

# ARTHEMIS

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A/V lecture series

## JungBongChoi (NYU) Digital Contentment and Mobile Containment

**Friday, February 8, 16 h00**  
**EV 1,615**  
**1515 Ste-Catherine W.**

Mobile devices have become at once a site and a sign of the struggle between the imperative to enhance labor efficiency and the exigency to ensure a degree of users' autonomy, pleasure, and recreation from the stifling labor environment. My talk will correlate the manifest penchant for distraction/entertainment through mobile devices with the techno-stress that has escalated with the universalization of desktop/laptop computers in industrialized societies under the sway of neoliberalism. Instead of unambiguously aggrandizing the "trivializing" propensity of mobile devices, however, I shall alert to the disconcerting syndromes wherein users of mobile devices are held captive to the infinite immersion-labor of digital gratification, syndromes that turn a voluntary act of zoning out into a compulsory labor of distraction.



JungBong Choi is Assistant Professor in the Department of Cinema Studies, New York University where he teaches theories of cultural globalization, trans-national media/cinema, and the political economy of digital humanity. He authored *Digitalization of Television in Japan: State, Economy, and Discourse* (2008) and co-edited *Globalization, Television and Japan* (2010). He is the guest-editor of two journal special issues: *Unsettling the National in Korean Cinema* for the *Journal of Korean Studies* (2011) and *Of Transnational-Korean Cinematrix* (2012) for *Transnational Cinemas*. His book *Trans-ing the National: Theory of Transnational Culture & Media* is in progress.