

**Greta  
Goetz  
PhD**

# **The narrative-code shift and the mnemotechnics of exteriorized knowledge**



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0101001110

# Mnemotechnics cf. Stiegler

primary  
Apprehension



secondary  
Seizing data



writing screen

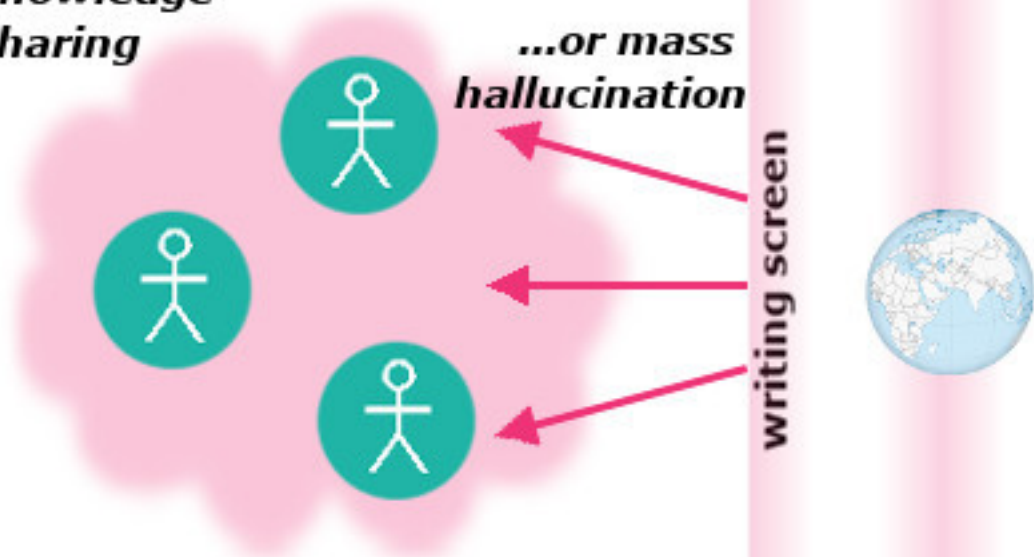


tertiary  
Exteriorized  
knowledge

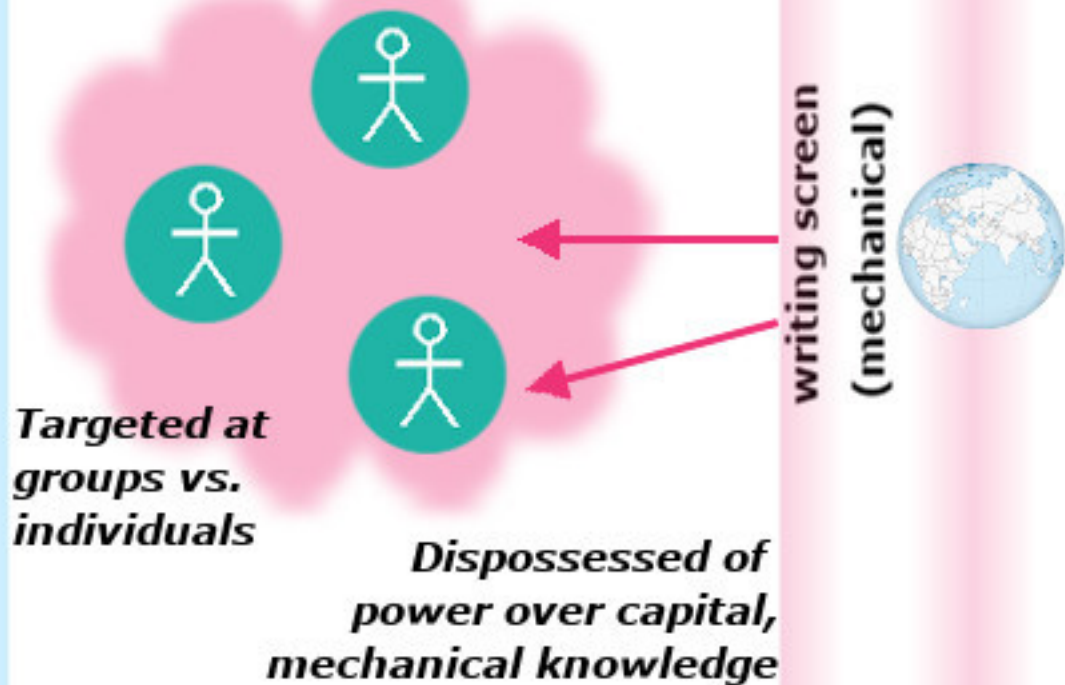
# Mnemotechnics cf. Stiegler

*Transgenerational  
knowledge  
sharing*

*...or mass  
hallucination*



## Mnemonotechnics cf. Stiegler



**A problem of  
organology  
cf. Stiegler**



writing screen  
as code



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0011

*Devices short-circuit/automate  
decision-making, dreams,  
collective autonomy*



