



**An Erasmian Dance of
Rhetoric in the Remixes of
*Brat and it's completely
different but also still brat***



Outline

Context

Conceptual Aspects

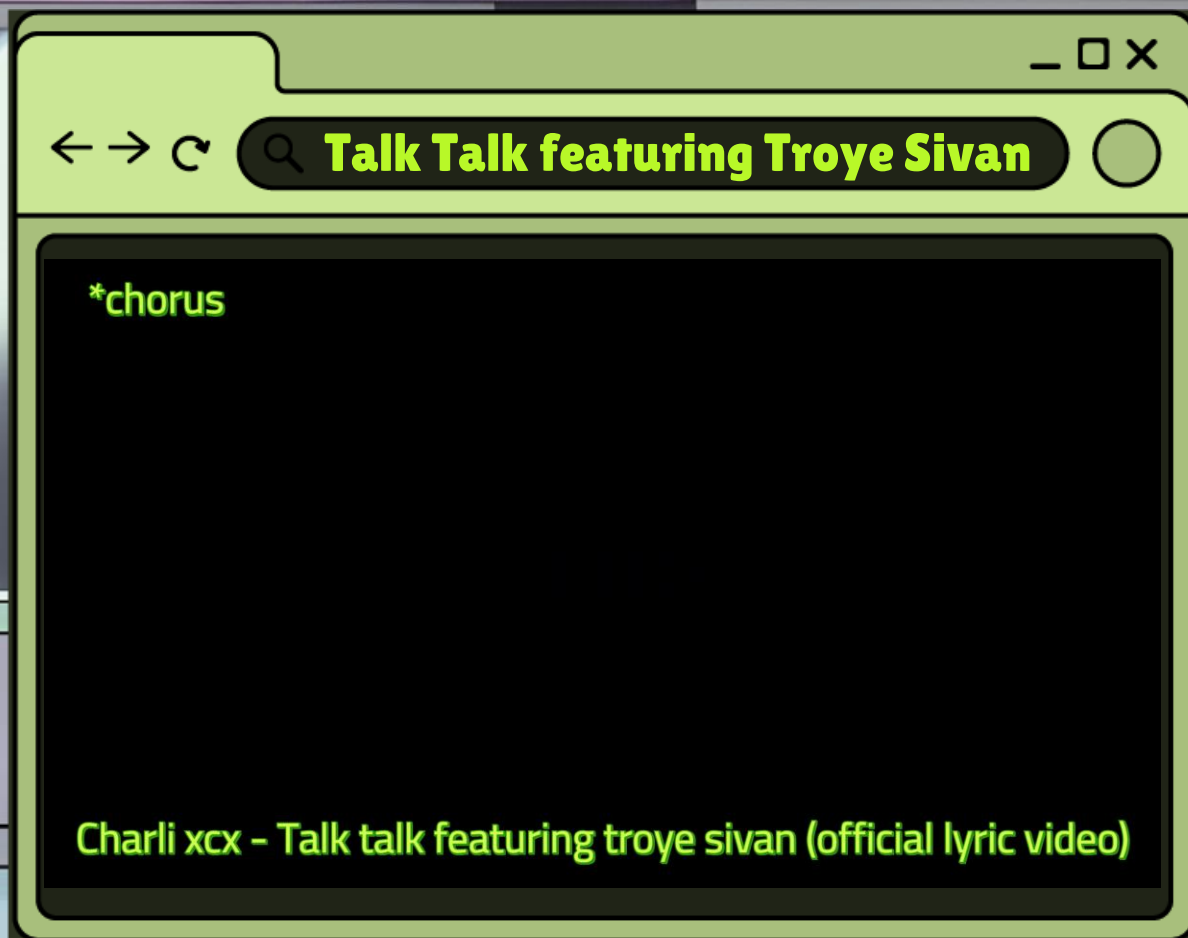
Interactive Aspects

Technical Aspects



Context







Context

Brat

- Album by Charli XCX, released in Spring 2024
- “Brat Summer” as a countercultural form of feminism
- *Brat* and *it’s completely different but also still brat* released in Fall 2024



Erasmus

- 15th century — Renaissance era
- *On Copia* — copious rhetoric; abundance of language
- *Ecclesiastes* — good writing comes from good education; please the audience
- *The Praise of Folly* — use of irony to conceal opinions





