Cultural Software
J. M. Balkin
Yale University Press 1998
Online version

With the permission of Yale University Press, the author has made an online version of this book available under a Creative Commons Noncommercial Sharealike (by nc sa) license, accessible at the author’s website at http://www.balkin.com.
INDEX

Adorno, Theodore, 26
African Americans, 112, 115, 117–18; associations with, 254; conceptual oppositions relating to, 232–33. See also racism
Amar, Akhil, 237, 322n.25
American Revolution: meaning of, 212
animal rights, 146–47
antihumanism, 276–77
anti-Semitism, 106, 108, 112; Japanese, 106
appellate courts, 321n.9
argument: metathorlc models for, 244, 245–48
Aristotle, 183
art: as method of memetic transfer, 194
articulation of human values, 27–31; as source of human freedom, 284–85; theories of justice as, 120, 314n.4
artificial intelligence, 4
artificiality, 29
autobiographical narratives, 200
autonomy: and hermeneutic power, 280
availability heuristic, 178–79, 182, 253

bandwagon effect, 84
Barrett, Michèle, 103
Barry, Marion, 254
Barthes, Roland, 217, 263
behavior: effect of memes on, 66–68, 305n.63; as explanation of shared conventions, 10–11; and narrative expectations, 213
behaviorism, 10, 186

beliefs: and cultural software, 44; as filters, 58; memes as, 44, 76–77, 308n.31; propositional, 102–3; reflexive, 82–83; survival of, 64
“Best Black” syndrome, 232
biological bricolage, 88–90
biological evolution, 48–49, 64–65, 290; analogy with cultural bricolage, 37–41; as distinguished from cultural evolution, 35–37; and memetic evolution, 48
black Americans. See African Americans bodily movement, 43; metaphors based on, 242–43
body: in Foucault, 267–68
Bourdieu, Pierre, 33–34, 186, 243, 263, 320n.7
brain structure: and memes, 45–46; uniqueness of, 5–6
Brewster, Donald, 219, 224, 225
bricolage, xi. See also biological bricolage; conceptual bricolage; cultural bricolage; metabricolage
Bruner, Jerome, 4, 185

The Care of the Self (Foucault), 283
Carter, Stephen, 232
Cassirer, Ernst, 310n.2, 3
categories: as necessary for understanding information, 18–19, 77; as nested oppositions, 234–35; and prototypes, 250–58
categorization: cognitive models of, 250–58

327
causation, problem of, 9
Chomsky, Noam, 12, 13; and innate ideas, 217, 218
Civil War, 204
class, 123, 178–80; Marxist analyses of, 133. See also Marxist theories of ideology

cognitive biases, 176, 178–79, 183
cognitive dissonance, 52, 58, 102, 175, 176–77, 184, 258, 278
cognitive mechanisms, 58, 102
cognitive models, 242–43; and categorization, 250–58; metaphoric, 243–45; metonymic, 248–49
cognitive science, 4
collective consciousness: Durkheim’s concept of, 10, 95–96, 268
collective memory, 203–4
commensalism, 62, 63, 70
communication: as factor in spread of memes, 81–82, 90–92; metaphors for, 244; and possibility of manipulation, 275; process of, 300–301n.13
comprehenson: as factor affecting survival of memes, 79–81
computer: and memetic growth, 55–57; as metaphor, 4–6, 14–17, 92–94, 134
conceptual bricolage, 92, 104
conceptual homologies, 219–21; hermeneutic function of, 221; and hierarchies, 223–26
Conjectural Beginning of Human History (Kant), 284
conventions, shared: criticism of social coordination model of, 11–12, 296–97n.21; explanations for, 10–14; memes as building blocks of, 68–72
copyright law, 47–48, 301–2n.18
creativity, 52, 163; and narrative structures, 194–96
cultural associations: ideological effect of, 216–17, 218. See also conceptual oppositions
cultural bricolage: analogy with biological evolution, 37–41; cultural software as result of, xi, 31–35; economy of, 33–34; examples of, 33; as a form of cultural evolution, 35–37, 160; and historical development, 39–40; imperfections of, 40; and memetic evolution, 72–73; and theories of evolution, 35–37; unintended effects of, 34–35
cultural constructions, 28–29

cultural evolution: attraction model of, 303n.32; and biological evolution, 35–37, 48; combining of lineages in, 52–53; Darwinian mechanism at work in, 42, 303n.32; “demand” side versus “supply” side effects in, 54; Lamarckian evolution, 35–37; memes as unit of inheritance in, 43–48, 55; and symbolic forms, 102; systematic bias in transformations required for, 53–54. See also memes cultural hegemony, 68

