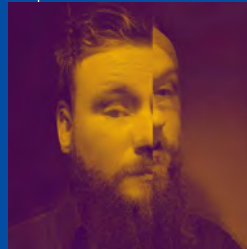


The Game is Out There

Łukasz P. Wojciechowski

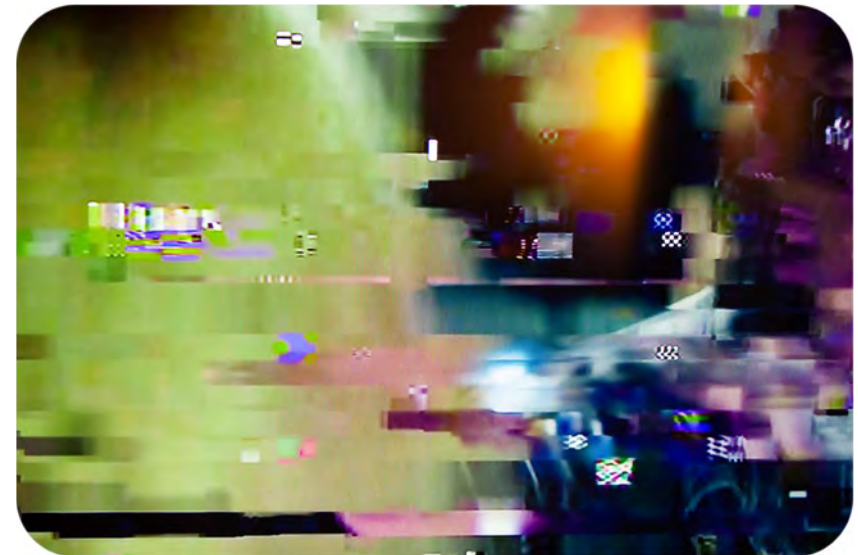
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Dr. Wojciechowski deals with issues of necromarketing, semiotics, guerrilla marketing, the history of cinema and photography. He has practical experience in film production as a photographer. He graduated from the Institute of Literary and Artistic Communication of Constantine the Philosopher University in Nitra and the Institute of Creative Photography of the Silesian University in Opava. He is currently a lecturer at the University of Ss. Cyril and Methodius in Trnava. He has won several awards such as photographic Grand-Prix (theater photography). He has had over 20 exhibitions and he has published photography in media and movie posters.

Glitch represents an unexpected event, an occurrence during which the system swings away from planned operation or behavior. The term doesn't reflect only the syntactic, logical or semantic error in the code but also an error caused by an external factor.¹ An audiovisual glitch brings in a phenomenon reflected theoretically, critically and artistically as an object of aesthetic interest mainly for its character of randomness in occurrence and appearance. Pure glitch uncovers something important to an unsuspecting user – it reveals otherwise invisible parts of the system hidden within the functional user interface. Glitch provides a counterbalance by introducing irrational or spontaneous elements into otherwise perfectly operating systems. Indeed, glitch really offers the user an introduction to the gnoseology and ontology of a machine by uncovering what should have been hidden. In line with the terminology of theoreticians Grusin and Bolter – immediate elements are suddenly subjected to hypermediacy.² Uncalled-for transmedia³ residuum of *War of the Worlds* from H. G. Wells in the interpretation of Tomohiro Nishikado from 1978 is now attacking.



Picture 1: "The Game is Out There"

Source: own processing, ©Photo: Łukasz P. Wojciechowski, 2017.

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- 1 GORIUNOVA, O., SHULGI, A.: Glitch. In FULLER, M. (ed.): *Software studies: a lexicon*. Cambridge : The MIT Press, 2008, p. 111.
- 2 BOLTER, J. D., GRUSIN, R.: *Remediation: Understanding New Media*. Cambridge : The MIT Press, 2000, p. 11.
- 3 JENKINS, H.: *Convergence Culture: Where Old and New Media Collide*. New York, London : New York University Press, 2006, p. 20-21.