**De Certeau**

De Certeau’s discussion of strategy and tactics appears initially as a way by which he differentiates the behavior of dominant producer institutions and the consumers live within the confines outlined by said institutions. Of note is not the distinction between the two modes of thought, but rather that both are described in terms of actions; the producer imposes its structure upon the consumer, be it through colonization or words printed on a page, and the consumer, wittingly or otherwise, asserts itself within those boundaries by acting in ways unforeseen by the structure’s creator. At one point, however, De Certeau turns from social constructs and uses the “tricks and imitations of plants and fishes” as an example of tactics in practice. Barring perhaps belief in intelligent design, many such organisms’ characteristics are not considered learned or even behavioral, particularly in the case of plants—the Cyprus bee orchid cannot choose to resemble a bee any more than a male clownfish can choose to become female. If the definition of tactics includes responses the consumer cannot control, is there a substantive difference between De Certeau’s definition of consumption and tactics?

* Is consumption as De Certeau describes it a natural response to being in a weaker position with relation to others, or is it a concerted effort at deflecting the power imposed by dominant entities?
  + The language used to describe it with regard to colonization makes it sound deliberate; “the strength of their difference lay in procedures of ‘consumption’” (De Certeau, xiii)
  + However, continued discussion of the consumer brings one to the idea that the consumer produces something similar to a ‘wandering line’ that is both “unforeseeable” and “partly unreadable”. In this, they appear unintended consequences of a difference in mode of thought from the dominant narrative.
  + Similarly, the discussion of strategies and tactics makes the latter seem calculated: “I call a ‘tactic’, on the other hand, a calculus which cannot count on a ‘proper’ (a spatial or institutional localization)” (De Certeau, xix)
  + It seems as though the tactics introduce random, or as De Certeau phrases it, Brownian, motion, but the distinction to note here is that it never explicitly says that the tactics themselves are random or unintentional.
  + The issue of tactics versus strategy then takes a slight turn away from social constructions to “tricks and imitations of plants and fishes” (De Certeau, xx). Barring belief in intelligent design, many of these organisms’ adaptations are not considered learned behaviors, particularly in the case of plants; a cassava plant does not choose to attract wasps to rid itself of parasites, just as the Cyprus bee orchid does not consciously decide to resemble its pollinator.
  + Perhaps the idea of tactics is like that of natural selection; those that do not make use of them do not adapt within the system to which they are entrapped, and so die off.
  + With regard to reading, consumption seems natural.
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