



MARVEL
COMICS
GROUP 12¢

70
OCT

IND.

TALES OF SUSPENSE

An

Introduction

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APPROVED
BY THE
COMICS
CODE
AUTHORITY

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C

CULTURE JAM

PRESENTED BY SHEFFIELD ANARCHIST FEDERATION

WWW.AFED.ORG.UK



IN A WORLD DOMINATED BY CONSUMERISM,

CAPITALISM
HAS CO-OPTED
EVERYTHING

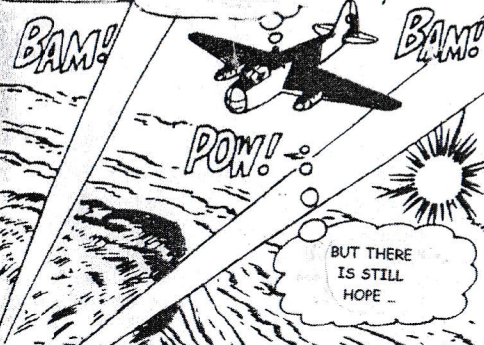
THE PROVOCATIVE, THE
REVOLUTIONARY, THE
ORIGINAL - ALL
COMMODITIES. RENDERED
SAFE FOR CONSUMPTION BY
THE DOCILE MASSES

CHE, PUNK ROCK,
SOCIAL
REVOLUTION ...
ALL UP FOR SALE

WHAT HOPE DO WE HAVE
IN EXPOSING THE VERY
FORCES THAT ERODE OUR
FREEDOMS?

BUT WHAT IF THESE FORCES COULD BE SABOTAGED?

THE DAYS OF THE BARRICADE
ARE OVER



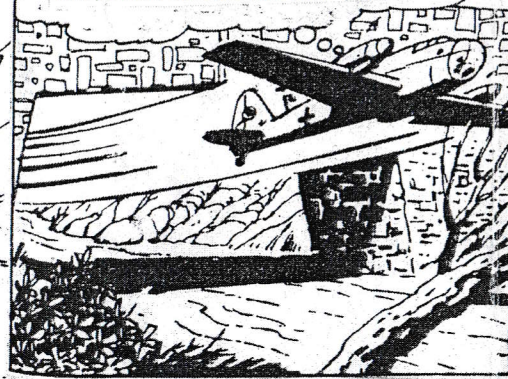
HOPELESSNESS AND BOREDOM!

GAH! I MAY AS
WELL GIVE UP AND SELL
INSURANCE



THE SPECTRE OF 'CULTURE JAMMING'
HAUNTS OUR POST-MODERN NIGHTMARES

FREE US FROM OUR CONSUMER DYSTOPIAS!!!



WORKERS OF THE WORLD UNITE!!!
YOU HAVE NOTHING TO LOSE BUT
YOUR BOREDOM



BETTER THAT THE
WHOLE WORLD PERISH
UTTERLY THAN A FREE
MAN SHOULD REFRAIN
FROM ONE ACT TO
WHICH HIS NATURE
MOVES HIM (K. MARX)

NIHILISTS! ONE
MORE EFFORT IF WE
ARE TO BE
REVOLUTIONARIES

THE FACE OF THE SYSTEM CAN BE SUBVERTED.
VANDALISED.
EMANCIPATED.



CHANGED?

HIJACKED?

YOU MEAN
LIKE THIS LEAFLET?

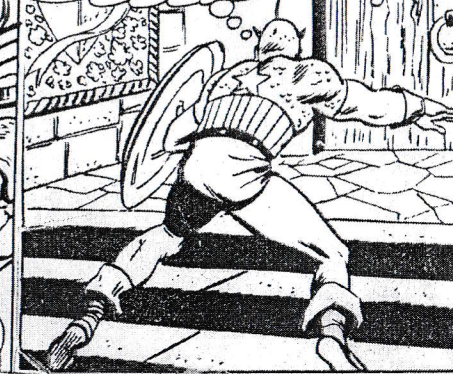
EXACTLY!! CULTURE
JAMMING IS THE ACT OF
TRANSFORMING
EXISTING MASS MEDIA
TO PRODUCE A NEGATIVE
COMMENTARY ABOUT
ITSELF -



SCHWEINHUND!
YOU WILL REGRET
THOSE WORDS ONE
DAY!



TRANSFORMING THE
DEGRADATION AND
OBJECTIFICATION OF THE
CONSUMER TO A MESSAGE
OF EMPOWERMENT AND
PERSONAL FREEDOM



YAY!

