

Hard spell: A Promise to Generations

It is becoming increasingly visible that the contemporary global economy operates by adopting the radical inventions in science, philosophy and arts, in order to organize the new division of labor (so-called intellectual labor). One aspect of the division of labor is to organize optimality of labor choice, based around the traditional notion of competition and confidence. This role is taken over by the media which build its basis on highly organized technological inventions and creative forms, derived from different forms of knowledge, and partially linguistics.

Every day in the media one comes across programs, which have a strong psychological impact on the viewer. This is made by considering confidence as a force to overcome the competition. It supposedly educates affects and emotional strength in a 'leisure time'. The media has become even more of a surveillance machine to make sure that the viewer's dreams and working possibilities coincide and are inseparable.

With the installation "Hard Spell: a Promise to Generations" I would like to problematize the collapse of linguistics and meaning into the managerial language of media. The language of media in its turn plays the educational role as it increasingly controls the popular consciousness of generations to grow. The initial idea comes from the BBC1 entertainment program 'Hard Spell' which was transmitted in the year 2005 every day at 5.30 pm. in teak. 'Hard Spell' was a program devoted to the spelling competition between young children with the slogan: spelling is compelling! I perceived this program as a spectacular way of training children for the growing global economy. In this economy constraints on representation provide a new restrictive way of managerial learning ability and computability and it is inseparable from its linguistic as well as 'intellectual' basics. Installation will consist of the film (the managerial worker advertising the professional spelling training), of the image, advertising the 'Hard Spell' program and the list of terminologies linking the linguistic moment with corporation

ethics. The film and the image of 'Hard spell' will be installed face to face to create the dialogue between the professional managerial worker and the young generation. The terminologies printed directly on the wall are supposed to reflect the origins of the transformation of radical ideas into the business

In the 'media talk' most of the political dilemmas are justified as the promise to improve life and possibilities for generations to come. But it is also well known today that the media is made into the platform for promising and therefore the main instrument of education.

The rapid spread of new technologies gave rise to the rapid spread of the popular narrative the result of which is the populist use of 'radical' means invented by artists. After Althusser we could review this paradox of subjectivication by saying that '*subjects speak by themselves*', because the political message interpellated in the birth of the contemporary person. If 'subjects speak by themselves' that means that power is "shifted" from the governmental houses to population's mind, as if their bodies are possessed by the message of power. The condition of surveillance is internalized and entered into the way of perception. It is also called 'biopolitics'.

In the climate of 'neo-liberalism' 'giving the voice' to the larger population to narrate, to tell their own stories by using new artistic and technological means widely practiced in the media. Yet only a little knowledge of this kind of 'freedom' helps us to understand that the liberty to speak is nearly the same thing as delivering the message of power. Because previous radical gestures very quickly became institutionalized and adopted for the purpose of ideological operations of power in terms of the control of people's right to speak. Neo-liberalism is characteristic for this feature: it seems that everyone is free to speak at the same time the degree of control is also increased. The forms and styles of radical art movements are now disseminated elsewhere in the spectacular society.

Taking these questions as the basic inquiry “Hard Spell” will be the first of the series I am planning to create for the examination of complexity of our times.

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