

Abstract

This experimental research rises from the need to demonstrate how Bateson's ecological model can be applied and expanded to visual communication. The purpose is to draw the relationships and mechanisms that create for us the world as an energetic vibrant and interconnected network in the contemporary culture, which is mainly based on visual communication, pursuing the goal of suggesting a theory for the metropolitan flows. This study is intended to be developed in two parts and has an anthropological - even if interdisciplinary - imprinting. The first part (narratively theoretical) will be focused on the main concepts of my research (creation of identity and avatars, social body, the city architectural body, relationships, non-lieux, visual communication, in-between, editing - mounting - *bricolage*, goods visual fetishism, visual anthropology, pattern) through authors the likes of Bateson, Canevacci, Simmel, Benjamin, Bataille, Baudelaire, Augé and more. The second part of this Prague city behave exploration will be evinced through the dialogic methodology (cf. Bakhtin), namely the narrative flow of voices that with the editing technique will create a polyphonic narration, proving my hypothesis. This narration will be strongly supported by the monographic documentary film, titled "Fluxusná Praha" (entirely produced by me). In this way, I will try to audiovisually understand and show these flows in their streaming. The audio component, too is specially recorded and soundly edited to match the polyphonic goal of this narration. The theme is therefore in opposition to the obsolete ethnocentric theories.