



Christophe Rigon / Soto² - Scybernethician @ki_cog

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[The "New" Sophistry]

A short critique of the more and more generalized confusing and blurring technoscientific mentality, as an excessive empirical polarization of the scientific episteme, leading to a dangerous rhetorical, normative & operational/instrumental *sophistry*.



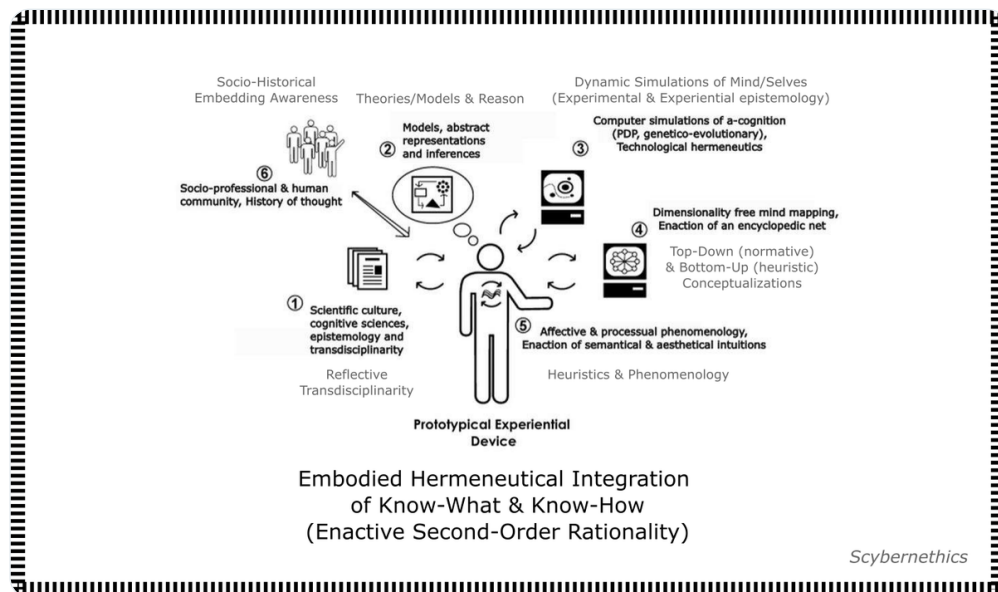
Aristotle, wake up, they have gone mad (again), but this time because you succeed too much with your normative "excluded third", confusing institutional collective deontology and private ethics. And Descartes was a *philosopher*, not a scientist:

"Thus my intention here is not to teach the method that each person must follow to conduct his reason well, but only to show in what way I have tried to conduct mine."

- Descartes, Discourse on the Method.

And what was Descartes' way? Disciplined introspection, rational self-reflection about his own cognition, leading first to an *inspirational* expression, not a normative polarized one.

But in the 17th c. he didn't have the sciences & technologies of cognition, like us today...



Isn't it, in accordance with Varela's and all the second cybernetics and enactive endeavor, and also with the more institutional "neurophenomenology", what *generative enaction* should be about?!

Inspirational/bottom-up, more than normative/top-down. Heuristic and hermeneutic.

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