

CHAPTER / HENRY JENKINS'S THREE PARTICIPATORY CULTURE

Fan: a position of collective identity, to forge an alliance with a community of others in defense of tastes which, as a result, cannot be read as totally aberrant or idiosyncratic. - Jenkins.



System Teaser
"Cosplay"

Consumption
Hierarchy

Participation
we create together

Fans are active participants in creating a new and alter nature of resistance.

Poaching

- * advances & retreats tactics and games played with the texts.
- * salvaging bits + pieces of the found material
- * challenges interpretations
- * open-ended



CONVERGENCE

- * Fans must add content
- * creation is done collectively (Apprenticeship)
- * old + new media collides, old media never dies... (70-74)



CULTURAL PRODUCERS

Consumer: created. PASSIVE
→
Producer: creator. ACTIVE

4 COLLECTIVE INTELLIGENCE
Shared vs. collective knowledge
Intelli.

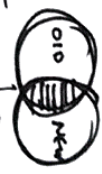


IF EVERYONE IS AN EXPERT (OF SOMETHING). (DRESS REHEARSAL)

1 AUTHENTIC RESISTANCE
Dismantle / Rebuild
"Authentic" meaning
Constructing society's expectations
Strip away

2 REMIX

- Bending existing material w/ popular cult.
- Transgresses text's original intent
- Authentic expression



5 Democratized Activity
Open-system
Hackable
"Hacker!"
We are craft!



6 ACT. SOCIAL COMM.

- * Cult. Producer creates comm.
- * Site of possibility + resistance
- * Unmarked space

