



School: Creative Industries

Researcher: Charlie Tweed

Project Title: Fiction Machines

UOA: 34 – Communication, Cultural and Media Studies, Library and Information Management

300-Word Statement

'Fiction Machines' is a multi-component output that considers how media artworks can expose, rewrite and critique the mechanisms of contemporary control technologies from informational and affective perspectives. The research also addresses the role of re-appropriation in enabling artworks to become self-reflexive machines, ones that can perform affective control over the viewer. The outputs comprise a body of video art works, a journal article, a curated symposium and special issue of the International Journal of Creative Media Research (IJCMR). Contextual information comprises a documented research timeline.

The research was theoretically underpinned by Deleuze and Guattari's work on control societies, as well as Brian Holmes' 'electronic noosphere' and Benjamin Bratton, who calls for the definition of new types of machine that utilise a more 'promiscuous figurative imagination'. In response, 'Fiction Machines' develops a new method of 'speculative recycling' alongside the deployment of video as a new form of 'subversive re-writing machine' that utilises over-identification as a critical tool for both enhancing and destabilising control mechanics. Authoritative and calming artificial voices and experimental editing tactics are also used throughout the video to draw viewers in and expose the fictions of their construction.

Oporavak (2016) takes the language of data recovery to extreme levels, manipulating both digital and non-digital materials via its sentient interface. Meanwhile, *We must capture* (2018) identifies ways of capturing 'human sensibility', and *Implex* (2019) appropriates and enhances the language of behavioural marketing. Tweed's research findings were disseminated in a journal article for the IJCMR that critically interrogates *Oporavak* and its methods. Tweed's 'speculative recycling' methodology was developed further alongside a range of interdisciplinary approaches as part of a symposium (Bath Spa University, 2019), and a special issue of IJCMR, which expands the toolkit for how fictional strategies can be used as part of the conception and deployment of practice-based research.