cultural heuristics, 180–87; narratives as, 208–9
cultural know-how, 6–7, 287; and narrative structures, 193. See also cultural software
cultural proliferation, 281–85
cultural relativism, 150–55
cultural separation, 91
cultural software: and agency, 52, 279–80, 284–85, 293–94; as alternative to power/knowledge, 272–73; ambivalent nature of, 126–29, 141, 152–53, 248; and conceptual oppositions, 218–19; as constituting human existence in history, 5–6, 17–18, 287–88; critical approach to, 130–38; cumulative development of, 32; defined, ix, 3, 6; distribution of, 96–97; economy of, 92–96, 136, 277–78; effects on behavior of, 67–68; as empowering force, 16–17, 18; endemic forms of, 61; epidemic forms of, 61; as essential to reason, 138–41, 288–94; evolution of, 5, 95–96, 286–87; as explanation for shared understandings, 13–14; of a group, 94; hermeneutic power of, 270–71, 273–76; ideological effects of, 104–5; of individuals, 93–94; as informational virus, 110; and Mannheim’s paradox, 128;
as means of cultural transmission, x–xi, 5–6; memes as building blocks of, 43–48; as metaphor, 4–6, 14–17, 92–94, 287; and power/knowledge, 269–72; power of, 274; reproduction of, 90–92; as result of bricolage, 31–35; self-referential nature of, 128–29; semiotic systems as, 217–19; survival of, 53–54; as tool, 3–4, 6–7, 14; transformations of, 53–54; values transmitted by, 27–31. See also conceptual oppositions; ideology; memes; narrative structures

cultural software, theory of: as distinguished from Foucault’s theory of power/knowledge, 272–73; and theories of cultural understanding, 7–14; as theory of historical existence, 17–18; as theory of informational existence, ix, 14–15, 287–88

cultural tools, 24–27; as expression of human values, 27–31; heuristic as, 139, 140–41; language as, 24; metaphor as, 139, 140–41; unintended uses of, 32–33; uses of, 24–26

cultural understanding: change as aspect of, 278–79; and dynamic nature of traditions, 95–96; Gadamer’s theory of, 7–10, 13, 14, 95, 313n.18; and lines of memetic descent, 88–90; tools of, 1–2, 3, 24–26, 38–39, 45, 96–97, 104, 108, 126–27, 128–29, 139–41, 286. See also cultural software; narrative structures

culture: as bricolage, xi, 31–35; cumulative power of, 5; Foucault’s view of, 267; intersubjective aspects of, 26–27; memetic development of, 142–43; philosophy of, 2–3; as system of inheritance, 43; theory of, x; transmission of, x–xi, 5–6, 43–45, 46, 47, 51, 53, 92–94, 102

Darwin, Charles, 35–37, 52
Darwinian algorithms, 290
Darwinian evolution, 35–37, 41, 42, 298n.16
Davidson, Donald, 312–13n.14
Dawkins, Richard, 43, 72
deconstruction: as theory of nested oppositions, 234–35
default characterizations, 253–54
defense mechanisms, 66, 75
Delius, Juan, 302n.22
Dennett, Daniel, 46, 47, 55, 57, 60, 90, 301n.16
Derrida, Jacques, 234, 235, 321n.22
designed objects, 37
designoid objects, 37
dharmatzedek, 163–67
dialogic encounters, 148–49
différence, 235, 321n.22
differentiation, problem of, 9–10
dikaiosuné, 165–67
discourse, 2; Foucault’s analysis of, 26–27, 267; theory of, 186
disease: as metaphor for ideology, 108–10; as metaphor for memes, 60–61
dissonance reduction, 176–77, 180, 184, 258, 278

domination: justice as consideration in, 118–20; Thompson’s definition of, 118
“double whammy,” or double penalty, 231–34, 257
Dreyfus, Hubert L., 324n.6
Durkheim, Emile, 10, 96

Eagleton, Terry, 126
ecologies: cultures as, 83–90; and memetic growth, 78–79
education, 66
ego defense, 3. See also cognitive dissonance

