

Methods of Cataloguing

Written Response

Jeremy Siyang CHEN

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Simile

Making our best and brightest waste their time – and the audience's time – dancing like infomercial hosts is too high a price.

You should be as sceptical of placebo politics as you are placebo medicine.

Metaphor

This is taking something with value and substance and coring it out so that it can be swallowed without chewing.

I submit that astrophysics run on the model of American Idol is a recipe for civilizational disaster.

Our conversation is stuck in Cold War gear.

Problems are not “puzzles” to be solved.

I Think TED actually stands for: middlebrow megachurch infotainment.

Metonymy

There is no reason to think that more gigaflops will inoculate us.

Our options for change range from basically what we have plus a little more Hayek, to what we have plus a little more Keynes.

I would like new maps of the world, ones not based on settler colonialism, legacy genomes and bronze age myths.

More Copernicus, less Tony Robbins.

Hyperbole

I will say that if and when the key problems facing our species were to be solved, then perhaps many of us in this room would be out of work, and perhaps in jail.

Bibliography

Bratton, B. (2013) We need to talk about Ted, The Guardian. Guardian News and Media.
Available at: <https://www.theguardian.com/commentisfree/2013/dec/30/we-need-to-talk-about-ted>
(Accessed: November 4, 2022).

Antithesis

This is not the solution to our most frightening problems – rather this is one of our most frightening problems.

We'll have Google Glass, but still also business casual.

So our machines get smarter and we get stupider.

In the US the rightwing has certain media channels that allow it to bracket reality ... other constituencies have TED.

Paradox

The future on offer is one in which everything changes, so long as everything stays the same.

Parody

It's easy to get enthusiastic about design because, like talking about the future, it is more polite than referring to white elephants in the room.

Keep calm and carry on “innovating”.

Anticlimax

Actually existing communism meant ecological devastation, government spying, crappy cars and gulags.

Rhetorical question

What is it that the TED audience hopes to get from this? A vicarious insight, a fleeting moment of wonder, an inkling that maybe it's all going to work out after all? A spiritual buzz?

This timidity is our path to the future?