

CULTURAL
SOFTWARE

A THEORY OF IDEOLOGY

J. M. B A L K I N



Yale University Press *New Haven & London*

Published with assistance from the Louis Stern Memorial Fund.

Copyright © 1998 by Yale University.

All rights reserved.

This book may not be reproduced, in whole or in part, including illustrations, in any form (beyond that copying permitted by Sections 107 and 108 of the U.S. Copyright Law and except by reviewers for the public press), without written permission from the publishers.

Set in Janson Roman by Rainsford Type, Danbury, Connecticut.

Printed in the United States of America

Library of Congress Cataloging-in-Publication Data

Balkin, J. M.

Cultural software : a theory of ideology / J.M. Balkin.

p. cm.

Includes bibliographical references (p.) and index.

ISBN 0-300-07288-0 (cloth : alk. paper)

ISBN 0-300-08450-1 (pbk. : alk. paper)

1. Ideology. 2. Culture. 3. Social values. 4. Justice.

I. Title.

B823.3.B25 1998

140—dc21

97-37011

A catalogue record for this book is available from the British Library.

The paper in this book meets the guidelines for permanence and durability of the Committee on Production Guidelines for Book Longevity of the Council on Library Resources.

10 9 8 7 6 5 4 3 2

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: metaphoric 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, Michéle, 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
Bible: story of Exodus, 206–7, 319n.23;
 story of Joseph, 81, 307n.24
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;
 metabrilage
Bruner, Jerome, 4, 185

The Care of the Self (Foucault), 283
Carter, Stephen, 232
Cassirer, Ernst, 310nn.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

- 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
- comprehension: 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
- conceptual oppositions, 216; clusters of, 223–26; compared with cognitive models, 245, 257–58; hierarchies of, 223–30; and human freedom, 52, 279–80, 284–85, 293–94; judge and jury as, 219–23, 224, 322n.25; mediations between, 221–23; memetic approach to, 218–19; nested, 222–23, 234–35; privileging of elements of, 230–34; and structuralism, 217–19; subcategorization within, 222; suppression and projection in, 235–41
- 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
- différance*, 235, 321n.22
- differentiation, problem of, 9–10
- dikaïosunē*, 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
- Festinger, Leon, 175, 176, 258
- Fish, Stanley, 135, 271, 273
- Fiss, Owen, 313n.1
- Forms, Plato's theory of, 144
- 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
- frontier: as myth in American culture, 205–6
- 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
- Gardner, Howard, 4
- Geertz, Clifford, 102, 123, 242; conception
of ideology, 180
- Gellner, Ernest, 140
- gender: associations, 34; conceptual
oppositions applied to, 228–30; and false
consciousness, 117; stereotypes of, 224–
26, 233–34
- genealogy: Foucault's notion of, 266, 268,
270, 324n.6
- genes, 45, 47
- genetic transmission, 47
- genomes, 46
- Goffman, Erving, 191, 192
- Gould, Stephen Jay, 36–37, 38, 39–40, 71–
72
- Grice, Paul, 192
- Guess, Raymond, 123
- Habermas, Jürgen, 8, 160, 314n.4
- habitus, theory of, 243
- Hamlet* (Shakespeare): pigeon immune to
memes contained in, 55, 196
- hardware: rejection of concept of
biological, 4–5
- Harlan, John, 87
- Harman, Gilbert, 315n.6
- Hegel, G. W. F., 2, 10, 11, 24, 35
- hegemony: and false consciousness, 116–18
- Heidegger, Martin, 281
- Heraclitus, 18
- hermeneutic conformation, 132
- hermeneutic co-optation, 132, 313n.18
- 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
- hero: in American mythology of the
Frontier, 206
- heuristics, 3, 139, 286; cultural, 180–87; as
tools of understanding, 140–41
- hierarchies: of conceptual oppositions, 223–26
Hill, Anita, 197
- Hispanic communities, 115
- historical existence: cultural software as
theory of, 17–19, 182–83, 287–88
- historicism, 167, 169–70
- historiography, 82
- history: human versus natural, 6; narrative
construction of, 214–15
- The History of Sexuality* (Foucault), 268–69,
276, 280–81
- Holmes, Oliver Wendell, 240
- Holocaust, 207
- homo faber*, 23
- homologies, 3. *See also* conceptual
homologies
- homosexuality: conceptual homologies
applied to, 233–34
- Horkheimer, Max, 26
- human values. *See* values
- Husserl, Edmund, 12
- 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
- judges: conceptual oppositions associated with, 219–23, 224, 225, 226–27; nested oppositions applied to, 235–41; privileging of over juries, 230–31
- 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 J., 65, 67
- Lyotard, 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 micro-foundations 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
- mememes, 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
- Poulantzas, 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, 316n.13
- 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
- Rosch, Eleanor, 250
- Rousseau, Jean-Jacques, 2
- salient examples, 253
- Santayana, George, 214
- Schroeder, 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
sōphrosynē, 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
- wishful thinking, 176–77, 178, 310n.16
- Wittgenstein, Ludwig, 33, 186, 250, 263
- women: associations, 34; stereotypes of, 224–26, 231–32
- Wong, David B., 315n.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