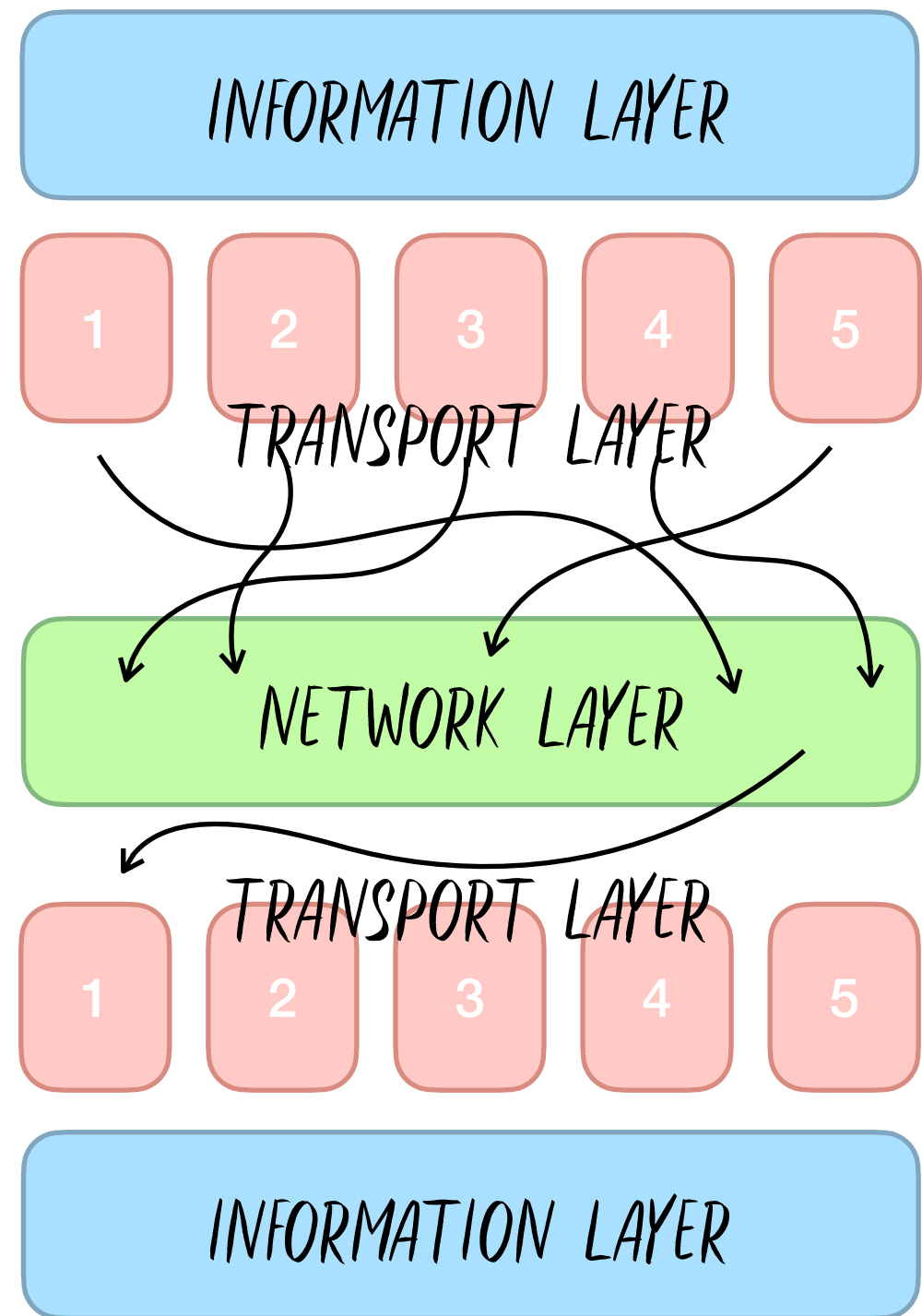


Folk Ideas

**Folk Discourse as
Transport Layer
for Ideas**
(Whatever Those Are)



Transport Layer

- In a computer network the transport layer is a series of protocols that break human-readable information on one end of a transmission into chunks that can be ported over a network and re-assembled into human-readable information on the other end: the chunks contain both the address of where they need to go and directions for assembly. (They can be sent over the network out of order, proceed by different paths, and/or arrive out of order.)
- This same process is not unlike the performance theory concept of textuality, wherein a text is embedded in a context, **contextualized**, transported to a mind of another through **decontextualization**, wherein it resides as an **entextualized** mentifact.
- The nature and status of these mentifacts is ... unclear. (*Are they ideas, structures, paradigms, blends, what?*)

Okay, but why ...

mis
dis
mal **information**

...

ben?

Social Information Systems

aka FOLKLORE STUDIES

Cognitive Studies / Psychology

CAUSALITY & OTHER SEQUENCING (E.G. NARRATIVE)

Data Science

(COMPUTATIONAL MODELS)

