RESEARCH THEME

XXXIX cycle – a.y. 2023/2024

Title of the doctoral research	The image of Other in the age of Algorithms. The Role of the New Media for the Acknowledgment of the Cultural Alterity
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Abstract

The research takes as its starting point the dialectic between Identity and Alterity in the field of communication and media design. It proposes a critique of communication as a hardening of identities and thus as blindness to different social Alterities. In the Era of Algorithms and media that exploit artificial intelligence, with a risky tendency towards homologation, the concern is that only subjectivities that already have a space within the media system will have visibility, overshadowing a semantic and cultural complexity that instead begs to be explored and discovered. How to escape the tendency towards homologation? How to deal with the culture of the post-human and the dialogue with all sorts of Alterity? How to tackle with the "Other" intelligence of AI, which reserves aspects not entirely controllable by human action? In addition to analysing the sociological and anthropological literature on Alterity, the research proposes two stages.

The first concerns a critical investigation of forms of iconographic representation of the *Persona*, the *Self* and the *Other* before and after the evolution of digital communication. Where Person as an image to be communicated to others, Self as a construction of identity and Other as an extraneous subjectivity. The second will explore inventive and atypical forms of design, starting with the Infopoetry model elaborated for years in the Density Design Final Synthesis Studio, capable of grasping hidden value aspects of media communication.

Keywords	Alterity, Algorithms, Representation