The Eighteenth Brumaire of Louis Bonaparte (Marx), 182, 183
Ellickson, Robert, 89
Elster, Jon, 101, 104, 107; and micro-foundations for Marxist theory, 175–80 equality, 146, 155–56
ethical values, articulation of, 29
etymology, 298n.11; cognitive modeling in, 245; as cultural software, 89; Vico’s theory of, 243. See also language evidence, rules of, 220
evolution: by natural selection, 42. See also biological evolution; cultural evolution expectations, 70. See also narrative structures

faith: memes for, 75
fallacy of composition, 179
false consciousness, 75, 116–18, 123
felons, 118–19
| Females. See women | Hermeneutic power, 261; and autonomy, 280; of cultural software, 270–71; economy of, 276–79; individuals as agents of, 279–80; mechanisms of, 273–75; susceptibility to, 277–78; subjection to, 279–85
| Festinger, Leon, 175, 176, 258 | Hero: in American mythology of the Frontier, 206
| Fish, Stanley, 135, 271, 273 | Heuristics, 3, 139, 286; cultural, 180–87; as tools of understanding, 140–41
| Fiss, Owen, 313n.1 | Hierarchies: of conceptual oppositions, 223–26
| Forms, Plato’s theory of, 144 | Hill, Anita, 197
| Foucault, Michel, 26–27, 280; on discourses of sexuality, 281; theory of power/knowledge, 261–71, 272–73, 280–81, 281–82
| Freedom of speech, 87; as issue in Zenger trial, 237; and metaphor of “marketplace of ideas,” 246 | Hispanic communities, 115
| Frontier: as myth in American culture, 205–6 | Historical existence: cultural software as theory of, 17–19, 182–83, 287–88
| Gadamer, Hans-Georg, 186, 273, 277, 311–12n.14; theory of cultural understanding, 7–10, 13, 14, 95, 313n.18; theory of tradition, 7–10, 13, 14, 263, 297 | Historicism, 167, 169–70
| Gardner, Howard, 4 | Historiography, 82
| Geertz, Clifford, 102, 123, 242; conception of ideology, 180 | History: human versus natural, 6; narrative construction of, 214–15
| Gellner, Ernest, 140 | The History of Sexuality (Foucault), 268–69, 276, 280–81
| Gender: associations, 34; conceptual oppositions applied to, 228–30; and false consciousness, 117; stereotypes of, 224–26, 233–34 | Holmes, Oliver Wendell, 240
| Genealogy: Foucault’s notion of, 266, 268, 270, 324n.6 | Holocaust, 207
| Genes, 45, 47 | Homo faber, 23
| Genetic transmission, 47 | Homologies, 3. See also conceptual homologies
| Genomes, 46 | Homosexuality: conceptual homologies applied to, 233–34
| Goffman, Erving, 191, 192 | Horkheimer, Max, 26
| Gould, Stephen Jay, 36–37, 38, 39–40, 71–72 | Human values. See values
| Grice, Paul, 192 | Husserl, Edmund, 12
| Guess, Raymond, 123 | Ideal dialogic theories, 159–60
| Ideal observer theories, 157–59 | Ideal process theories, 157–59
| Ideas: impact of context on, 87–88 | Ideological drift, 87–88
| Ideological effects, 3–4, 104–5, 110, 142; causal explanations of, 175–80, 181–82, 185; of cognitive models, 255–58; of cultural associations, 216–17; defined, 104–5; distributed through memetic transmission, 173–74; of metaphors, 245–48; of narratives, 210–11, 215; produced by language, 185 | Ideological mechanisms, 104–5, 173, 176; defined, 104–5; suppression as, 239
| Ideological power, 270–71 | Ideological thinking, 105, 107–8
| Ideology: ambivalent conception of, 3, 126–29, 280, 282; analysis of, 129–38, 145, |
149–50, 312n.14; and cognitive filters, 76; conceptions of, 3–4; contrasting definitions of, 2, 101–3; critical approach to, 130–38; cultural software and, ix, 3–7, 17–19, 61; defined, 2, 101–3; and epidemic and endemic cultural software, 61; Foucault’s view of, 262–69; functional approaches to, 103–4; and Gadamer’s theory of tradition, 7–8, 263; hegemonic conceptions of, 116; justice and, 105–6, 116–21; malfunctions in, 108–9; and Mannheim’s paradox, 125–28; Marxist theories of, 103, 107, 110, 122–23, 132; neutral conceptions of, 122–26, 180; pejorative conceptions of, 122–26, 180, 283, 295n.3; and philosophy of culture, 2–3; positive conception of, 123; power of, 110–11; role of metaphor in, 181; study of, 1–2, 285; as system of symbols and associations, 180–81; total conception of in Mannheim, 124–25; as worldview, 3. See also justice
imperialist universalism, 150–55
individualism: methodological, x, 176, 219
individuals: shared consciousness of, 10–11; uniqueness of, 4–5, 49
information: as embodied by human beings, 14–15, 287–88; filtering of, 59; processing of, 18–19, 79; storage of, 55–56, 79; as unifying concept, ix. See also cultural software
institutional authority, 85–86
institutions, 6; memes as building blocks of, 68–72; and spread of memes, 86–88
instrumental rationality, 25–26
intellectual property law, 301–2n.18
isolation: impact of on cultural transmission, 90–92
jazz, 28; pianist as human embodiment of information, 287
Jews, 50; Japanese view of, 106; prejudice against, 112; stock story of, 206–7
Jim Crow laws, 155–56
Johnson, Mark, 242, 247
Judaism: stock story of, 206–7
juries: conceptual oppositions associated with, 219–23, 224, 225, 226–27, 322n.25; and narrative structures, 197–98; nested oppositions applied to, 235–41; privileging of judges over, 230–31
justice: as basis for theory of ideology, 105–6, 111–21; conceptions of, 142–43, 163–67; and cultural relativism, 153–55; as human value, 30–31; ideal observer theories of, 158–59; ideal of, 147–48; indeterminacy of boundaries of, 146–47; metaphors of, 161–63; Muse of, 161–63; narrative structures and, 209–10; and neutral conception of ideology, 124; positive norms of, 155–57; subjects and agents of, 146–48, 166, 314n.2; transcendent ideal of, 158, 159–60, 163–67; as transcendent value, 143, 144–49; universal standards of, 150–51
Kahneman, Daniel, 175, 176, 183, 253, 258
Kant, Immanuel, 2, 35, 160; conception of reason as viewed by, 138, 284–85; concept of regulative ideals, 145; concept of transcendental subject, 12, 13; and problem of shared understandings, 12–13
Keynes, John Maynard, 84
King, Martin Luther, 87
Korean Americans, 113
Kulturkampf, 68
Lakoff, George, 242, 247, 255
Lamarck, Jean-Baptiste de Monet de, 35–37
Lamarckian evolution, 35–37
language: abilities as examples of complexes of meme, 43; as cultural tool, 24, 26; evolution of, 33, 88, 298n.11; and ideological effects, 185; impact of isolation on, 91; and memetic evolution, 55, 57. See also metaphors; metonymy
language games, 154, 186, 263
law. See judges; juries
Laws (Plato), 30
Lear, King, 24
Lee, Robert E., 204
Lenin, 123
lesbians: stereotypes of, 233–34
Lévi-Strauss, Claude, 12, 13, 24, 82, 258; concept of bricolage, 31, 270; structuralism of, 217–18, 219
Lewis, David, 11
Lewontin, Richard C., 36–37, 71–72 location, problem of, 8
Lukacs, Georg, 123
Lumsden, Charles, 65, 67
Lytard, Jean-François, 154–55

