

Contents

Foreword	7
-----------------------	---

Part I: Towards a Cura Publica

Chapter 1: Introducing Pharmacology	11
1.1 The digital onslaught: some basic considerations	11
1.2 Metaphors / analogies / comparisons: approaches to the concept of “pharmacology”	15
Chapter 2: Pharmacology on the Threshold of Modernity: Rousseau .	25
2.1 Illness as social pathology	25
2.2 Rousseau and the genesis of modern self-medication	31
2.3 Homeopathic self-medication: self-education through writing?	37
2.4 Culture as a homeopathic remedy: civic education through the theater?	41
2.5 The limits of homeopathy in Rousseau	46
Chapter 3: Digital Pharmacology: Stiegler	51
3.1 Going beyond Rousseau with Rousseau	51
3.2 Digital Grammatization I or: from the ‘reading brain’ to the ‘twitter brain’	57
3.3 Digital Grammatization II or: friendship in the ‘digital anthill’	60
3.4 Digital Grammatization III or: the alphabetization of image consciousness	63

Chapter 4: Exploring the Limits of Pharmacology	67
4.1 Homeopathic, allopathic, and heteropathic pharmacology	67
4.2 How to do political pharmacology: 'liberal' or 'republican'	70
4.3 The toolbox of digital pharmacology	72
4.4 A community of learning citizens: towards a cura publica.....	80

Part II: An Interview with Bernard Stiegler

Bernard Stiegler: Elements of Pharmacology

An interview with Felix Heidenreich and Florian Weber-Stein	85
Concept, analogy, metaphor, art	85
No ontology of <i>pharmaka</i> , but savoir-faire	91
The subject of pharmacology: auto-therapy	95
The writing self and the digital self	98
A school of pharmacology	111

Bibliography	117
Works by Bernard Stiegler	117
Other cited works	118