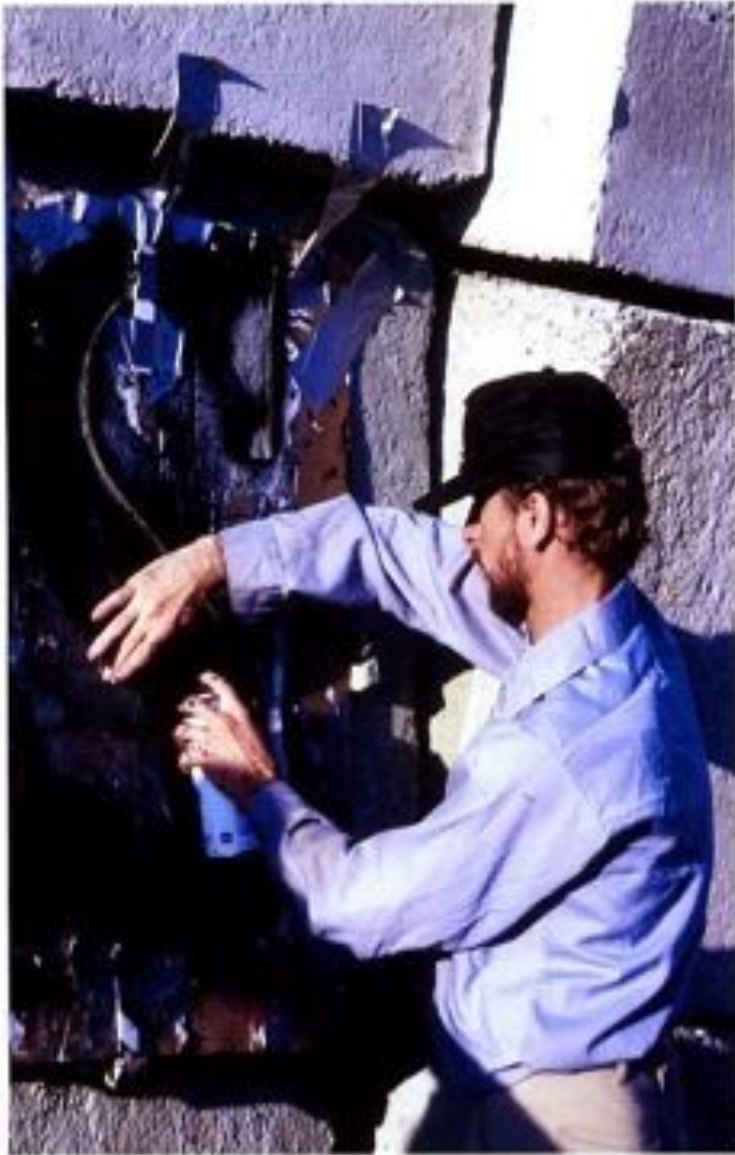
SLA  ERY



NIKE IF THE SHOE FITS!!!



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

