INSCRIPTIONS

FOR CONVINCING AND CONVERTING ALLIES

EXCERPTED FROM "VISUALIZATION AND COGNITION: DRAWING THINGS TOGETHER" BY BRUNO LATOUR, 1985

COMIC BY BRET VICTOR, SEPT 2014

Who will win in an agonistic encounter If you wish to go out of your way tween two authors, and between them come back heavily equipped so nd all the others they need to build up a force others to go out of their ways

Answer: **the one able to muster on the** spot the largest number of well aligned You have to go and to come b and faithful allies. This definition of victory "things" — evidence — if your move ommon to war, politics, law, and, I shall $\,$ not to be wasted. But the "things" $\mathbb I$ w show, to science and technology. to be able to withstand the return t

nust concentrate on those aspects th n the mustering, the presentation, the Further requirements: the "things crease, the effective alignment or gathered and displaced have to uring the fidelity of new allies.

need, in other words, to look at the wa hich someone convinces someone else 🔰 In sum, you have to invent objects w ake up a statement, to pass it along, to have the properties of being **mobi**l uthor's ownership and originality. **and combinable with one another**

main problem to solve is that mobilization.

presentable all at once to those you vince and who did not go the

more of a fact, and to recognize the also *immutable, presentable, reada*

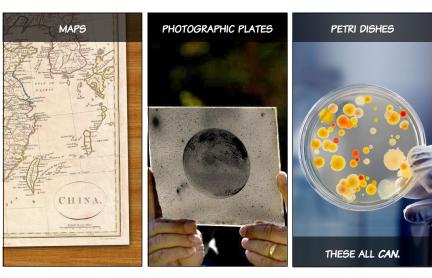
e summarize why it is so important for Brahe, Boyle, Pasteur or Guillem **two-dimensional inscriptions** instead of the sky, the air, health, or the brain? can they do with the first, that you cannot do with the second? Let us list a few of t advantages of the "paper-work" ——

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INSCRIPTIONS ARE MOBILE.



NONE OF THESE CAN MOVE. HOWEVER -



INSCRIPTIONS ARE IMMUTABLE WHEN THEY MOVE, OR AT LEAST EVERY ATTEMPT IS MADE



EVEN EXPLODING STARS ARE KEPT ON GRAPH PAPERS IN EACH PHASE OF THEIR EXPLOSION.

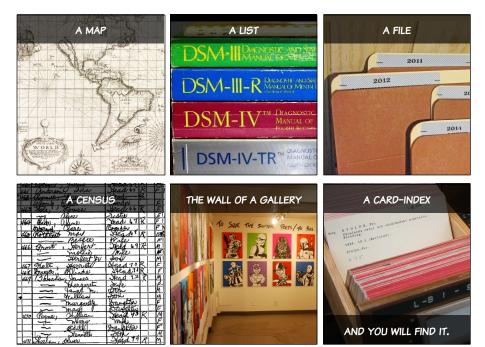
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FLAT

INSCRIPTIONS ARE MADE FLAT.



IN POLITICS AS IN SCIENCE, WHEN SOMEONE IS SAID TO "MASTER" A QUESTION OR "DOMINATE" A SUBJECT, YOU SHOULD LOOK FOR THE FLAT SURFACE THAT ENABLES MASTERY -



The *scale* of the inscriptions may be *modified* at will, without any change in their internal proportions. No matter what the (reconstructed) size of the phenomena, they all end up being studied only when they reach the *same average size*.

INTERNATIONAL TRADE IS NEVER

MUCH BIGGER THAN MESONS



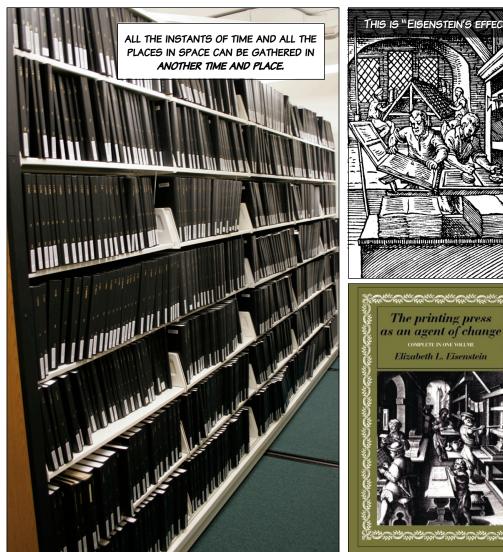
THE "SUPERIORITY" OF SCIENTISTS AND ENGINEERS.



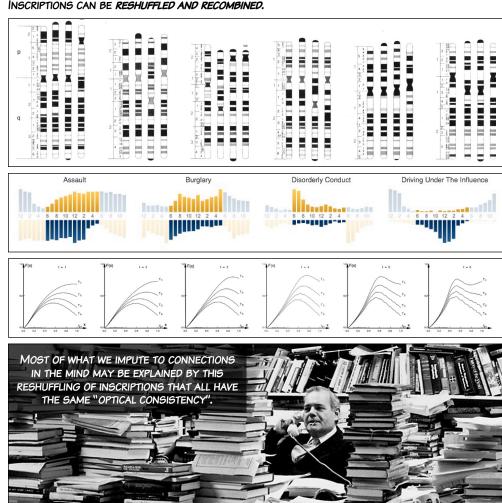
THIS TRIVIAL CHANGE OF SCALE SEEMS INNOCUOUS ENOUGH, BUT IT IS THE CAUSE OF MOST OF



INSCRIPTIONS CAN BE REPRODUCED AND SPREAD AT LITTLE COST.

