

Addressivity in Online Platforms

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How do artworks, memes and messages address online audiences? How do online platforms reorient messages' means of appearing, circulating, and mattering to their receivers? Drawing from diverse sources – from Mikhail Bakhtin's literary theory to Benjamin Bratton on planetary-scale computation – this lecture considers how it might be possible to theorize online addressivity: the unique ways in which platforms orient and reshape the act of addressing someone (or something) through 'like' and share, meme and message.