

Disinformation & Performance



Dr. Alexandra Juhasz is the chair of the Film Department at Brooklyn College, CUNY. She makes and studies committed media practices that contribute to political change and individual and community growth. The author and editor of six books, her most recent include *The Blackwell Companion on Contemporary Documentary* (Wiley Blackwell, 2015) and *Sisters in the Life: 25 Years of African-American Lesbian Filmmaking* (Duke University Press, 2018). Her current work is on and about feminist Internet culture including fake news, YouTube, and feminist pedagogy and community. With Anne Balsamo, she was founding co-facilitator of the network, FemTechNet: femtechnet.org. Her complete bio can be found at: alexandrajuhasz.com
Pizza will be served!
RSVP encouraged to: ioana_jucan@emerson.edu

A workshop with Alex Juhasz
and Ioana Jucan

Monday, November 25th, 2019

6:00 – 8:30pm

Engagement Lab

160 Boylston St

The production of disinformation involves intense dramatization; its distribution exploits affect, belief, and human psychology and relies heavily on performativity. The mechanisms for user engagement, especially at the level of affect, are akin to those used in a theatrical performance, where not only the behavior of the actors playing characters is staged but also its effects on the audience are carefully planned. An experiment in radical digital media literacy, this participatory workshop combines theatre and performance methods with insights from media and communication studies to construct alternative scripts and modes of authentication that undo the logics that drive the proliferation of disinformation, recharging affective charges that have been used to manipulate users. Come make play(s)! No prior experience with art and performance required.

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