

Jacques Derrida Today 2011 – Conference Proposal

Derrida and Social Networks: Autoimmunity, Ecanomie & General Hospitality.

Within the optic of the late Derridean concept of autoimmunity, this paper aims to uncover the postclassical economic logic of social networks in terms of what I call *ecanomie* (a portmanteau of economy+anomie). To take aim at these developing autoimmunal social networking protocols, I will take Derrida's biopolitical metaphor (more properly metalepsis) seriously by drawing upon important related work within an emergent immunological disciplinary strand that questions the idea of an interior 'host' as opposed to an invasive 'parasite' (the once dominant Burnetian self/nonself physiological paradigm).

Within contemporary social networks, where thanatopic errancies such as suicide are now more easily monetised, the once dominant immunal model of a host invaded by errant subcultural parasite, gives way to a more *generalised errancy* that one might see as generally autoimmune, even generally hospitable. Thus the once dominant protective or immunal world picturing classical broadcasting practices of a "host" culture begins to break up. In its place then comes a historically emergent age of the autoimmune *excessive world picture*.

While then, as with the Aristotelian 'body politic' or 'body proper', errancy might always already have been a subterranean feature (an inhering 'différance', as I would call it) within a social networking signification, this economic housing is *displaced* and thus also its connective etymological relation to oikos, heim and domicile. Hence *ecanomie* would be an immanent science of the unheimlich, wherein autoimmune energies are now successfully worked back into a body now seen as generally unwholesome or generally hospitable. This strange new *ecanomic* longtail Leviathan utilises errant energies in an autoimmune fashion where classically autoimmune practices (such as suicide itself) no longer threaten or *befuddle* the system but now recirculate as bio-thanato-political energies.

Here an investigation of the connection between Derrida and recent immunological research will help to untie this new *ecanomic* logic of the social network.

Bio

Tony Richards teaches new media theory and production at the Lincoln School of Media (University of Lincoln, UK). He has taken Derridean themes of difference, undecidability and performativity and applied these to new media space such as Computer Games ('Presence-Play: Hauntology of the

Computer Game' and 'The Difference Engine') as well as the Internet as a space of inherent undecidability ('Embalmed/Unembalmed: Territorial Aporias within the Performative Field of Telepresence').

Contact:

Address

Tony Richards
Senior Lecturer Media
Lincoln School of Media
University of Lincoln
Brayford Pool
Lincoln LN67TS
United Kingdom

Email arichards@lincoln.ac.uk

Phone +44 01522 886261