

Project 4: The Synthetic Essay : Manifesto for Thinking through Media with AI

Write a **1000-1250-word essay** *synthesizing* concepts about the relation between media and thought as presented by Horton, Grosskopf, Escajeda, Victor, and Stiegler—and using them *to craft your own conceptual frame* for exploring “thinking through media about X with AI” (X could be the world, your field, Proj 3/Commons, and/or your graphic novel). You are NOT choosing between models but SYNTHESIZING concepts into a new way for using writing, other media, and AI to think the unthinkable—(X, eg, the unknown argument of Proj 5/6).

These thinkers all effectively sing the same song (media produces and shapes thought) but do so from different fields with different stakeholders using different concepts: your task becomes creating an argumentative framework that uses comparisons, distinctions, and generalizations/conceptualizations to struggle with **the relation of media and thinking about X with AI using relevant items from the [AI research archive](#)**.

You must demonstrate your understanding of authors’ relevant concepts by using them to define possible perspectives and approaches to X. I will provide a Google folder with emerging research about AI’s impact: use these as a database and feel free to add others

Working in research teams, you will collaborate to generate notes, battlelines, **outline, sparkline**, and a conceptual matrix. You should reverse-engineer the outline/argumentative battle lines of different texts, extract key concepts, and construct a conceptual spreadsheet or matrix. **Use the matrix to extrapolate from the texts and think beyond what you and the texts know.**

The matrix (late Middle English [in the sense ‘womb’]: from Latin, ‘breeding female’, later ‘womb’, from *mater*, *matr*- ‘mother’) enables the recognition (re-cognitize) and generation (gene-ration) of patterns and intuitive flashes, the sparks of ideation. **Play with the matrix.**

Your WHY: importance of media/thought relation. Your WHAT: key traits of issue for X. Your HOW: ?

Western thought, like many cultural traditions, harbors patriarchal, binary, and exclusionary patterns that both enable and limit our engagement with the world. Just as the alphabet allowed Plato to “see” the limits of mythic structures, emerging media reveal the power and limits of conceptual structures. **In short, Plato’s Academy is being reformatted, for better and worse. These authors provide concepts and tools for thinking-doing our way forward (is that a metaphor?).**

Use this project as preparatory research for Project 5 (your longer essay analyzing an info comic or graphic novel) and Project 6 (a mini-PechaKucha presentation based on this essay).

You will need to **rearticulate** specific questions and concepts that drive your comparison and reframe them. You will also need to create a conceptual spreadsheet which will help you discover similarities and differences, prioritize your comparison, and organize your manifesto.

Place drafts in Google folder.

Draft: Tues, 4/11

Final: Thurs, 4/13

	Horton	Grosskopf, et al	Victor	Stiegler	Escajeda	YOU
Field	Rhetoric & composition	Engineering design Design thinking	Interface design Computer science	Continental Philosophy	Legal writing	Your major or cosmogram
	Thinking through Writing	Shared media and innovation	Media for thinking the unthinkable	Transindividuation via tertiary traces		
	Writing as shared struggle to thought	Media cascade in team collaboration		Hist of technology in human thought		
				Pharmakon		
	Eureka	Innovation	Thinking the unthinkable	Idiolectic categorization		
		Prototype				
				Proletarianization		
			Modes of thinking			

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