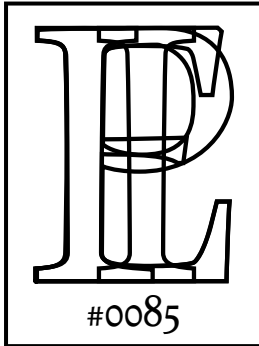


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Parables for the Virtual: Movement, Affect, Sensation (Post-Contemporary Interventions)

By Brian Massumi
(Published: April 9, 2002)

Although the body has been the focus of much contemporary cultural theory, the models that are typically applied neglect the most salient characteristics of embodied existence—movement, affect, and sensation—in favor of concepts derived from linguistic theory. In *Parables for the Virtual* Brian Massumi views the body and media such as television, film, and the Internet, as cultural formations that operate on multiple registers of sensation beyond the reach of the reading techniques founded on the standard rhetorical and semiotic models.

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