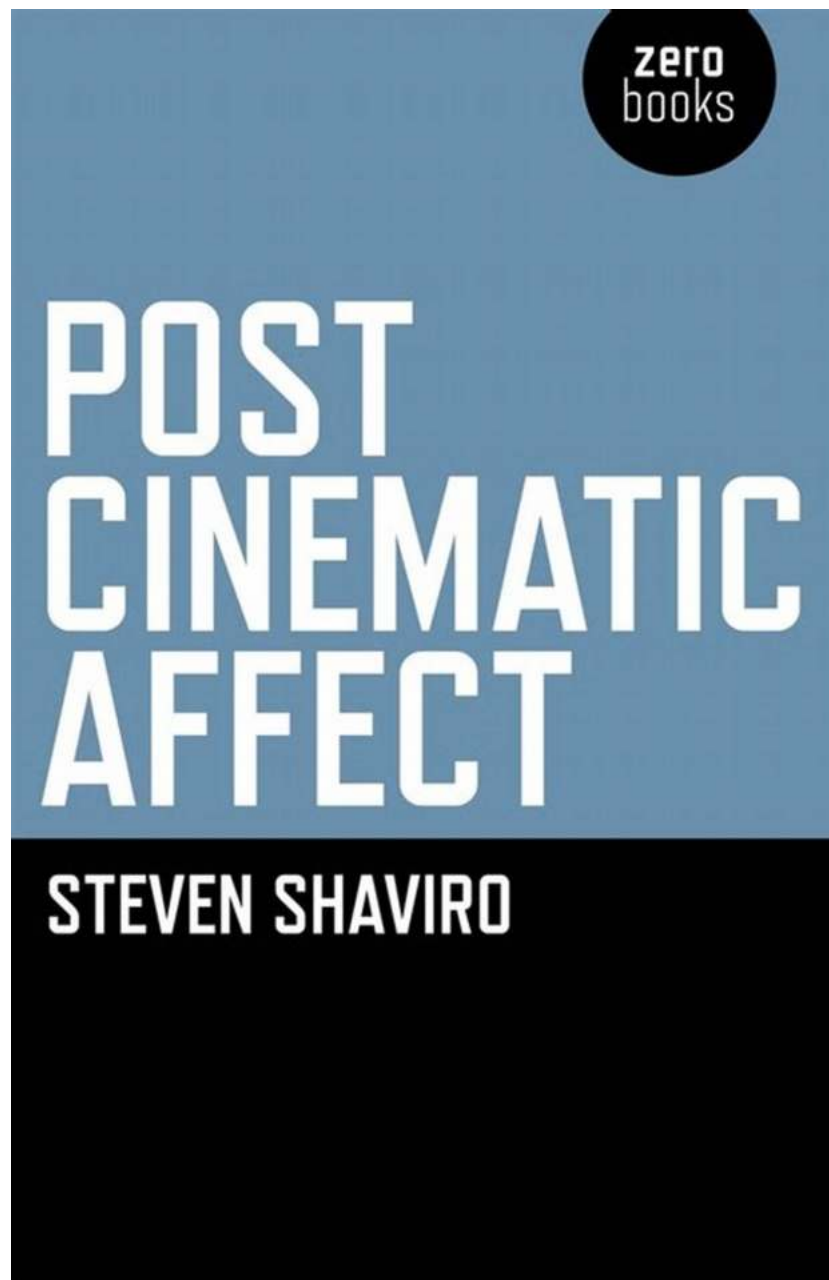


Unveiling the Enigmatic World of Post Cinematic Affect: Steven Shaviro's Groundbreaking Book



With the rise of new media technologies, our perception of cinema as a traditional medium has been transformed. In his awe-inspiring book, *Post Cinematic Affect*,

author and cultural theorist Steven Shaviro takes us on a captivating journey into the realm of post-cinematic affect, shedding light on the impact of digitalization on contemporary film.

