The Dynamics of Network Self-Conception in Populations and Crowds

Mark Turner

http://markturner.org
What is a population or a crowd?
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The nature and workings of a human population or a crowd depends upon their joint idea of themselves.
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- Their idea of themselves depends upon
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Their idea of themselves depends upon The Ground.
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The Ground
Joint Attention
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The nature and workings of a human population or a crowd depends upon their joint idea of themselves.

Their idea of themselves depends upon
- The Ground
- Joint Attention
- Communication
The Ground
"the speech event, its setting, and its participants" (Langacker 1985:113)
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Speaker
"the speech event, its setting, and its participants" (Langacker 1985:113)

The Ground

Speaker

Hearer
"the speech event, its setting, and its participants" (Langacker 1985:113)

Speaker

Hearer

Time of the speech event

"the speech event, its setting, and its participants" (Langacker 1985:113)


The Ground

- Speaker
- Hearer
- Time of the speech event
- Location or site of the speech event
Self & Other ↔
Joint Attention
Time & Space

Joint Attention
Time & Space
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Joint Attention
Joint Attention
Joint Attention

Multimodal constructions to manage and conduct joint attention
Joint Attention

Multimodal constructions to manage and conduct joint attention

e.g., Pointing, gaze direction, eye contact
Joint Attention

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- e.g., Pointing, gaze direction, eye contact
- “Here,” “Now,” “You,” and other deictics
Joint Attention

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Big ideas: Blended Joint Attention
Joint Attention

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“Here,” “Now,” “You,” and other deictics

Big ideas: Blended Joint Attention

General address: Posters, Large & Indeterminate Audiences
I WANT YOU FOR U.S. ARMY
NEAREST RECRUITING STATION
you . . . you
(You) join
Today!

When you ride ALONE
you ride with Hitler!

Join a Car-Sharing Club TODAY!
You won’t part with yours either
Self & Other in “An Inconvenient Truth”

“An Inconvenient Truth” is the film version of Al Gore’s slide-show presentation on global warming. Close to the end, Gore shows a picture of the Earth as a what he calls a “pale blue dot.” The Earth is a single pixel on a huge cosmological screen, difficult even to pick out when he points at it. The picture was taken from a distance in space of 4 billion miles. Gore says, “Everything that has ever happened in all of human history has happened on that dot. All the triumphs and tragedies, all the wars and all the famines, all the major advances. That is what is at stake—our ability to live on planet Earth, to have a future as a civilization.”

And then he concludes the film with this blend: “Future generations may well have occasion to ask themselves, 'What were our parents thinking? Why didn’t they wake up when they had the chance?’ We have to hear that question from them now.”
Pale Blue Dot
Self & Other in
“An Inconvenient Truth”

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General address: Posters, Large & Indeterminate Audiences

Telephone, Writing, Personal letters
Joint Attention

Multimodal constructions to manage and conduct joint attention

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Big ideas: Blended Joint Attention

General address: Posters, Large & Indeterminate Audiences

- Telephone, Writing, Personal letters
- Television Network News

Friday, September 7, 12
Big ideas: Blended Joint Attention
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Telephone, Writing, Personal letters
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Telephone, Writing, Personal letters

Television Network News
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Telephone, Writing, Personal letters

Television Network News

Employees of TV network
Big ideas: Blended Joint Attention

Telephone, Writing, Personal letters

Television Network News

Employees of TV network

Lots of technology
Big ideas: Blended Joint Attention

Telephone, Writing, Personal letters

Television Network News

Employees of TV network

Lots of technology

Lots of events, people, places, times

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Constructions

Blended Joint Attention: TV network News
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Constructions

Blended Joint Attention: TV network News
"Hi, there, everybody. Welcome." — Campbell Brown in the CNN Election Center, Tuesday, August 12, 2008 at 5:00pm PDT.

"Welcome back. A quick update for you." — Tamron Hall, MSNBC News Live, Monday, December 12, 2011 at 11:00 am PST

"That's it for us here at 6 o'clock. Hope to see you at 11 o'clock tonight. Until then, have a great evening." — Chuck Henry, KNBC Channel 4 News, Tuesday, December 13, 2011 at 6:00 pm PST

“Look at the glass that is scattered across that entire plaza.” — Martha MacCallum, Fox News America Live, 22 July 2011, at 10:000am PST.
Where is “the Ground” in something like this?

Joining me now, Scott Rasmussen, president of rasmussenreports.com and author of The People's Money. Also, Chris Stirewalt, our Fox News digital politics editor and host of "Power Play" on foxnews.com. Alright, guys, thank you both so much for being here. So, Scott, . . .
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“As we welcome you all back to The Early Show.”

Recorded. “back”?  
http://tvnews.library.ucla.edu//video,389e97e0-be6e-11dc-90c6-4b46eb45e7b3,38
“As we welcome you all back to The Early Show.”

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“You’ve heard the news”
“You’ve heard the news”
“You saw the story unfolding live”
“You saw the story unfolding live”

http://tvnews.library.ucla.edu//video,e166b5ec-f2d4-11dd-8483-00e0815ffae2,3330
The Ground as a Dynamic Set of Compressions

Here, There
This, That
I, You
Now, Then
The Ground as a Dynamic Set of Compressions

Here, There
This, That
I, You
Now, Then
The Ground as a Dynamic Set of Compressions
Similar sarcasm & axiology from ideological pseudo-anchors
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Everybody knows the network

Hey, Dave 0:15, 0:55. #1: 3:15. Thank you very much, Mrs. O. Thanks for taking your time 3:38-3:42
Everybody knows the network

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The Dynamics of Network Self-Conception

Constituting the idea of the population or the crowd so as to influence its operation
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“Constructions” for influencing conception
The Dynamics of Network Self-Conception

Constituting the idea of the population or the crowd so as to influence its operation

“Constructions” for influencing conception

The establishment of “frames” for influencing conception
The Dynamics of Network Self-Conception

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The pace and flow of this influence in time and space
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Constituting the idea of the population or the crowd so as to influence its operation

“Constructions” for influencing conception

The establishment of “frames” for influencing conception

The pace and flow of this influence in time and space

Feedback and embrace
The Dynamics of Big Self-Conception

- Frame blending
- Compressions over time, space, causation, and agency
- The pairing of these blends and compressions with multimodal communicative expressions
The Dynamics of Big Self-Conception by Populations and Crowds

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