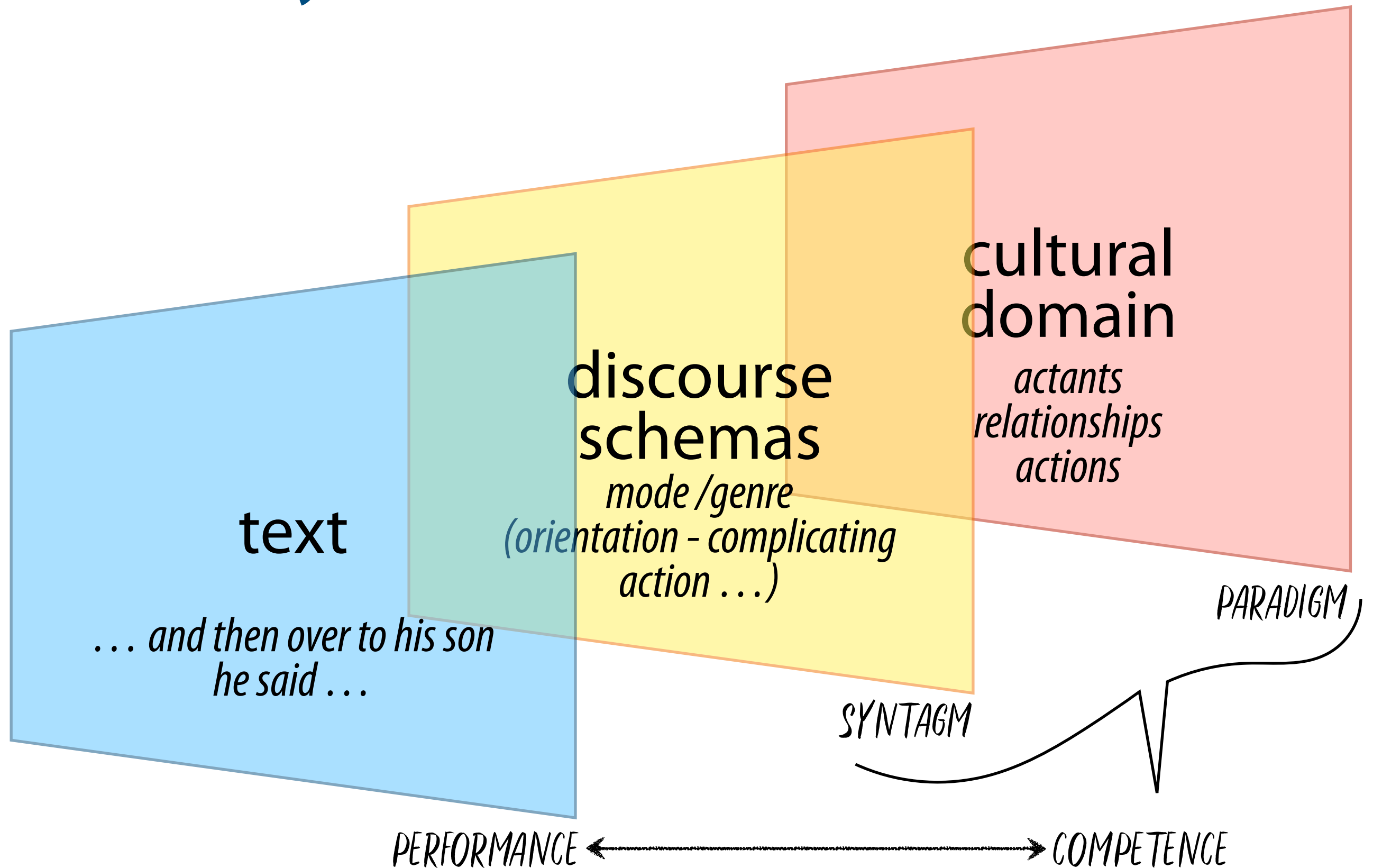
folkloristics

Information Theory (Science)

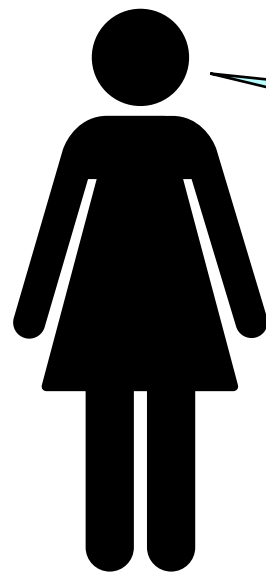
E.G. KOLMOGOROV COMPLEXITY



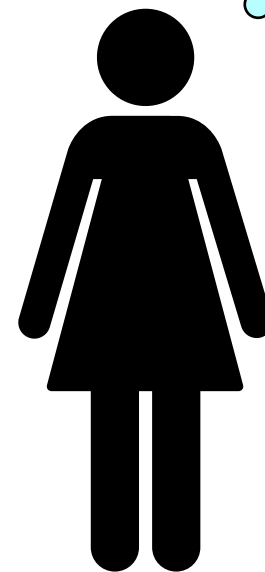
Three-Layer Structures



Competence & Performance



It's a very nice day we're having. Did you hear that Ed is leaving the company? He told me that he was going to Spain to become a sheep farmer, something he has always wanted to do. I heard later that the company isn't going to replace him.



Ed is leaving the company. He is going to Spain to become a sheep farmer, something he has always wanted to do

Person leaves for another place to start anew.

