



Cultural Practices Enhancing Communication

Data storage is a massive problem, due primarily to the flash-drives or Blue-ray disks short lifespan, and the strict storage-condition requirements. During the brief interview at the *Colbert Show*, George Church--the Genetics Professor at the Harvard Medical School, described his alternative solution to the memory storage problem by introducing an artifact, capable of storing large datasets for extended lifetime.

Inspired by the idea, I analyzed the conversation between Church and Colbert when the artifact was introduced to the audience: the distribution of time and space, the role of the artifact, and the body language generating curiosity and excitement in the audience.

The humorous form of opening up an interview is a well know and powerful norm, integrated as a pragmatic action in the public-speakers community. Such effective norm, exerted by Colbert made the audience more relaxed, perceptive, and persuadable to the message Church was about to disclose (Big Fish Presentations, 2012).

Church communicated the benefits of his revolutionary innovative-data storage on DNA, by incorporating hand gestures, elevated intonation, power-symbolizing body-language, face expressions, and the imagery of the artifact. Such dialog resulted in increased engagement among people and the environment. The epistemic engineering promoted the cognitive workload to be expanded over broader in-studio and at-home audience, and to be retained for extended duration due to visual sensory inputs. The purpose of the artifact-the visual **piece of paper with a dot contacting 70 billion book copies**, was to enhance & aid cognition & systematically create spacial structure.



Thinking ahead, we might foresee future generations where biological storage is the solution to the current memory storage limitation. The opportunistic use of space and material structure could potentially liberate technology and the DNA innovation to potentially benefit human posterity.

