

## **Memetica: What's Going On [A Preview]**

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### 1. [20200925]

I observe that the language of 'information' runs across all domains and often is the core or grounding language or concept no matter what domain, field, or discipline.

'Memes' are simply one of the latest and most popular versions of this. But annoying internet memes are like an annoying pimple – it gets all the attention but there's still a whole body, a whole organism, a whole person that goes with it.

Maybe we have to pop a social media meme in order to get relieved of it and get back to the larger dynamics, the larger realities of the construction, flows, and interactions of information.

### 2. [20200925]

Memetica is our current drama. It's a grand drama of our time. Information is our poetry – that is, at a lowest common denominator. Memetica is a poetry of the people, but of leaders, too. We're all caught up in it somehow. We see it in our teacups. We see it in the stars.

### 3. [20200925]

Dystopias are just as seductive as utopias. These -topias are totalizing, fantastic places in our heads and may reflect our reality or become our reality – heads which are connected to our bodies (which in fact *are* our bodies). Topias that don't adequately map the territory of our experiences of human experience, let alone observation and experimentation.

### 4. [20200925]

Talk about memetica is a rhetorical historiography of the present – a historiography that is contemporaneous, a form of journalism or field research reporting. We have investigative reporting on the ground but also in the sky – helicoptering over the scene, except that the view from the sky goes much further than that – to a space station or satellite. And the view goes the other way too: we're on a fantastic voyage through our veins, digging into atoms, etc.

But this historiography is rhetorical. It's both descriptive and constructive. It instructs and informs. It also seeks to stimulate and provoke. I'm ultimately seeking here to get you to see things partly how I see them, if only for the time you're reading this.

These are notes and observations from memetica – los estados unidos de memetica.

#### 5. [20200925]

I report and observe what I see going on. What I experience and what I see others experiencing. It's a strange place, it's a wonderful place, it's a normal place, it's a terrible place, and it's not a place. It's a state.

I'm 'reporting the universe' You can do it, too. I mean, someone has to do it.

"The writer...believes all that can be thought can be written.... In their eyes a human being is the faculty of reporting, and the universe is the possibility of being reported."

-Emerson, cited in Doctorow, *Reporting the Universe* (Harvard, 2003, p. 1, edited)

#### 6. [20200926]

We live in Memetica now.

Memetica is the Big Drama we're all acting within, against, or alongside.

#### 7. [20200926]

'Memetica,' or 'memetica ecologica', is my way of describing where we live now. By where, I don't mean America or China or any particular place, although it includes places. By 'where we live' I mean a composite of the material and social worlds along with the 'world' of our minds, individually and collectively.