MacKinnon, Catharine, 114
McLuhan, Marshall, 79
maladaptation, 108–9 males. See men
malfunction, 108–9
manipulation, 275
Mannheim, Karl: conception of ideology, 124–28, 179
Mannheim's paradox, 125–28
markets, 37
Marx, Karl, 2, 35, 40; views of tradition of, 183
Marxism, 133
Marxist theories of ideology, 103, 107, 110, 122–23, 132; Elster's microfoundations for, 175–80; Foucault's objections to, 262–63
Mayr, Ernst, 49, 90
media analysis, 79
mediation: between conceptual oppositions, 221–23, 233
meme pool, 94, 95
memes: as building blocks of cultural software, 43–48, 174, 286–87, 300n.8; communication as factor in spread of, 90–92; competition among, 50–51, 61–64, 66–68, 75–97; cultural bricolage and architectural constraints on, 71–73; in cultural conventions, 68–72; and cultural evolution, 43–48, 303n.32; ecological factors affecting, 74, 83–90, 93; examples of, 43–44; as filters, 57–60; in institutions, 68–72, 86–88; mutation in, 51–52, 66, 90; parasitic, 65–66; as populations, 48–51; problems in transmission of, 54–57; psychological factors affecting, 74, 77–83; replication of, 54–57, 74–90, 95; substantive factors affecting, 74–77; survival of, 74–90; susceptibility to, 70–71; as symbionts, 61–68; symbols as, 47; types of, 43; variation in, 50, 51–54; as viruses, 60–61
memetic evolution, 48, 61–68, 92; and concept of justice, 142; and cultural bricolage, 71–73; through cultural communication, 109–10. See also memes memetic kinship, 68, 305n.74
memetic phenotype, 45 memomes, 46
memory: collective, 203–4; and cultural transmission, 77–78; and narrative structure, 189, 196–97; social, 203–4; as storage for memes, 50, 77–81; of stories, 54, 78
men: associations, 34; stereotypes of, 228–30, 231–32
metabricolage, xi, 175, 186–87
metaphoric models, 243–45
metaphors, 3, 181, 243; alteration of, 89; based on bodily movements, 242–43; extensions of, 33, 298n.11; ideological effects of, 245–48; of justice, 161–63; Marx's use of, 183; of self-reflection, 134; as tools of understanding, 139, 140–41, 181
metonymic models, 248–59; body as metonym for human being, 267–68; categories as, 252; examples of, 248–49; ideological effects of, 249. See also prototypes
metonymy, 3, 181, 248
mind, philosophy of, 4 modernity, 96–97
moral relativism, 315n.6
motherhood, models of, 255–57
Muse, myth of, 163
music: and articulation of aesthetic values, 28–29
mutualism, 62, 63, 70
myths: ideological effects of, 207–8; as vehicles of memory storage, 78; narrative structures as, 204–5; and spread of memes, 82
narrative structures, 3, 188–90; and autobiography, 200; and the canonical, 210–11; as cultural heuristics, 208–9; as form of memory storage, 188–90; of groups, 203–9; as heuristics, 208; and justice, 209–10; in legal contexts, 197–98; myths as transformation of, 82; as
networks of expectations, 190–91; as norms, 191–94; and personal relationships, 198–203; shared, 211–15; and the social world, 211–15; as stock stories, 194–98; transmission of, 194–95; uses of, 189
naturalness, 29
natural selection, 64; evolution by, 42; and units of cultural transmission, 61
nested oppositions, 234–35
nesting, 222–23
Nietzsche, Friedrich Wilhelm, 2, 270
nomos, 2
normative order, 166–67
norms: cultural expectations as, 191; positive, 148; narratives as, 191–94; prototypes as, 254, 255–58; transcendent, 148, 150

