

Similar to last week's reading on the concept of panopticon, *Postscript on the Societies of Control* explains the idea behind how revolutionary technological advances have historically seized control of humanity's ways of living. In an attempt to support his argument, Deleuze brings in the idea of 'dividuals'. Dividuals, in essence, are individuals paired with mass. By mass, Deleuze means the data that an individual holds. In relation to his idea behind a controlled society, Deleuze argues that a society where technological innovations have taken control inevitably transforms individuals into dividuals.

*Postscript on the Societies of Control* is similar to Foucault's ideas on control in that both ideas behind Foucault and Deleuze require one constant factor to achieve their ideological goals: control. What is different between Foucault and Deleuze's ideas behind a controlled society is that Foucault asks discipline to be the primary source of control while Deleuze asks that technological advances (machines) be the primary source of control.

Deleuze's arguments make sense and are quite fascinating to apply when considering he died right before computers started becoming a big part of this technology driven modern world.