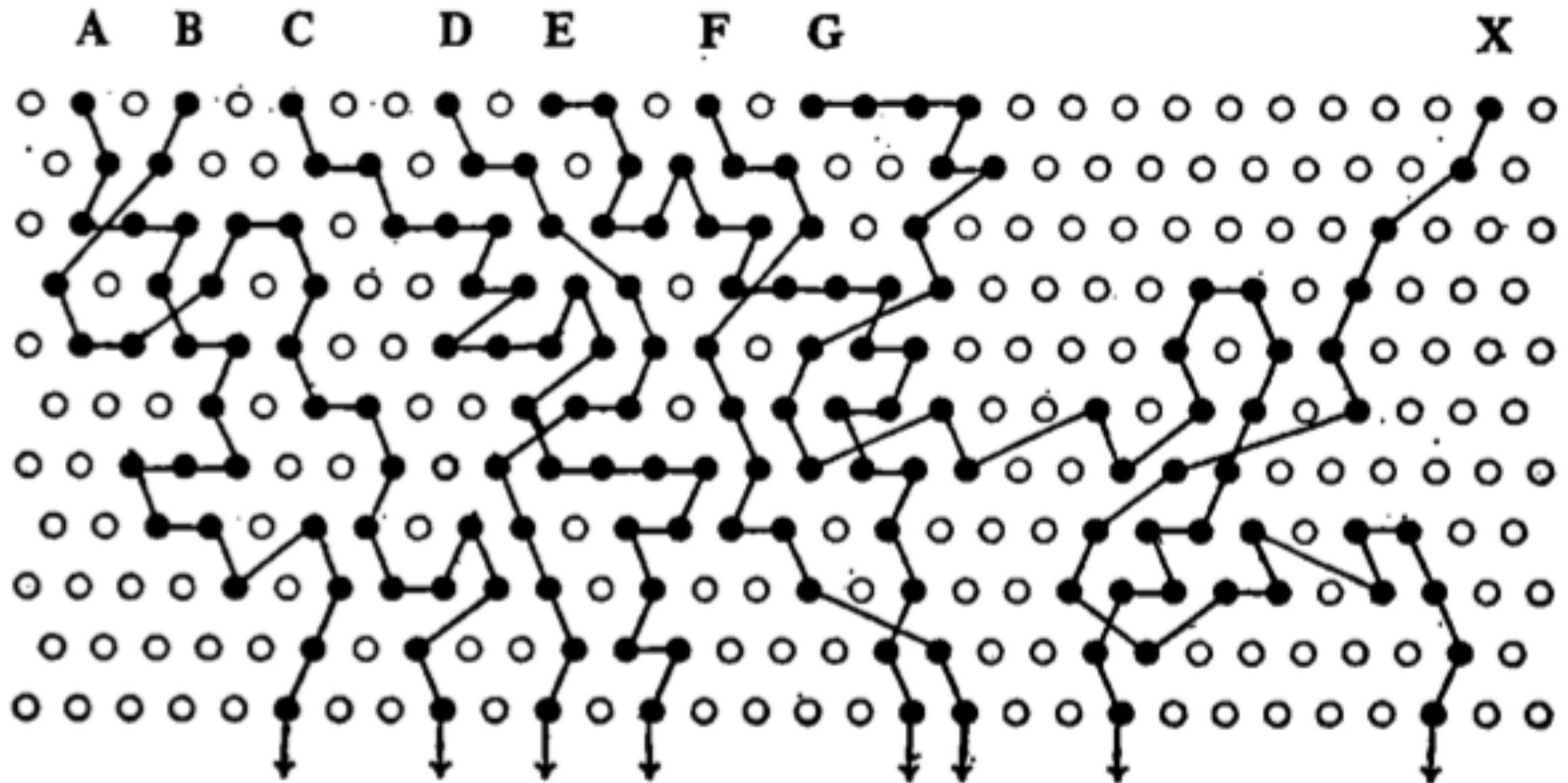
People do crazy shit

Redemption

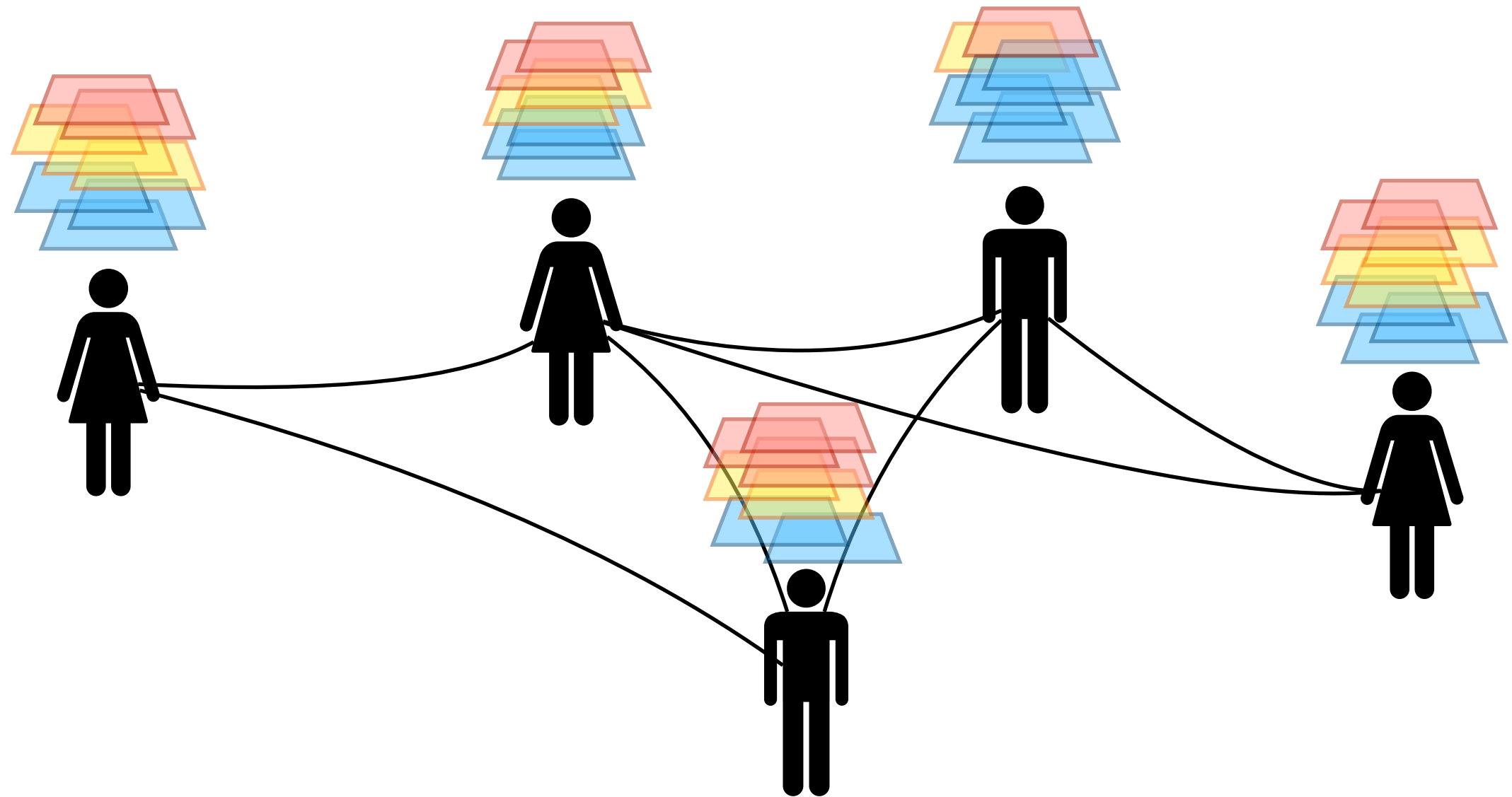
Personal

Economic

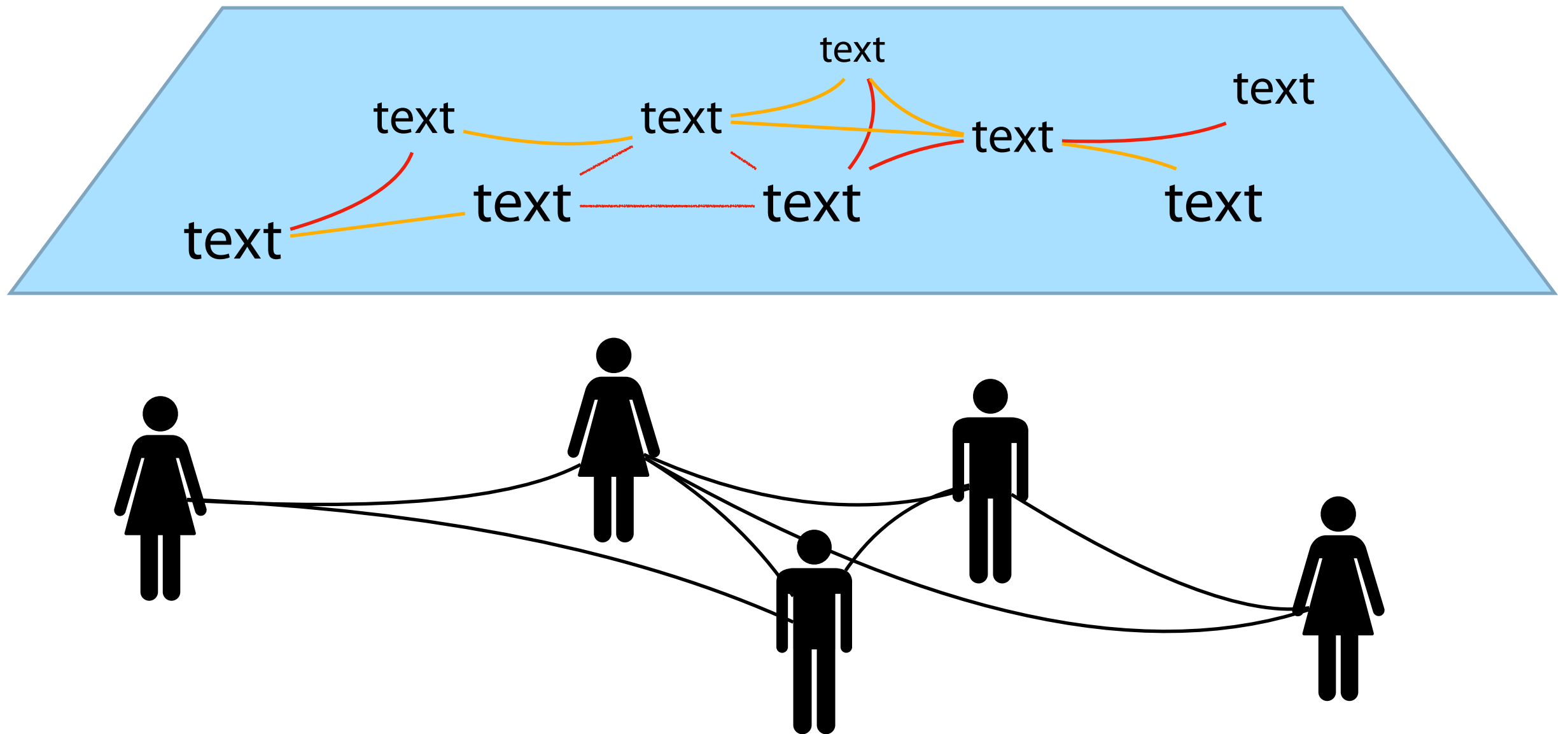
The Folklore Conduit



The Folklore Conduit Reimagined



The Folklore Conduit Reimagined



Core Objectives

- Define **folk narratives** by the actual discursive forms they take. *e.g., discourse modes*
- Expand concept of **folk discourse** and how information is actually exchanged among individuals.
- Build a model of folk discourse as part of a mechanism through which **ideas travel**.
- Idea travel through nodes (people!) in a **social network** as described in Dégh and Vazsonyí's multi-conduit theory of folklore (1975).

Agenda

- Work through a series of texts
BECAUSE I'M STILL A FOLKLORIST & THIS IS AFS
- Map the web(s) of ideas
NETWORKS *BLENDS*
- Ask for help

Weathering the Storm

- the idea of ***weathering*** a storm:
 - a collection of **memes** that tend toward the comic and