Objective Spirit: Hegel’s concept of, 10, 11, 268
ontology: problem of, 8, 268
oppositions. See conceptual oppositions; nested oppositions
oral cultures, 79
The Origin of Species (Darwin), 52
Other: as applied to ideological analysis, 131; as manifested in myth, 206; projection onto an, 237–38
overgeneralization, 252

panda’s thumb, 38, 72, 291
parasitism, 62, 63, 65–66, 70
Parmenides, 265
passion: and reason, 220–21, 222, 223–24, 226–27, 236–41
patriarchy, 114, 224; reinforced by conceptual oppositions, 228–30
Peirce, Charles Sanders, 315–16n.12
physis, 2
Pirke Avot, 1, 128
Plato: and justice, 30, 144, 165; theory of Forms, 144
populations: species as, 49
Poultatzas, Nicos, 264
power: Foucault’s theory of, 261–69; resistances to, 264–66. See also hermeneutic power
pragmatism, 167–69
prejudice, 114. See also ideological effects
print media, 80
problematization: in Foucault, 283–84
projection, 237
prototypes, 250–52; asymmetrical inferences from, 254; as default characterizations, 253–54; as evaluative norms, 255–58; as indicators of relative prevalence, 253; as reference points, 254
psychotherapy: and personal scripts, 201–3
Rabinow, Paul, 324n.6
race: viewed through conceptual oppositions, 216, 218
racism, 108, 113; as epidemic and endemic, 61; factors contributing to, 258; and hegemony model of ideology, 116; as manifestation of cultural knowledge, 211; as viewed by competing ideologies, 124. See also Jim Crow laws; ideological effects
rational-choice theorists, 70
Rawls, John, 316n13
Reagan, Ronald, 253
reason: as applied to cultural software, 288–94; as cultural heuristic, 138–41; evolution of, 138; idea of, 240; Kant’s view of, 138, 284–85; and memetic evolution, 288–94; reflexive nature of, 139; and passion, 220–21, 222, 223–24, 226–27, 236–41
regulative ideals, 145
religion, 75; Marx’s view of, 177–78
representations: as units of cultural transmission, 44
Republic (Plato), 30, 165
resistance, Foucault’s theory of, 264–66
rhetoric, 19; as ideological mechanism, 183; “just,” 140–41
Ricoeur, Paul: on ideology, 180–81, 318n.27
Rosen, Eleanor, 250
Rousseau, Jean-Jacques, 2
salient examples, 253
Santayana, George, 214
Schoefer, Jeanne, 229
scripts: as basis for conventional behavior, 192–93; and personal narratives, 200; and psychotherapy, 201–3. See also stock stories
Searle, John, 295–96n.6
self-consciousness: critical, 135–37
self-criticism, 134–35, 142
self-mastery, 284
self-reference, 139; problem of, 125–29, 133; and self-criticism, 129–38
semiotic analysis. See conceptual oppositions
semiotics. See rhetoric
sexuality: discourses on, 281; Foucault’s view of, 325–26n.29; problematization of, 283–84
sexual selection, 83–85
sign: deconstructive theory of, 302n.25
signals, 60
slogans, 81
Slotkin, Richard, 205
social memory, 203–4
sociology of knowledge, 132
software: as metaphor, xi–xii
spôsôbrôsê, 284
spandrels, 72–73, 291, 299n.28
speciation, 91
Sperber, Dan, 44, 86, 303n.32
stereotypes, 252; gender, 224–26, 252; of homosexuals, 233–34; patriarchal, 228–30
stock characters, 198–99
stock market, 84
stock stories, 194–98, 203–5, 213
stories: and spread of memes, 78, 81;
transformations of, 54, 307n.24. See also stock stories
structuralism, 320n.7; and conceptual oppositions, 217–19
subcategorization, 221–23
subindividual entities, x
supraindividual entities, x, 10, 12, 174
symbionts: memes as, 62, 287
symbiosis, 62
symbol, 19, 275; as meme, 47. See also metaphors; metonymic models
symbolic forms, 102, 104, 105, 111–12, 114, 186, 309n.2