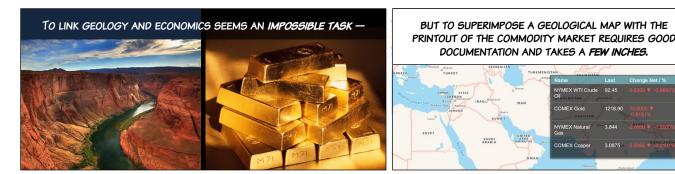


INSCRIPTIONS CAN BE RESHUFFLED AND RECOMBINED.

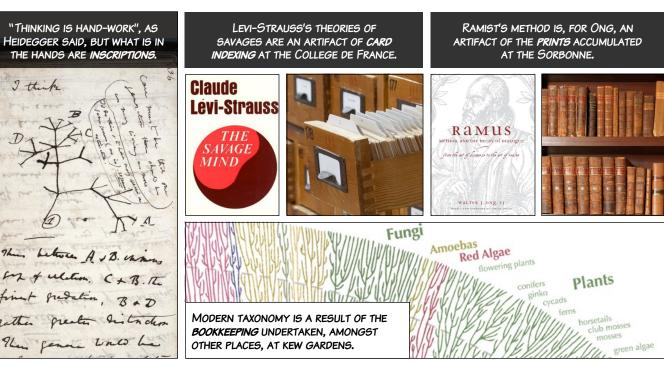


SUPERIMPOSABLE

ONE ASPECT OF THESE RECOMBINATIONS IS THAT IT IS POSSIBLE TO SUPERIMPOSE IMAGES OF TOTALLY DIFFERENT ORIGINS AND SCALES

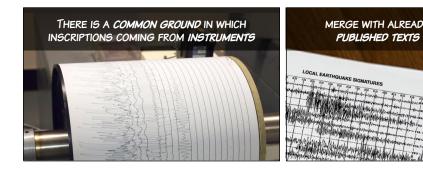


10ST OF WHAT WE CALL "STRUCTURE", ' , "THEORY", AND "ABSTRACTION" ARE CONSEQUENCES OF THESE SUPERIMPOSITION

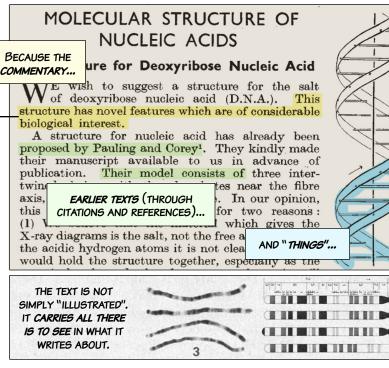


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A MOST IMPORTANT ADVANTAGE IS THAT THE INSCRIPTION CAN, AFTER ONLY LITTLE CLEANING UP, BE MADE PART OF A WRITTEN TEXT.



A LABORATORY MAY BE DEFINED AS THE UNIQUE PLACE WHERE A TEXT IS MADE





AND WITH NEW TEXTS IN DRAFT.



O COMMENT ON THINGS WHICH ARE ALL PRESENT IN



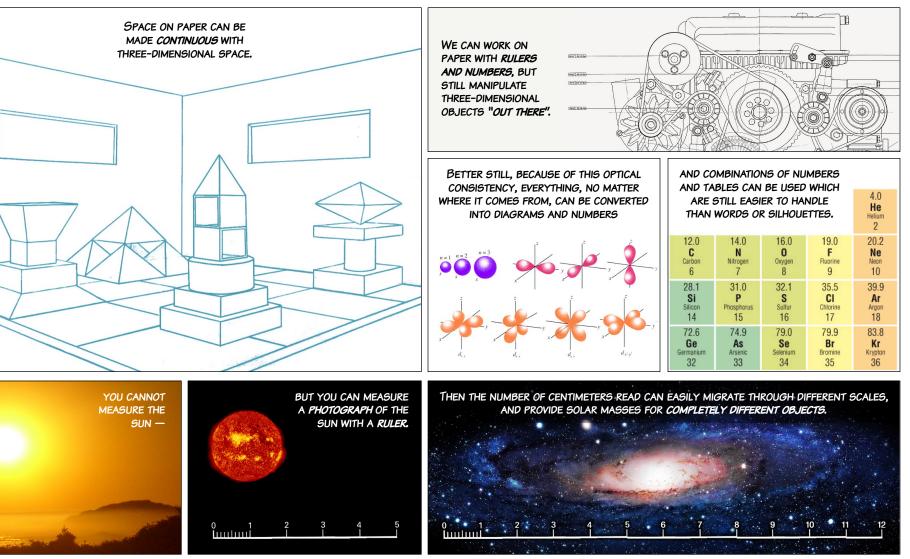


HAVE THE SAME OPTICAL CONSISTENCY, AN EXTRAORDINARY DEGREE OF CERTAINTY IS ACHIEVED BY WRITING AND READING THESE ARTICLES.

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LABORATORY, THE TEX			
AND THE SPECTACLE C			
THE WORLD END UP HAV	THE D		
THE SAME CHARACTER			111

GEOMETRIC

BUT THE LAST ADVANTAGE IS THE GREATEST — THE TWO-DIMENSIONAL CHARACTER OF INSCRIPTIONS ALLOW THEM TO MERGE WITH GEOMETRY.



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