 - an oral **legend**, indexical of a small collection of similar texts, that trends toward the tragic.
- Both the memes and the legend focus on historical weather events, and both feature **abandoned trucks** (or truck-like vehicles).
- Situated at the heart of American car culture and heightened in dramatic form when manifested as a truck, we have vernacular considerations of the status of **character** and/or the American dream.

The Myrtle Beach Jeep

LIVE

👁 15.5k



The Historical Event



Historical (F)act of abandonment makes the Jeep available for ostension



FLASH FLOOD WARNING
WILSON

FLOOD WARNING FOR THE COUNTIES OF JOHNSTON, SAMPS



17 STORM
TEAM

Well-Established Legend Dynamic: Text + Ostension = News



WXII 12 News ✓
@WXII



This kid reporter from South Carolina spoofed [#JeepWatch2019](#) with a toy car sitting in a small pond, mimicking the Jeep SUV that was stuck on Myrtle Beach as Hurricane Dorian approached.

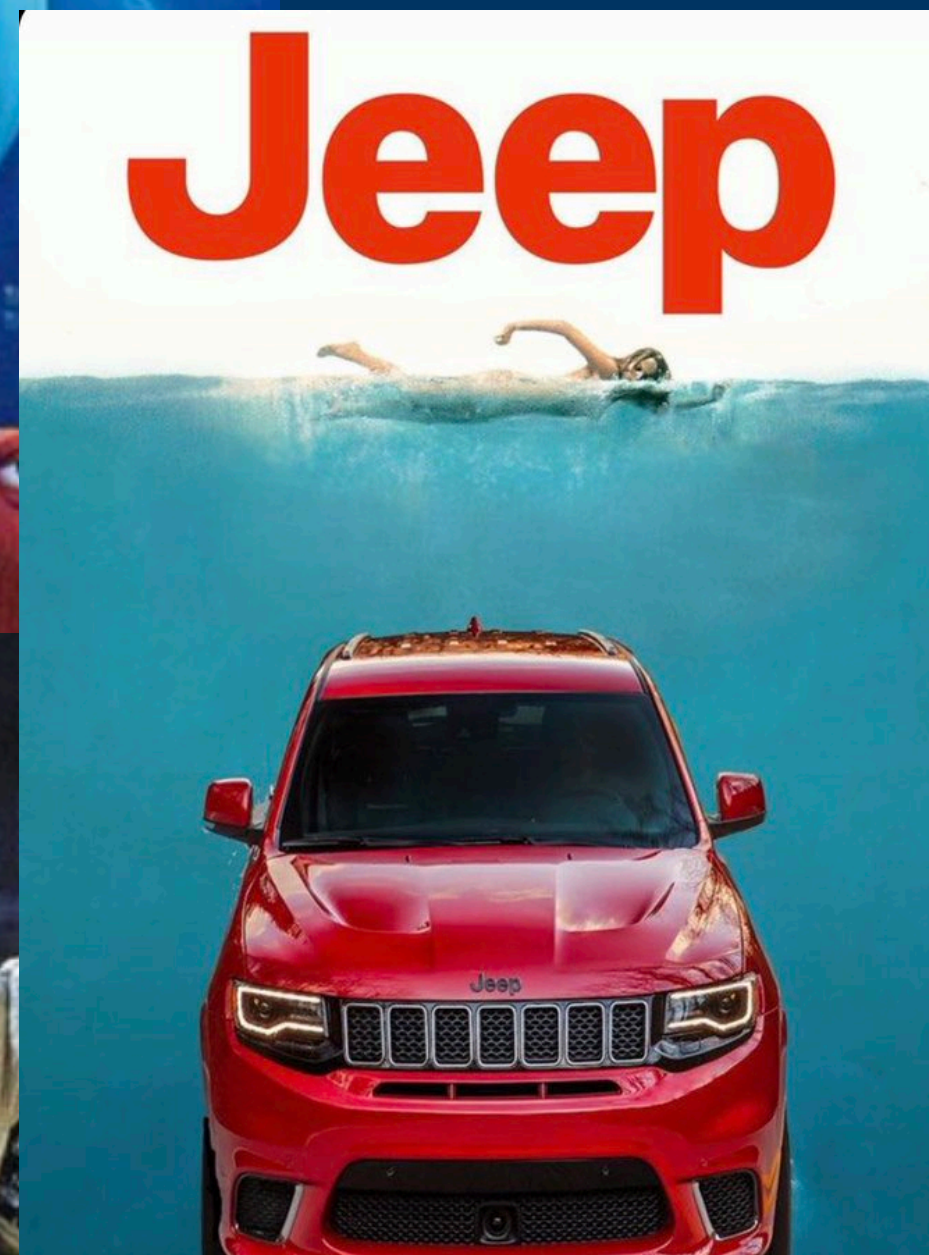


9:37 PM · Sep 5, 2019 · [Twitter Media Studio](#)

