

# **THE EXPERTS:**

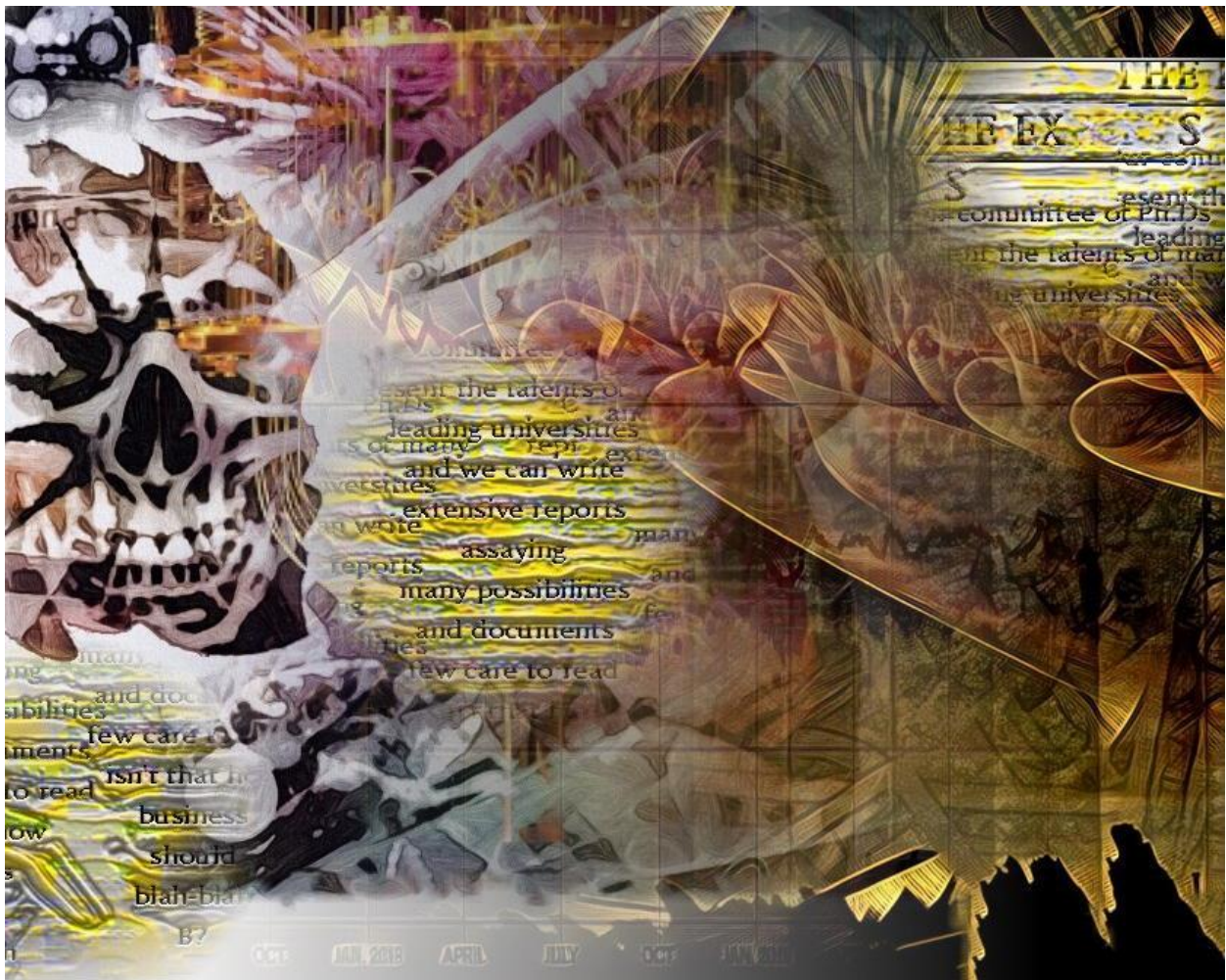
An Examination of Rhetorical Power and Social Position

**Our committee of Ph.Ds  
represent the talents of many universities  
& we have written extensively  
producing documents on the fly  
algorithmically combined to maximize  
ratings so our viewership stays high.**

**As contemporary reincarnations of Aristophanes  
with computer-predictive NLP  
for the right amount of money  
& a sufficient amount of time  
we can twist public discourse  
in ways the hegemon of this age  
consider optimal at any stage.**

**Cambridge Analytica, Civis Analytics,  
Optimus, and Clarity Campaigns,  
reinvent themselves yet again  
& as chameleons of public opinion  
blow their magic flutes  
producing info-entertainment  
for the docile who view without  
knowing how they're  
manipulated to consume.**

**Endogenous opioid peptide levels  
within acceptable parameters:  
oxytocin levels at  $2.55(\pm 0.04)$ ,  
while serotonin currently flat.  
Reduce enkephalinase inhibitors  
by -0.12 please, then slice  
some factoids that will leave  
just enough neurons intact.**



*Liao:* The whole notion of "expert" merits deconstruction.

*Satoru:* Experts are simply those who take the time to ask insightful questions and sift through information critically.

*Melissa:* Hmm. There's something political about the whole process: perhaps experts are whoever those in power appoint to ritually reach specific foregone conclusions?

*Tim:* Experts are like priests – they add a level of ritual credence to things.

**- T Newfields**

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