



CAT 125

I/EYEGASM

Mutations of the Broadcasted Self in the
Chaotic Digital Age of Sex and Race

Dr. William Anthony Nericcio

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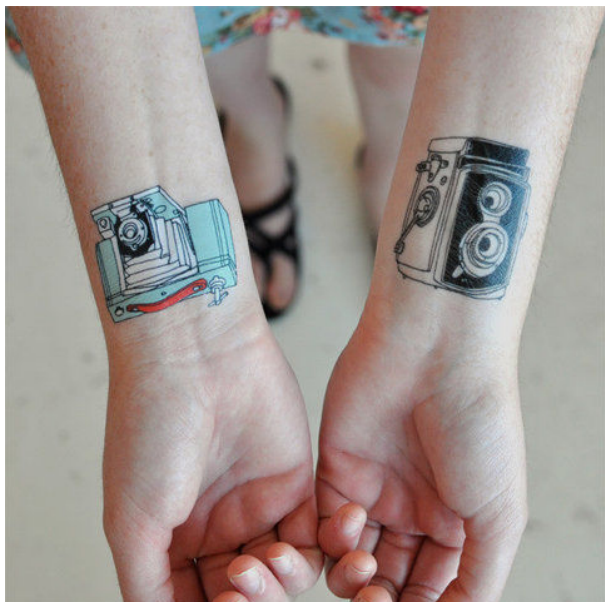
phone: 619.594.1524

Office Hours: Mondays & Wednesdays,
before class at The Loft, 11:30am to 12:40pm

“I couldn't decide whether I was writing the characters, or whether the characters were writing me, or whether we were all one and the same.”

--David Bowie, musing on the last night he performed as Ziggy Stardust with the Spiders from Mars

Your UCSD course catalogue refers to this class as “Public Rhetoric and Practical Communication” and, indeed, we will, in the course of the Fall quarter, explore the spheres of rhetoric, communication, and—brace for it—the joys of “writing a resume.” But we will also be embarked on other, related perhaps more profound missions!



Together, we will explore the following questions: What is “self” and what goes into its manufacture? In order to answer those questions (and to keep our adventure timely and of value for undergraduates from across the disciplines) we will be grappling with contemporary debates that impact on our construction and “branding” of our self in worlds analog and digital. Other questions we will work with this semester include: What is a memoir? What is a self-portrait? Why does it feel so good to have our pictures *liked* by unseen entities, the digitized shadows of others, connected to us by the bizarre electronic network that is the internet? What is the relationship of our Facebook page to our Self? Are living through a paradigm shift?—a watershed epoch where something as basic as the “I” is totally being rewritten by our obsession with digitized eyes!

In our class I will speak of hygiene’s cousin, “Eyegiene,” and of something I call “I/EYEgasm”— where the addictive *hedonizing* pleasure of the visually digitized world evolves into the virtual equivalent of crystal meth. I/EYEgasm is a made-up word, a neologism, that attempts to speak to our common experiences with mass media today—is it possible that the mesh of our minds with technology, our daily ritual of touching/seeing screens (computer screens, smartphone screens, television screens) comes to infect/dominate our lives? Eyes wide open, so to speak, these screens become electric, naked mirrors, concealing nothing, revealing all.

The various works we encounter this term will teach us to rethink, rewrite, and reimagine what it is we call to consciousness when we picture the contours of the human mind--in the process, we will learn to tell stories of our selves, share representations of ourselves that just might move someone else (and get you a job, career, future!).

During the semester we will hang out with a wide-ranging and eclectic group of characters including Banksy, the epic #streetart maven cum moviemaker with *Exit Through the Gift Shop*; Frida Kahlo, who basically rewrites the notion of the self-portrait in oil painting and beyond; Nathanael West, American novelist and arch satirist cynic whose *Miss Lonelyhearts* will singe your existential synapses; and Dan Clowes, infamous graphic narrative guru whose *Ghost World* redefines notions of being for a 21st century audience—also making cameos? Marshall McLuhan, Siggys Freud, John Berger, and LA Playwright Oliver Mayer.

{Please note that you must have the old school PRINT version of the books for our class as electronic versions are to be avoided.}

Sections/Teaching Assistants

CAT 125A		Nericcio, William					
	LE	A00	MW	1:00p-1:50p	HSS	2305B	Nericcio, William
876951	DI	A01	MW	9:00a-9:50a	HSS	2305B	Agard, Katherine
876952	DI	A02	MW	10:00a-10:50a	HSS	2305B	Agard, Katherine
876953	DI	A03	MW	11:00a-11:50a	APM	2301	Ano, Michael
876954	DI	A04	MW	12:00p-12:50p	APM	2301	Ano, Michael
876955	DI	A05	MW	2:00p-2:50p	HSS	2305B	Thresher, Ann
876956	DI	A06	MW	3:00p-3:50p	HSS	2305B	Thresher, Ann
876957	DI	A07	MW	4:00p-4:50p	HSS	2305B	Matsuno, Michael
876958	DI	A08	MW	5:00p-5:50p	HSS	2305A	Delgadillo, Maria Jose
876960	DI	A10	MW	7:00p-7:50p	HSS	2305A	Delgadillo, Maria Jose

Required Books:

1. *The Medium is the Massage* 9th Edition by Marshall McLuhan (Author), Quentin Fiore (Author), Shepard Fairey (Illustrator)
 Publisher: Gingko Press; 9th edition (August 1, 2001)
 ISBN-10: 1584230703
 ISBN-13: 978-1584230700

2. *Freud for Beginners Paperback* –by Richard Appignanesi (Author), Oscar Zarate
 Publisher: Pantheon (July 15, 2003)

ISBN-10: 037571460X
ISBN-13: 978-0375714603

3. Ways of Seeing: Based on the BBC Television Series Paperback – by John Berger (Author)
Publisher: Penguin Books; Reprint edition (December 1, 1990)
ISBN-10: 0140135154
ISBN-13: 978-0140135152

4. Kahlo–by Andrea Kettenmann (Author)
Publisher: Taschen (September 1, 2015)
ISBN-10: 383650085X
ISBN-13: 978-3836500852

5. Ghost World– by Daniel Clowes (Author)
Publisher: Fantagraphics (April 1, 2001)
ISBN-10: 1560974273
ISBN-13: 978-1560974277

6. Miss Lonelyhearts Paperback –by Nathanael West (Author), Harold Bloom (Introduction)
Publisher: New Directions; Reprint edition (July 17, 2013)
ISBN-10: 0811220931
ISBN-13: 978-0811220934

The Hurt Business: Oliver Mayer's Early Works [+] PLUS Paperback –
by Oliver Mayer, William Nericcio, Editor
Publisher: Hyperbole Books, San Diego State University Press; 1st edition
ISBN-10: 1879691841
ISBN-13: 978-1879691841



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