91 Retweets **360** Likes



Washed up on fictional shores

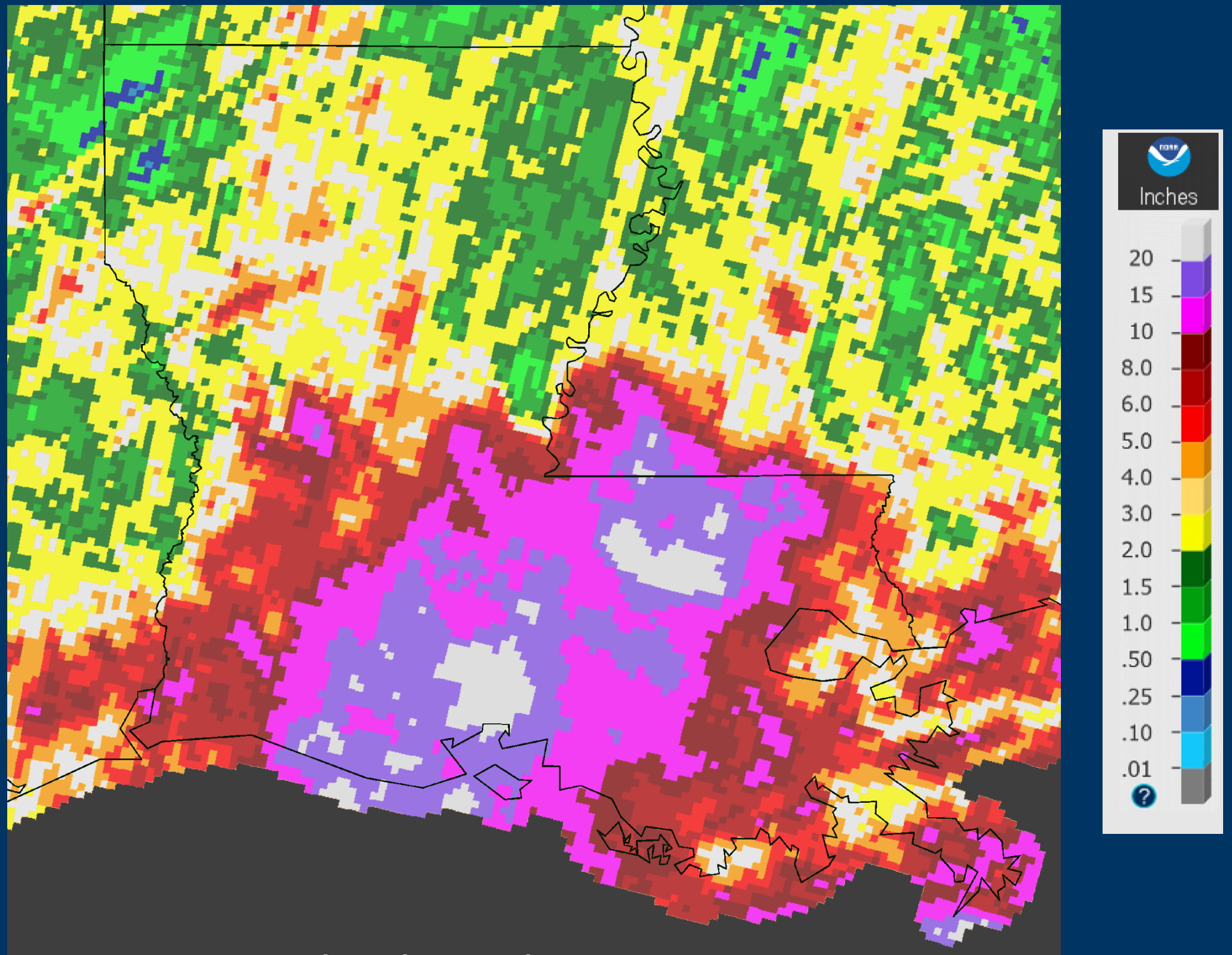


TOMLINSONS

Ladies Wear • Mens Wear • Home Decor • Domestics • Jewelry

USED RED JEEP 4 SALE
M.M. 843 273 0595
ASK FOR BRIAN

Trucks Under Water



2016 August 16: NOAA's 7-day observed precipitation



The Vermilion River well past “flood stage”



Youngsville Traffic Circle



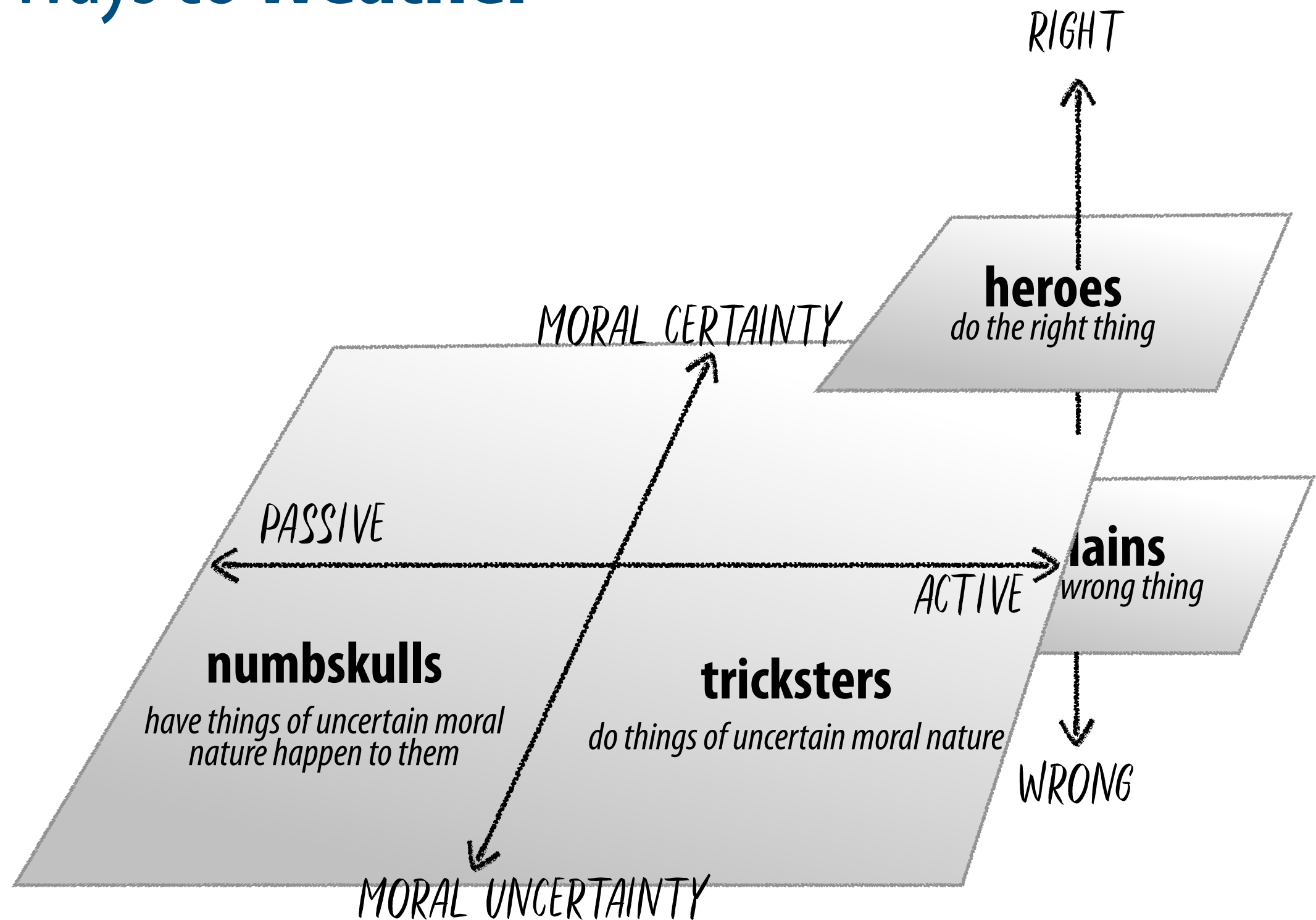
Mermentau Cove Mardi Gras running the Thibadeaux Household