Conceptual Aspects





Conceptual Aspects



Remix as Contextual

- Deeply rooted in the original
- Samples, references, and continues the message



Remix as Individual

- New composition, new authorship, new meaning



Conceptual Aspects



Remix as Novel

- New to the audience
- Surprise, discovery, unfamiliar



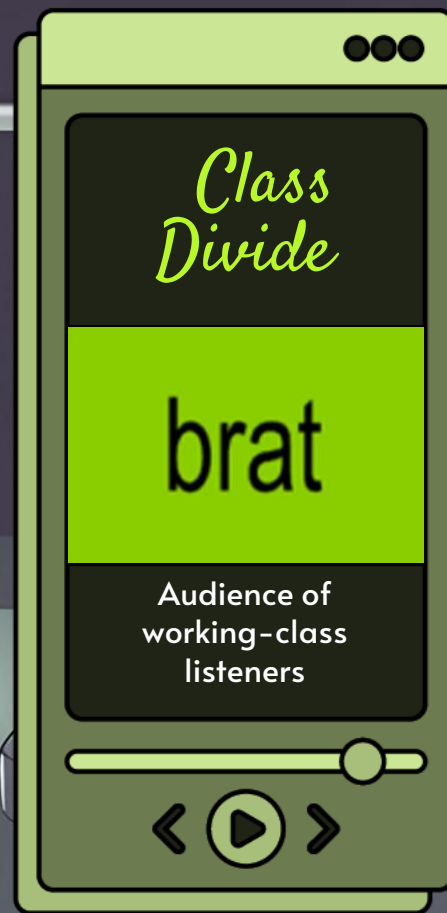
Remix as 'Madness'

