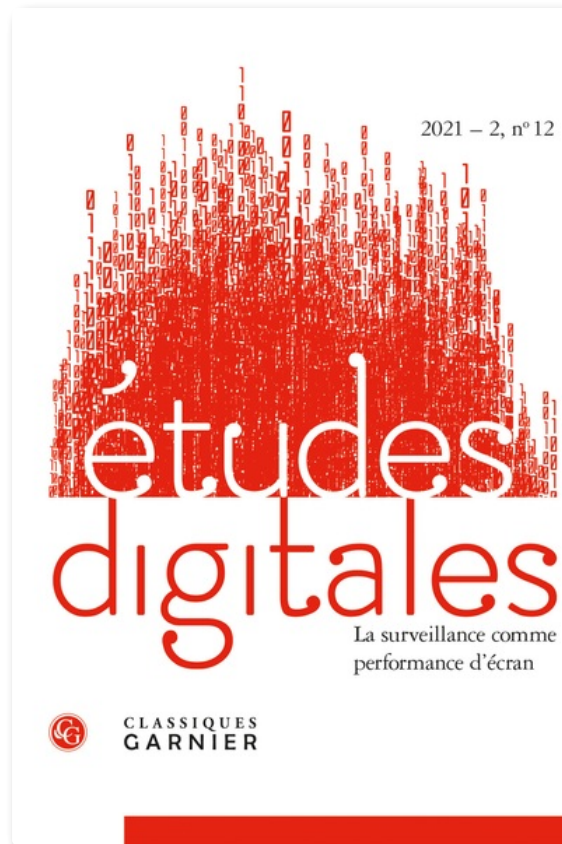




Recognising dispositifs

Augmented reality filters and the new political economy of the visual

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Abstract: The article analyses augmented reality filters (ARFs) through the tools of pragmatic cognitive semiotics. ARFs are based on the arrangement of two enunciative operations: one of face production acted by the user for identity purposes; the other of face extraction acted by the algorithm for surveillance purposes. In any case, the essentially infrastructural and non-visual dynamics of such surveillance procedures require new theoretical tools.

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