



# Jean Baudrillard: Postmodernist

Philosophy 366-W15

John Simpson

# Highlights

- Early concerns about reification
- Thinks that Marxism does not reflect non-production social organization
- Simulacra, simulation, and hyperreality



What happens when our signs no longer map to the real?

Media technologies are fundamentally egalitarian. It is up to us to use them in an appropriate fashion. New media technologies allow us to take control of the production of information from centralized broadcasters.

What is Baudrillard's response?

How would you answer Baudrillard?

How would Enzensberger answer?

What are some examples of the sort of immersive and reciprocal forms of communication that Baudrillard has in mind?

Graffiti is one.



PRESS  
BUTTON

RECEIVE  
WASH

CANCEL  
BACON





BLIND  
Date