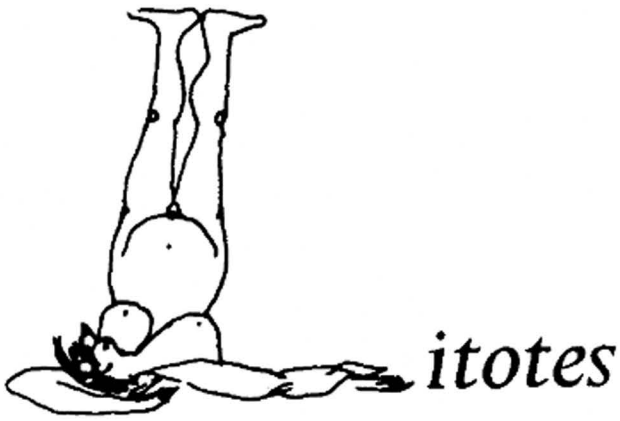


Methods of Translating / Written Response

For this brief, I decided to select the following two readings:

- (a) Exercises in Style (Raymond Queneau)
- (b) One Publishes to Find Comrades (Eva Weinmayr)

I used a couple of different methods that were laid out in “Exercises in Style” like Litotes, Metaphorically and Surprises to re-present the main ideas and arguments of the text “One Publishes to Find Comrades.”



The Evening Standard posters, with their not-so-ineffectual, far-from-computerized headlines, avoided distraction and created nothing like a sense of “you have time for this.” They didn’t act as full information sources, making readers feel the immediacy of the news.

It is far from just delivering news that leads to disinterest or coldness. This is not dissimilar to activist publishing, e.g., See Red Women’s Workshop, where the lack of individualism led to shared struggles turning into powerful visuals. Here, the absence of creating in isolation affirms non-traditional notions of collaborative authorship, opposing the idea of individual voices in publishing.

Publishing is a process that involves a vacuum of “individual” meaning-making. It’s less about withholding dialogue and more about the process of reaching a product, utilizing no digital tools to avoid interest, accept, and destroy an individual experience in not-so-private spaces.



The way I see the headlines on the evening standard posters is how a thirsty me would see a bottle of fresh lemonade on a hot summer day. One glimpse of the bottle and my mouth is already watery and I am fixated over that yummy yellow nectar. And it doesn't stop there; I need to have it now! Its kinda urgent! These posters would act like poetic teasers without unveiling the show on the big screen making you feel like you want to watch the whole thing.

The printed paper was like a sage dispensing advice that you just had to hear. It wasn't just information being delivered to you but rather there was emotion and curiosity to know more so you would sit down the sage and engage with him. This approach was mirrored by activist publishing, like the See Red Women's Workshop, where *Dinoponera* ants would come together in collaboration to turn their shared-struggles into visual outputs. There is no queen in this animal kingdom and there mere existence challenges the presence of the lion as the king of the ecosystem.

Publishing is a process of collective meaning-making, like how all the scientists of the world were trying to understand the corona virus after its initial outbreak. It is less about the destination and everything to do with “the friends that we made along the way” because eventually print is that medium that allows you to engage, challenge, and create a shared experience in public spaces.



The Evening Standard posters shout at you with their headlines, urgent and insistent. You expect another story of Trump taking office — but suddenly, it's about a cat winning an art contest! It's a seductive invitation asking you to read it! It's asking you to unveil it! To lift the curtain! To tell you who IT REALLY IS!

I couldn't believe how powerful the printed matter could be! Everybody just keeps buying it! You think it's just some plain text? It's emotions! It's curiosity! You know what it reminds me of? Activist publishing! Specifically, the way they do it at See Red Women's Workshop! People don't work in silos here; it's teamwork! It unifies everyone's struggles into a collaborative process of making something together. And what might that be? POSTERS!

Imagine a bunch of philosophers got together and started contemplating the world. What would they be doing? Meaning-making! Now replace the philosophers with creatives, and you could say publishing is also a process of collective meaning-making! Nobody cares about the

finished product here; it is all about initiating dialogue!
Only one thing challenges, engages, and creates a shared
experience in public spaces! OF COURSE, PRINT IT
IS!

References

Queneau, R. (1998) *Exercises in Style*. [1947]. London: John Calder, pp. 9–16, 19–26.

Weinmayr, E. (2014) 'One Publishes to Find Comrades', in *A Visual Event: An Education in Appearances*. Leipzig: Spector Books, pp. 50–59.