Trucks Under Water

So my buddy was out. And he went to cross the bridge, and he'd been across it not long before and it was okay, but now he could see it was kind of deep. So he got part way in, and then he decided "nah ah" he didn't want to risk it. But, you know, **some trucks** were.... My buddy said **he saw some nice trucks. Some nice trucks got flooded out. Some guys just drove there trucks** in the water. I guess they were already *under water with their payments*, so they thought why not, you know? Anyway, my buddy says **he saw some trucks** *and their windows were rolled up. You know if you got stuck, you'd roll your windows down to climb out. But their windows were up. So they were pushed.* People got to the edge of the water and then pushed their trucks in. He said he'd seen a bunch of nice trucks with their windows up. You know, I guess people were just doing what they felt they had to do. I'm not saying it's right. But I can understand it.

Folk Ideas

Four Ways to Weather

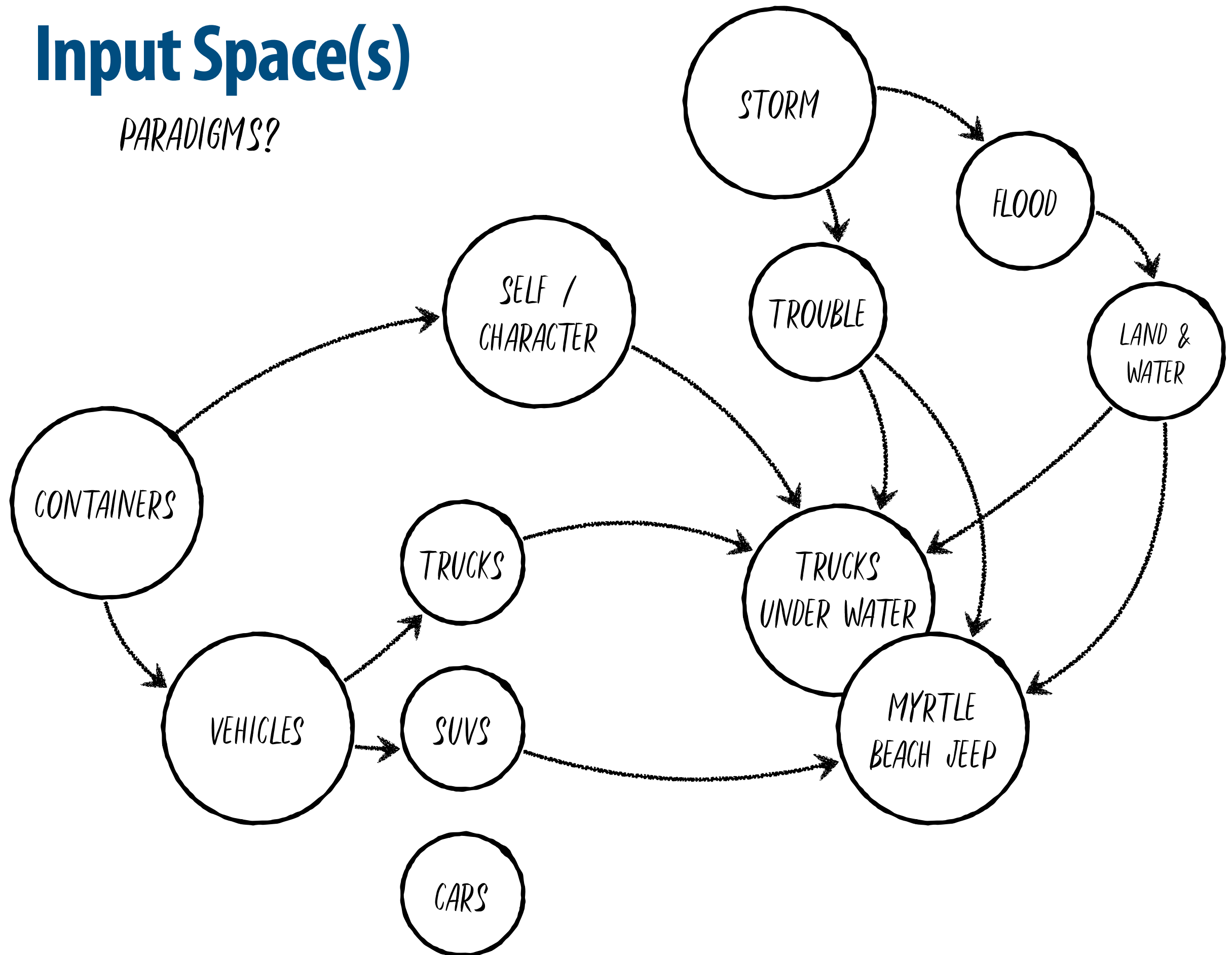


Storm as Folk Idea

- WEATHER CONDITIONS ARE PROBLEM INDICATORS (Żołnowska 2011)
- **Premonitory:** *the quiet [or calm] before the storm, clouds on the horizon.*
- **Admonitory:** *Don't rain on my parade. Into every life a little rain must fall. Don't spit into the wind.*
- *People can be **stormy**, or endure **storms** of emotions: their faces can be **clouded**. (People can also **storm** buildings.)*
- FLOOD: *Wade into a difficult situation. Hip-deep in trouble(s).*

Input Space(s)

PARADIGMS?



Broussard Text

A relative of ours lived in the country near the woods of Morse and Crowley when she was a little girl.

She lived in an house that was on stilts so that when a flood came their house would be okay.

When she was a child, our relative would play with the other kids under the house during the summer to stay out of the heat.

The story goes that our relative, along with the rest of the children, saw a man sitting on a wooden chest beneath the house.

