

Ja, Ti, & te

Matea Kulić

*Ja**

Famili-*Ja*
Religi-*Ja*
Tradici-*Ja*
Energi-*Ja*
Akci-*Ja*
Komerci-*Ja*
Industri-*Ja*
Produkcij-*Ja*
Destrukci-*Ja*
Konstrukci-*Ja*
Reprodukcij-*Ja*
Duplikacij-*Ja*
Kombinacij-*Ja*
Mehanizacij-*Ja*
Civilizacij-*Ja*
Kolonizacij-*Ja*
Asimilacij-*Ja*
Edukacij-*Ja*
Socijalizacij-*Ja*
Komodifikacij-*Ja*
Americanizacij-*Ja*
De-regulacij-*Ja*
Neo-liberalizacij-*Ja*
Multi-nacionalizacij-*Ja*

*Ti**

Materijal-*Ti*
Singular-*Ti*
Specijal-*Ti*
Racional-*Ti*
Individual-*Ti*
Intelektual-*Ti*
Profesional-*Ti*
Ideal-*Ti*
Fleksibilni-*Ti*
Sensibilni-*Ti*
Kompatibilni-*Ti*
Digitalni-*Ti*
Mobilni-*Ti*
Konformni-*Ti*
Uniformni-*Ti*
Disciplinirani-*Ti*
Asemblirani-*Ti*
Modificirani-*Ti*
Elastični-*Ti*
Autentični-*Ti*
Protetski-*Ti*
Sintetski-*Ti*
Kompleks-*Ti*
Komplet-*Ti*

*te**

Zamislim <i>te</i>	=	(i)Imagine y(o)u
Osjetim <i>te</i>	=	(i)Feel y(o)u
Želim <i>te</i>	=	(i)Want y(o)u
Zovem <i>te</i>	=	(i)Call y(o)u
Vidim <i>te</i>	=	(i)See y(o)u
Mahnem <i>te</i>	=	(i)Greet y(o)u
Čujem <i>te</i>	=	(i)Hear y(o)u
Držim <i>te</i>	=	(i)Hold y(o)u
Dahnem <i>te</i>	=	(i)Breathe y(o)u
Taknem <i>te</i>	=	(i)Touch y(o)u
Sjetim <i>te</i>	=	(i)Remind y(o)u
Trebam <i>te</i>	=	(i)Need y(o)u

Some Notes on *Ja*, *Ti*, & *te*

Ja and *Ti* were exercises in locating the subjects I (*Ja*) and You (*Ti*) in Serbo-Croatian.

While *Ja* proved persistent—from early beginnings in famil-*Ja* (family) to later iterations in multi-nacionalizaci-*Ja* (mutli-nationalism), following *Ti*'s trajectory—until the arrival of “Complete-You” in contemporary consumer discourse—was a dead end.

I saw myself in these two, first and second person pronouns, stuck in repetitive patterns and loops and sought a way out of the impasse.

In Serbo-Croatian, as in many other languages, any statement between subject and object (such as “I love you”) requires the transformation of both. *Ja* folds into the verb, while *Ti* declines to *te*, to indicate its objecthood.

I read *Ja* and *Ti*'s disappearance as signaling the lack required to either initiate movement towards an object (of desire) or accept the desire of another and translate this lack into English by bracketing both (i) and y(o)u so that the transformation from subject to object is apparent.

Somewhere I read that translation is an act of love. Writing *Ja* and *Ti* towards (i) and y(o)u, towards *te*, I consider how I am translated.