

Glossary

Actor: any creature or thing that changes its own state or that of another creature or thing.

Blended space: a mental space in which an actor consciously or subconsciously assembles elements of different inputs into new, emergent meanings through a process of conceptual blending.

Capitalism: an economic arrangement in which the means of production are owned privately and are worked by wage labourers, and in which goods and services are traded for profit in competitive markets, using a commonly accepted medium of exchange and following the logic of supply and demand.

Censorship: any authoritative act that intentionally influences the production, release, or circulation of information, based on a claim to protect the public interest.

Complexity: any system of interlinking components that exhibits non-trivial adaptive, emergent, and self-organising behaviours.

Conceptual blending: the complex mental process of creating new meanings out of different inputs by selectively recombining elements from the inputs in line with certain frames.

Context: the span of traceable interactions within a network.

Cultural governance: the process of indirectly regulating society by regulating culture, that is: any authoritative action that aims to manage the symbolic and discursive context within which a political issue is situated.

Cute nationalism: a seemingly inoffensive symbolic representation of the nation that suggests benevolence and innocence and that lends itself to being filled with meanings and emotional attachments from a broad range of audiences.

Discourse: communication practices that systematically construct our knowledge of reality as commonly accepted truths.

Emotional governance: the process of indirectly regulating society by inviting or prompting actors to invest themselves emotionally in certain governing principles, that is any authoritative action that aims

to manage the emotional context within which a political issue is situated.

Entrainment: the process of heightening emotions by synchronising one's behaviour with others.

Frame: any principle that structures and calibrates networks of meaning during conceptual blending processes.

Framing: using sets of signs to force a particular code onto a communication process, thereby guiding the perception, understanding, or interpretation of the communicated information.

Generic space: a mental space in which an actor consciously or subconsciously compares elements of different inputs during the process of conceptual blending.

Governance: any attempt to govern by reaching beyond the level of the state and including private institutions and actors in the process, usually in ways that redefine the governing process in terms of allegedly cost-effective and efficient market exchanges.

Ideology: a system of mental concepts, their values, and their relations that a person or group sets forth as an explanation of and normative guide to the human condition. Ideology can be viewed neutrally, negatively, or positively: neutrally, ideology refers to any framework of thought; negatively, it refers to a collective false conscience maintained by powerful elites to obscure systems of oppression; positively, it refers to sets of ideas that empower the holder to recognise their own interests.

Imagined community: any group of human beings with a common belief in a collective purpose, culture, history, or ancestry, in which some members do not maintain direct personal ties with each other.

Information: any piece of data to which a sentient being has attributed meaning.

Input space: a mental space that serves as an input to an actor's process of conceptual blending.

Interaction ritual chain: a series of interpersonal encounters in which actors create self-reinforcing feedback loops of meaning-making and emotional investment through their mutual focus on shared symbolic resources and processes of entrainment.

Large-scale event: an organised occasion for a large number of actors to witness and/or engage in chains of ritual interactions.

Mass event: a large-scale event designed and staged to attract mass participation by mobilising modern subjects as citizens and/or consumers.

Media ecology: the complex systems of people, hardware, and software that create and spread discourse in various media, according to the logic inherent in the system and its institutions.

Media event: a mass event in which organisers rely on modern broadcasting technologies to relay the proceedings to wider audiences at a previously announced moment in time.

Medium: the container or conduit through which actors transmit or store data or information.

Modernity: a set of human actions and cognitive frameworks that have emerged in Europe during the late middle ages and that actors across the world have since adopted to radically restructure their worlds across increasingly interconnected economic, environmental, political, social, and ideational domains.

Multi-modal communication: communication that combines different levels of symbolic representation to relay its messages, for instance by stacking both visual and acoustic signs in the service of the same communication process.

Nation: any group of people who imagine themselves as a territorially bound community, based on a belief in a collective purpose, shared history, culture, language, and/or ethnic ancestry, and aspiring to maintain or establish political autonomy (i.e., a nation-state).

Nation-state: any state that claims political autonomy in the name of a nation.

Nationalism: the sentiment and cognitive framework in which the nation features as a major element of personal identity and as the primary locus of political organisation.

Neoliberalism: an ideology that emphasises personal responsibility, efficiency, private property rights, and the presumed ability of allegedly unregulated, competitive markets to bring about the best in self-interested individuals.

Neoliberal policies: a set of often intrusive regulations grounded in neoliberalism, theoretically aimed at deregulating economic processes, establishing (global) free trade, and making social interactions more efficient by promoting austerity, privatisation, and a nominally *laissez-faire* approach to the economy; in practice, a set of measures that strategically concentrate wealth in the hands of a few through uneven

fiscal policy, invasive audit cultures, expansive bureaucratisation, and draconic state-backed violence when private ownership rights are in question.

Network: a system of interconnected actors or things, each represented as a node and connected to other network elements through links.

Network society: a set of diverse actors, such as states, enterprises, and non-governmental organisations, which pursue their agendas within advanced communication and information networks.

Networked spectacle: an elaborate mass event, designed to be aesthetically striking, during which actors use switching power and programming power to reconfigure organisational and ideational networks in the service of their respective political projects.

Nexus: a node or cluster of nodes that connects several sub-networks within a larger network.

Node: an actor in a network.

Parasocial relation: an imagined social relationship that generates an emotional bond in the absence of reciprocal, interpersonal exchanges.

Pathos formula: a trope meant to trigger a specific emotional response.

Priming: the act of anchoring meanings, associations, and emotions through continuous exposure to certain signs.

Programming power: the ability to set the values of a network by infusing it with specific discourse.

Propaganda: intentional communicative action explicitly meant to relay the position of a political actor.

Ritual: a group activity in which members generate a shared reality that invites attachment to the group and its ideology through emotional entrainment and the collective production of symbolic resources.

Securitisation: the construction of issues as existential threats that require emergency measures that take place outside the sphere of established rules.

Sign: something that stands for or points to something else.

Society: disparate sets of highly contextual networks that actors construct through their recurring inter-subjective activities.

Spectacle: an event or scene that spectators find striking due to the elaborate, often multi-modal aesthetics. Here: a staged event intentionally designed to have such an effect.

State: a formal set of political institutions that regulates human behaviour within a given territory through recourse to a monopoly on violence.

Switching power: the ability to establish or interrupt links within a network.

Synecdoche: a rhetorical device that suggests that a part stands for the whole or vice versa.

Technology: any systematic, practical application of human knowledge.

Tifa: Chinese political watch words that flag a specific ideological frame for making sense of politics.

Trope: a recurring pattern of signs that, based on a previously established and social convention, is connected to a specific meaning.

Watch sign: a visual trope that flags a specific ideological frame for making sense of politics.