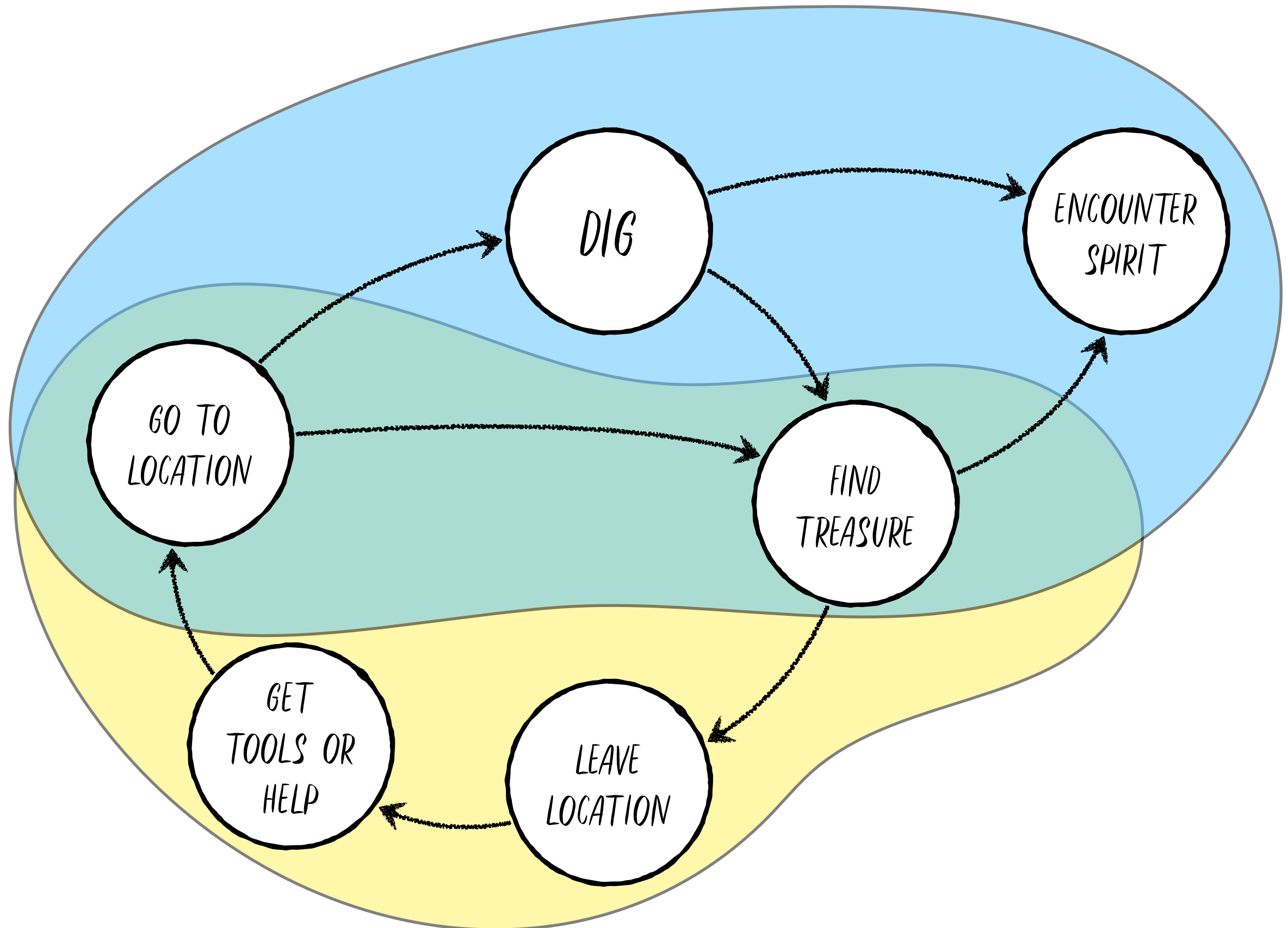
This apparition did nothing to the children, although it did frighten them for a time.

Strangely, only our relative and the children could see it. Not the adults.