- Chaotic — languish in follies
- Unseat the audience



Interactive Aspects

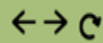






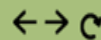
Technical Aspects





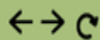
Elements of Remix

Verbal, Aural, (Visual,)
Individual, Immediate,
Emotional



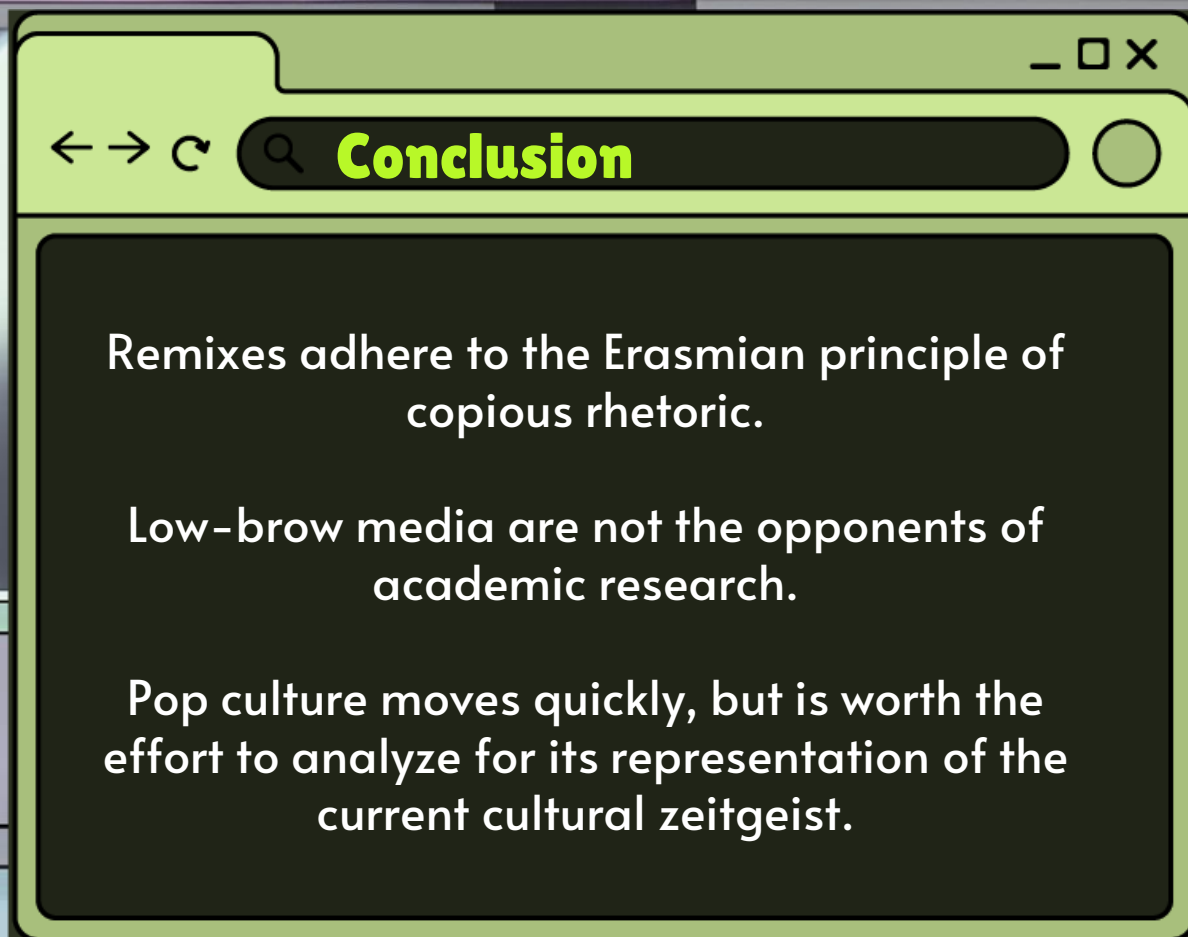
Autotune

Digital Vocal Fry as
Feminism



Featured Artists

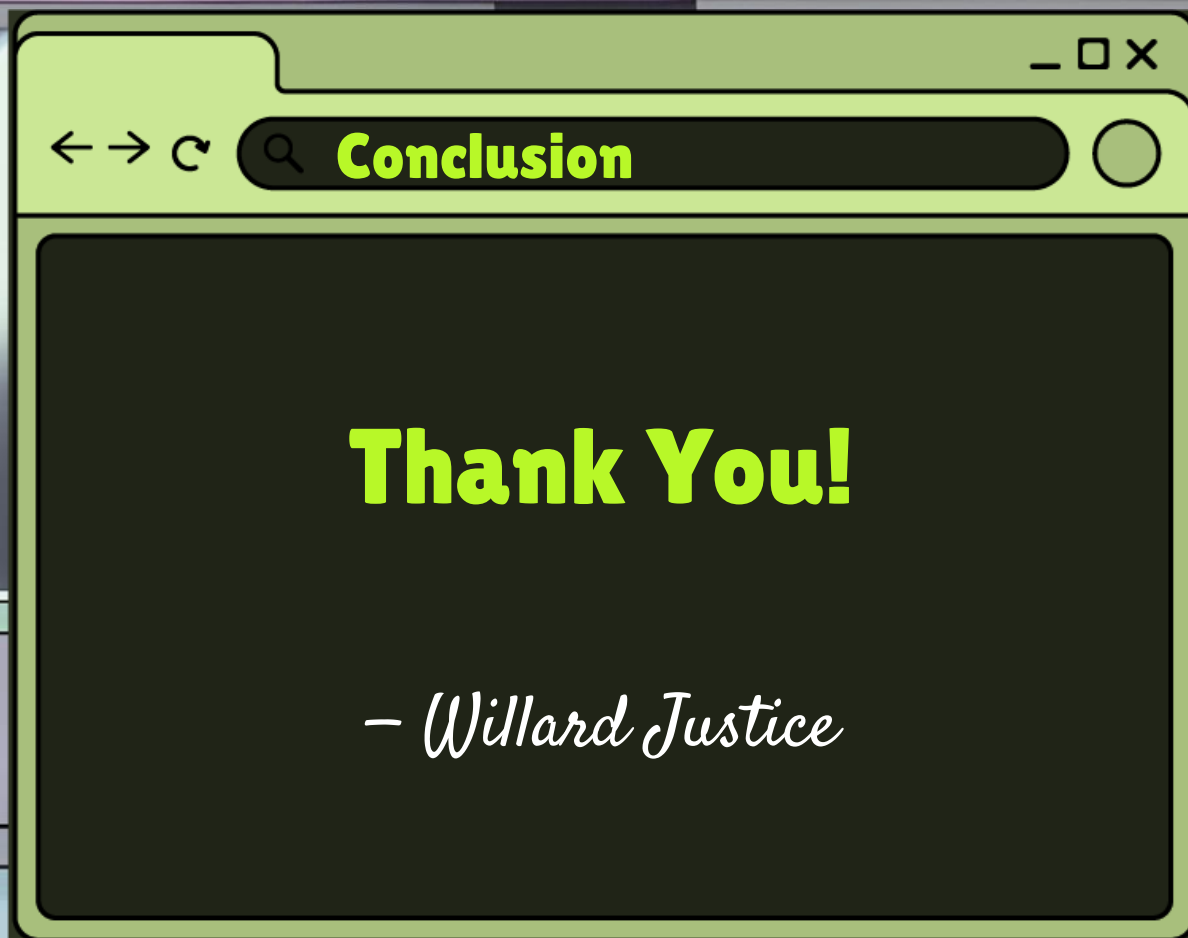
Co-authors of the Text;
Re-Situating to Change
the Message



Remixes adhere to the Erasmian principle of copious rhetoric.

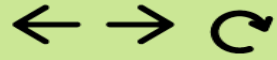
Low-brow media are not the opponents of academic research.

Pop culture moves quickly, but is worth the effort to analyze for its representation of the current cultural zeitgeist.



Thank You!

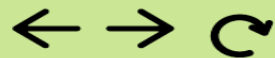
- Willard Justice



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