The Emergence of Post Cinematic Affect

In our digital age, traditional cinema is no longer confined to the boundaries of a physical screen in a secluded theater. Instead, it has permeated our everyday lives through various screens and interfaces, shaping our perception of reality. Shaviro delves into this transformation, discussing the ways in which digital media has given rise to post-cinematic affect, a term used to describe the emotional and sensory impact of digital imagery on audiences.



Post Cinematic Affect by Steven Shaviro (Kindle Edition)

★★★★☆ 4.8 out of 5

Language : English

File size : 514 KB

Text-to-Speech : Enabled

Enhanced typesetting : Enabled

Screen Reader : Supported

Print length : 201 pages



Through the book, Shaviro provides a comprehensive overview of the historical and cultural factors that led to the emergence of post-cinematic affect. He explores the influence of the internet, video games, virtual reality, and social media on our perceptual experiences, drawing intriguing connections between the digital and the cinematic.

Key Themes Explored

Post Cinematic Affect delves into a multitude of enthralling themes, making it a must-read for anyone interested in the intersection of technology, media, and culture.

The Death and Rebirth of the Cinematic

Shaviro provokes thought by questioning the very essence of the cinematic medium in the digital era. He argues that while traditional cinema might have transformed, it has not disappeared completely. Instead, it has evolved, merging with digital media to create new forms of aesthetic experience.

The Impact of Virtual Reality

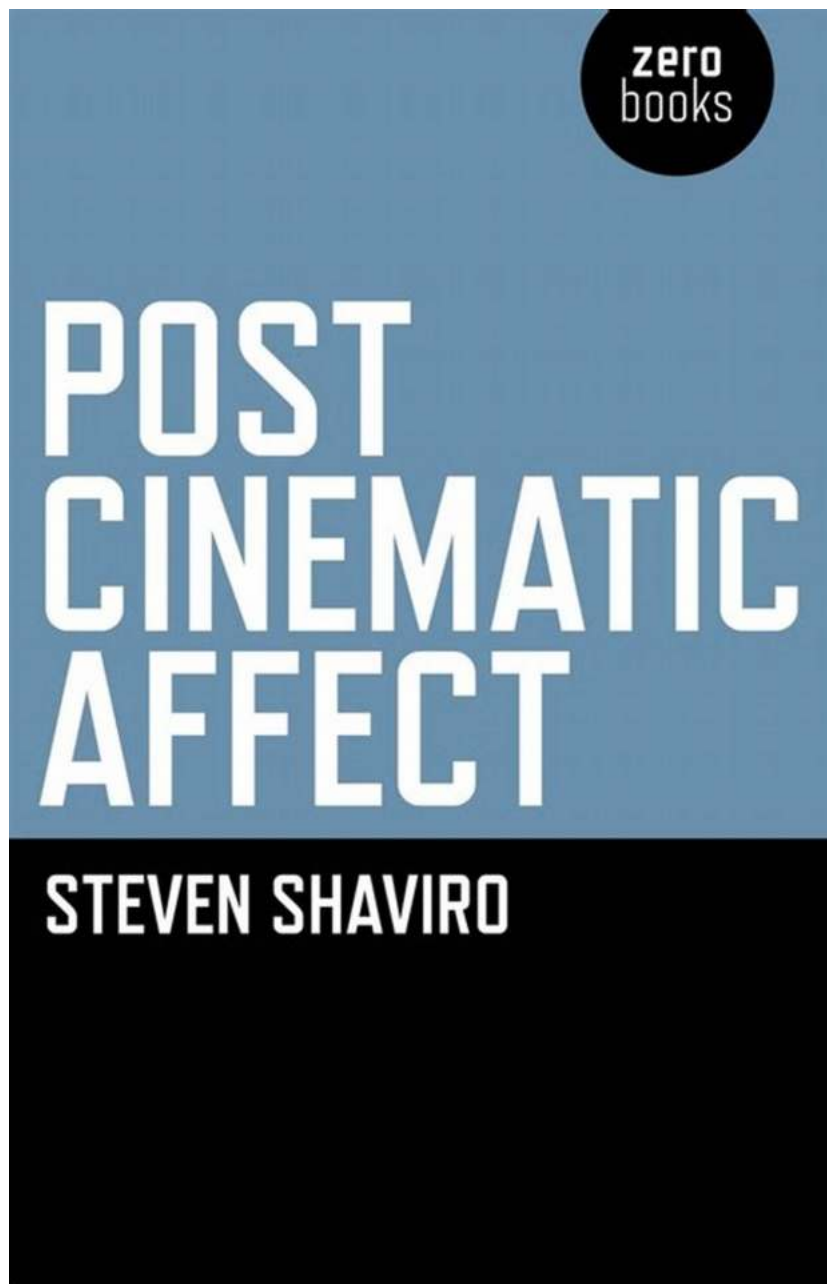
Virtual reality (VR) has become increasingly prevalent in our lives, providing immersive experiences that blur the boundaries between fiction and reality. Shaviro explores the psychoanalytic implications of VR, highlighting how it affects our perception of self, time, and space.