Talmud, 1, 6
taste, articulation of, 28–29
Taylor, Charles, 264
technology, 6–7; benefits of, 283; changes in, 94; development of, 53, 282;
influence on daily life of, 274–75;
pejorative versus ambivalent, 282–83; as vehicle for memes, 54–56
teleology, 41
television, 80–81
Thanksgiving myth, 208
Thébaud, Jean-Loup, 154–55
Thomas, Clarence, 197
Thompson, John, 102, 104, 132, 310n.3; theory of ideology, 111–13
tools: language as, 24; as metaphor, 1–2; as necessary for making other tools, 1; of understanding, 1–2; 3, 23, 24–26, 38–39, 45, 96–97, 104, 108, 126–29, 139–40, 286
Torres, Gerald, 219, 224, 225
tort doctrines, 236
traditions: diachronic and synchronic views of, 49–50; dynamic nature of, 95–96;
Gadamer’s theory of, 7–10, 13, 14, 263, 297; institutional authority of, 85–86;
Marx’s view of, 182, 183
transcendence: of value versus of position, 157–61
transcendental arguments, 145–50
transcendental subject, 12, 13, 14
transcendent ideals, 163–67, 168
transcendent values, 144–50; and cultural relativism, 150–55; defined, 144–45;
development of, 167–68; and historicism, 169–70; as indeterminate standard, 151;
justice as, 143, 144–45; love as, 314n.1; and positive norms, 148, 155–57; and pragmatism, 167–69; solidarity as, 313–14n.1; truth as, 143, 144–45
transformation, problem of, 9–10
transmission, problem of, 9, 10
truth: adversarial view of, 246–47; and ideology, 126; Foucault’s view of, 264, 280; transcendent ideal of, 146, 147, 149; as transcendent value, 143, 144–49
Turner, Stephen, 8, 9
Tversky, Amos, 175, 176, 183, 253, 258
unconscious: universal structures of, 12, 217–19
understanding. See cultural understanding
The Uses of Pleasure (Foucault), 283–84
values: cultural tools used to express, 27–31. See also articulation of human values;
transcendent values
Vico, Giambattista, 2, 6, 34–35, 243
viruses: memes as, 60–61, 287
war: as metaphor for rational argument, 245–47
Washington, George, 255
Weber, Max, 281, 282
Wilson, Edward O., 65, 67
wistful thinking, 176–77, 178, 310 n. 16
Wittgenstein, Ludwig, 33, 186, 250, 263
women: associations, 34; stereotypes of, 224–26, 231–32
Wong, David B., 315 n. 6
writing: invention of, 78
written cultures, 79
yin and yang, 234
Zeitgeist, 95, 96; as effect of cultural software, 276
Zenger trial, 236–38
Zeno, 266