

Animating Archives: Making New Media Matter December 3-5, 2009 Brown University

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In this presentation I discuss the ways in which contemporary social networking media deploy informal pedagogical materials in a temporal modality which answers to an archival "drive" but also frustrates it: less the collapse into "real-time" and the accompanying "symbolic misery" Stiegler describes, and more a mode of "chronic temporality" associated with "new media" demanding and supporting the regular reconfiguring of temporal relation as networked "personal" memory. For a "primer" on contemporary engagements with chronic temporality, I discuss the recent craze of "jerkin" beats and dance moves which have radiated outward from Southern California locales, where its first practitioners reside, via social networking media, and relate "jerkin's" vitality in social networking media to scholarly models describing the historical dissemination of popular music. I suggest that re-creating displaced historical memory as a form of "re-memory" articulates informal pedagogical engagements with, and perhaps a contingent antidote to, that "chronic" mode of time where knowledge networks require the constant updating and maintenance of temporal relation.