

Eva Batlicková\*

A insustentável leveza de pensar: Jogos, joguinhos e jogos de Vilém Flusser

This article seeks to disclose the strategies used by Vilém Flusser for writing his texts while living in Brazil. After presenting the basic elements of his Brazilian „performance“, we turn our attention to the controversies around him – why was he rejected by many contemporary scholars, why was he subjected to severely ironic criticism by professional critics and – at the same time – aroused great interest among a vast number of readers? Starting from the analysis of his book “Language and reality“ and from three essays, we try to show that the philosopher developed the practice of playing a particular kind of game as a clear and sophisticated strategy to get across an emotional and eloquent meaning through his work. In the last pages of his book “Brazilian Phenomenology," written shortly after leaving Brazil for good, he introduces the behavioral characteristics of a new man, the “homo ludens" whose involvement with society displays structure of a game: neither to win, nor to avoid defeat, but to play with the purpose of changing the rules of the game. Studying the works of Vilém Flusser, we reach the conclusion that he himself used this third type of action, crossing through the traditional discourse of western science, causing the indignation of professors, irritating journalists and fascinating readers.

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\*Universidade Masaryk - Brno, Czech Republic

[evabatlickova@seznam.cz](mailto:evabatlickova@seznam.cz)