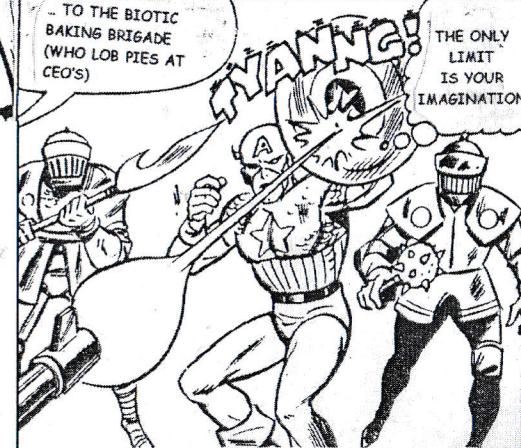
... USING THE ORIGINAL
MEDIUMS METHOD

FIND OUT MORE @
WWW.ADBUSTERS.ORG
WWW.SNIFFLE.NET

A CULTURE JAM CAN BE
AS DIVERSE AS 'THE
EDIBLE BALLOT SOCIETY'
(WHO ENCOURAGE
RESPONSIBLE CITIZENS
TO EAT THEIR BALLOT
PAPERS) ...



... TO THE BIOTIC
BAKING BRIGADE
(WHO LOB PIES AT
CEO'S)

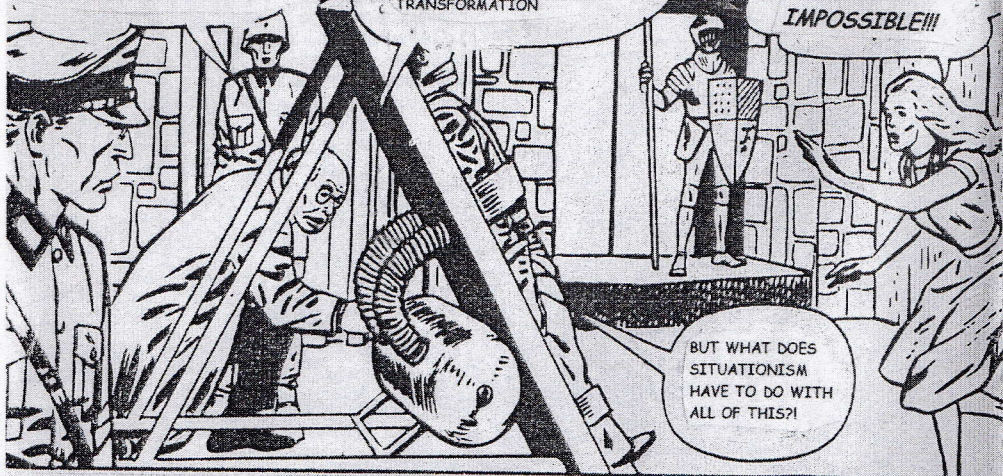


THE ONLY
LIMIT
IS YOUR
IMAGINATION

THE SITUATIONIST INTERNATIONAL (SI)
REPRESENTS THE FOUNDING PRINCIPLE OF
ALL MODERN CULTURE JAMMING

WE SHARE THEIR DESIRE FOR
MAJOR SOCIAL AND POLITICAL
TRANSFORMATION

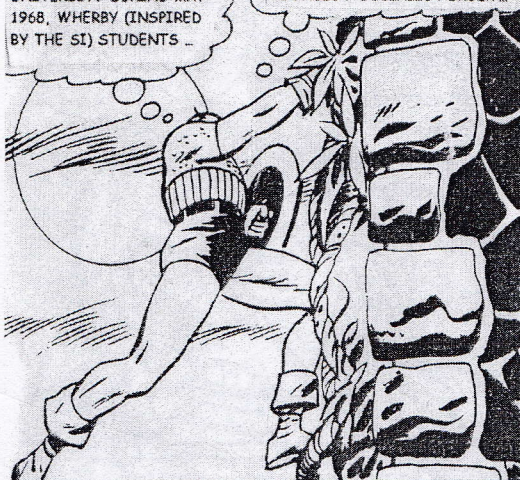
BE REALISTIC!!!
DEMAND THE
IMPOSSIBLE!!!



BUT WHAT DOES
SITUATIONISM
HAVE TO DO WITH
ALL OF THIS?!

THE EVENTS THAT
PASSED AT SORBONNE
UNIVERSITY DURING MAY
1968, WHEREBY (INSPIRED
BY THE SI) STUDENTS

AND WORKERS CAST OFF THE
SHACKLES OF OPPRESSION AND
FOUNDED A SOCIALIST ORDER



FREE FROM THE
TYRANNY OF CAPITAL



MY GOD THIS IS
BORING ISN'T IT?!

EMBODY THE COMMITMENT TO RADICAL SOCIAL UPEHAVAL
WE WISH TO EXEPLIFY

I WOULD RATHER LIKE
TO CONTROL A TOWN



LET THE
REVOLUTION SPILL
ONTO OUR HIGH
STREETS AND
STRIP MALLS

LIBERATE YOUR OWN
CREATIVE SPACE!!!
NO GODS!
NO MASTERS!

