



Of Remixology: Ethics and Aesthetics after Remix (Hardback)

By David J. Gunkel

MIT Press Ltd, United States, 2015. Hardback. Condition: New. Language: English . Brand New Book. A new theory of moral and aesthetic value for the age of remix, going beyond the usual debates over originality and appropriation. Remix -- or the practice of recombining preexisting content -- has proliferated across media both digital and analog. Fans celebrate it as a revolutionary new creative practice; critics characterize it as a lazy and cheap (and often illegal) recycling of other people's work. In *Of Remixology*, David Gunkel argues that to understand remix, we need to change the terms of the debate. The two sides of the remix controversy, Gunkel contends, share certain underlying values -- originality, innovation, artistic integrity. And each side seeks to protect these values from the threat that is represented by the other. In reevaluating these shared philosophical assumptions, Gunkel not only provides a new way to understand remix, he also offers an innovative theory of moral and aesthetic value for the twenty-first century. In a section called *Premix*, Gunkel examines the terminology of remix (including collage, sample, bootleg, and mashup) and its material preconditions, the technology of recording. In *Remix*, he takes on the distinction between original and...



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