The Politics of Post Cinematic Affect

Shaviro sheds light on the political dimensions of post-cinematic affect, exploring how it can be utilized for both liberatory and oppressive purposes. He analyzes the ways in which political power and control can wield influence over affective experiences, raising crucial questions about agency and the role of media in shaping social change.

Post Cinematic Affect is a groundbreaking exploration into the transformative potential of digital media on cinema and our affective experiences. Steven Shaviro's thought-provoking analysis offers valuable insights for scholars, filmmakers, and media enthusiasts alike. Whether you are fascinated by the evolving nature of cinema or passionate about the impact of technology on our

emotions, this book is a must-read that will forever change the way you perceive the world of post-cinematic affect.



Keywords: post cinematic affect, Steven Shaviro, digital media, contemporary film, new media, perception

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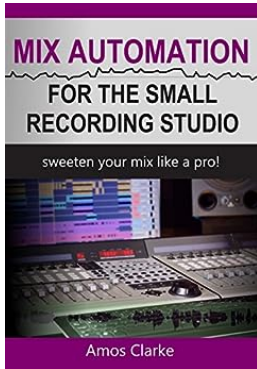
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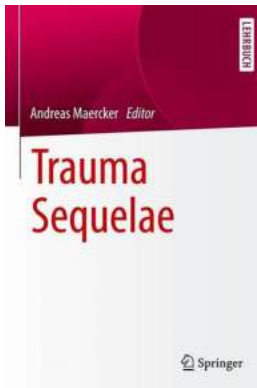


Post-Cinematic Affect is about what it feels like to live in the affluent West in the early 21st century. Specifically, it explores the structure of feeling that is emerging today in tandem with new digital technologies, together with economic globalization and the financialization of more and more human activities. The 20th century was the age of film and television; these dominant media shaped and reflected our cultural sensibilities. In the 21st century, new digital media help to shape and reflect new forms of sensibility. Movies (moving image and sound works) continue to be made, but they have adopted new formal strategies, they are viewed under massively changed conditions, and they address their spectators in different ways than was the case in the 20th century. The book traces these changes, focusing on four recent moving-image works: Nick Hooker's music video for Grace Jones' song Corporate Cannibal; Olivier Assayas' movie Boarding Gate, starring Asia Argento; Richard Kelly's movie Southland Tales, featuring Justin Timberlake, Dwayne Johnson, and other pop culture celebrities; and Mark Neveldine and Brian Taylor's Gamer.



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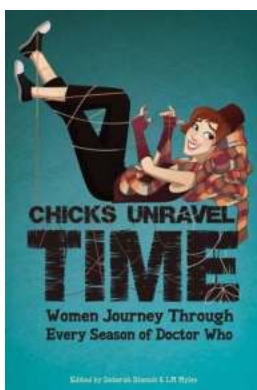
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