*Monetizable datapoints  
Performative power of fact  
Other ways of knowing—  
no currency, not circulated*

writing screen  
as code



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0011

**μάθησις**  
*—how we  
learn(ed)*

**Archival analysis** ⇔  
*(mechanical) digital networks*



writing screen  
as code



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**Vs.**

- **Non-analytical meaning**
- **Possibility of improbable novelty**



## Narration

⇒ *Knowledge embedded in social body*

⇒ *Further knowledge exteriorization*

*Scientific knowledge*

*Von Humboldt reforms  
19C Ruskin, Dickens  
MAXWELL*

*Arts*





**Scientific  
knowledge**

**Cross-fertilization  
Organological codification  
across education  
publication, training...**

**Von Humboldt reforms  
19C Ruskin, Dickens  
MAXWELL**



**Arts**

**Biopolitical evolution of powers  
form around universifying  
mnemotechnics**

**Narrative  
-code shift  
Mid-20C**



**Descartes  
Leibnitz**

**Cours universitaires  
de Davos**



**Einstein  
Piaget  
Mauss**

**Macy Conferences**



**Shannon  
Papert  
Mead  
~ Wiener  
~ Lewin  
~ Bateson**



## **Narrative -code shift Mid-20C**



*Descartes  
Leibnitz*

*Cours universitaires  
de Davos*



*Einstein  
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*Macy Conferences*



*Shannon  
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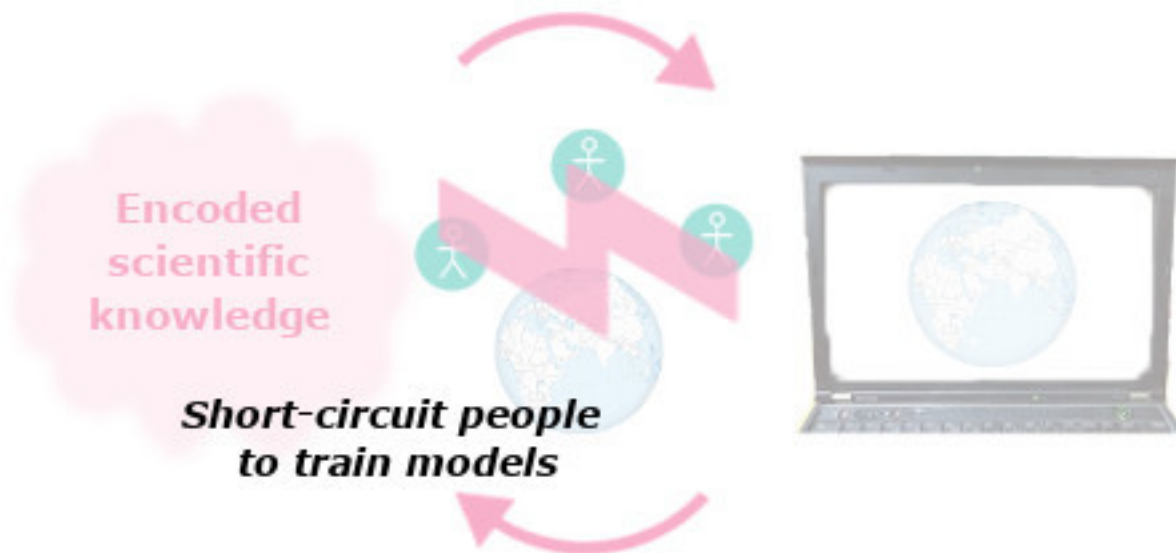


- **Randomness or generalization as substitute for synthesis**
  - **Mechanistic mindset**
  - **Community as computational**
- ⇒ **Cognitive science**

- ~ **Not to be universally applied to every purpose**
- ~ **Uni-directional communication**
- ~ **Can impede learning**

## Self-regulation of pattern-seeking machines through feedback loops using universal symbolism (logic, $\lambda$ -calculus)

Tertiary retention  
seized by DEVICES



**Accelerates  
exosomatization**

**Reduces reason  
to entropic  
"calculus"  
cf. Stiegler**



- Ethnic, human capacity is to *evolve through memory*
- Ethnic communities exposed to exosomatic incursions
- Erradicates diversity; idiomatic indifférance
- Subdues psychic singularity to algorithmic averages

Accelerates  
exosomatization



To compile the world

Encoded scientific knowledge

Knowledge insinuated in the background  
cf. Geertz

World embedded with tags



Externalized  
universifying  
codified  
mnemotechnics


**How to cross-fertilize  
the exteriorization of  
knowledge when it's an  
*application?***





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you!**

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