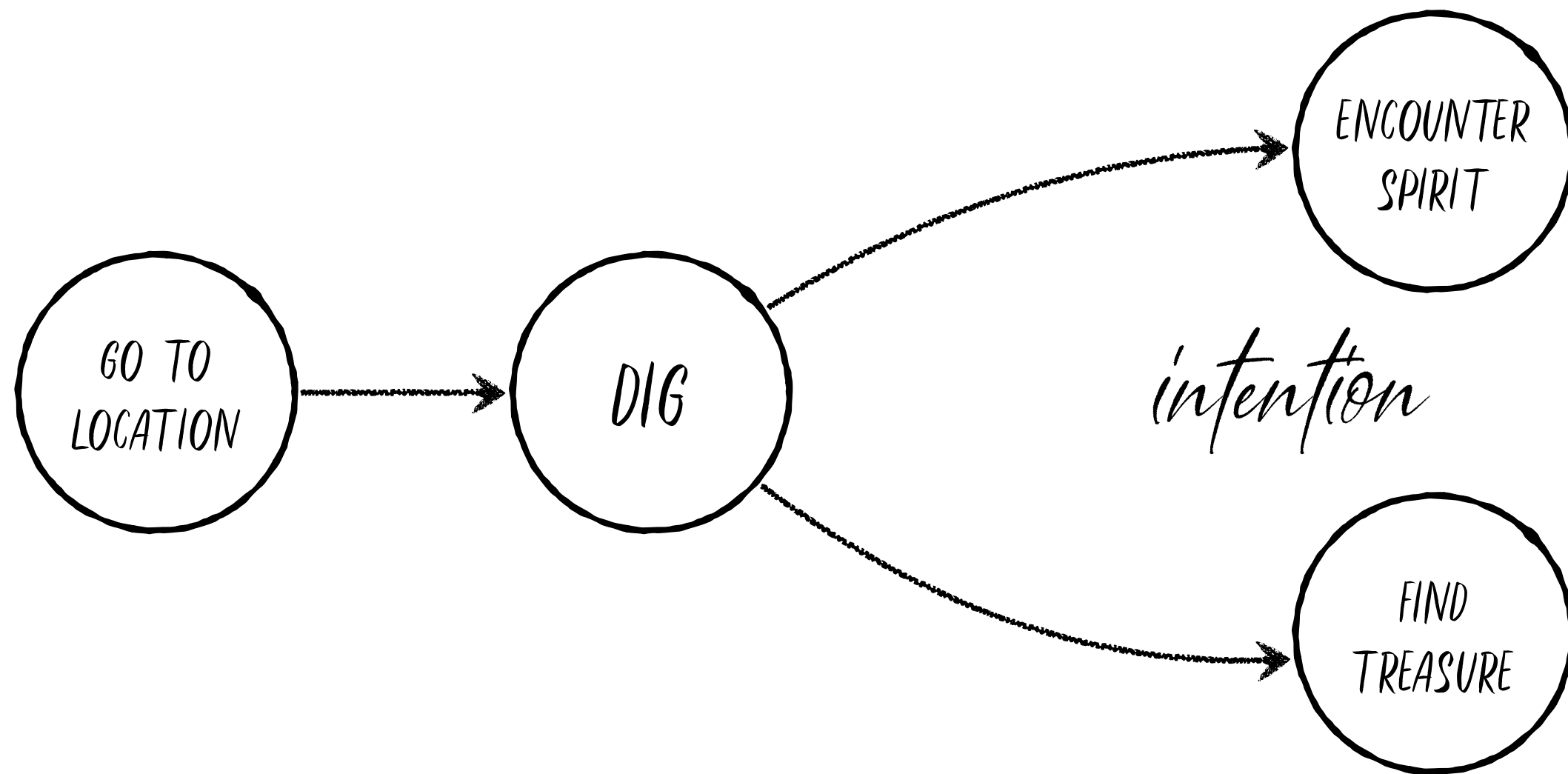
A Pirate in a Tree

So, they all in the house We all praying man, everyone's on their knees praying. They got an excavator in the back yard, digging. You understand? Find this money, I guess. We're on our knees, man, we're praying. It's like in the pit of the summer like here. No wind nothing. They had a wind come through the house. That wind was so strong my aunt was holding onto the door like that and both her legs was in the air. That's how strong the wind was. In the house. So they said... they picked me, my nephew, the one I was telling you that talk all that shit, and my little niece to go bring some water to the workers in back, the one that was doing the work. So we got to walking. We passed on the side of the house to bring them some water. So my nephew said, say man you see that guy in the tree? I said man fuck I don't see nobody in no tree. He said yeah man he be right there sitting on that limb. I said I don't see nobody man. I'm getting scared now. Man I don't see nobody. But he's seeing this, you know. So he said—I said how he look? It's a guy, he said, it's a guy dressed in a pirate suit, man. He said he got a pirate hat on. He got a pirate jacket — and he started talking to him. The guy in the tree started talking to him while he's telling me this. But the guy in the tree is tell him shut up don't tell me that. So he telling me man look he right there. You can't see him? Look he right there on that branch. He say he want something more to drink. You know, because what they had did: they'd put a bowl in the back yard, under this tree, with some alcohol in it. You understand? And I don't know if it was the sun that would dissolve it, but it would be gone. Okay, so he say he say man he want another drink. So I said fuck man don't tell me that I wanna get back in the house. I said I don't see nobody up there. So we kept on walking. We went out there. We brung them some water. So on our way back. Look at him. He say, see you, you son of a bitch. He say you don't wanna give me another drink, huh? He say you gonna be just like me. He say you see this here peg leg?. He say you going to be just like me. He say for this out here y'all are going to have to lose something. So, man, it got kind of scared. We started walking fast. By the time we got to the house, I broke out a run. A shovel, man, come from the back of the house. I mean full force. That shovel stuck in that tree so deep we had to dig it out with an axe. It stuck... you know with a shovel, it's hard to stick a shovel into anything. That shovel went inside the tree halfway.

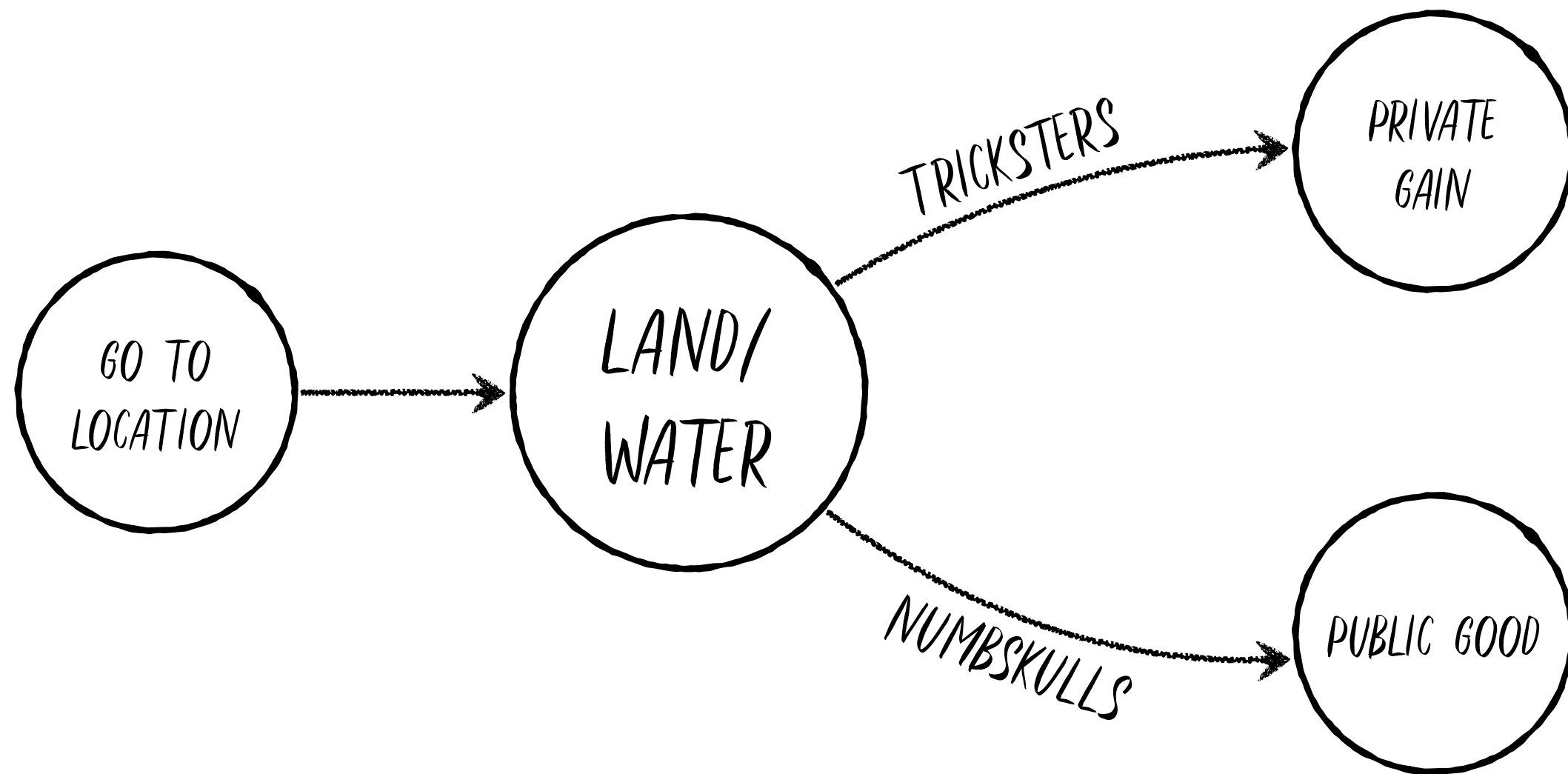
Treasure Legend Syntagm



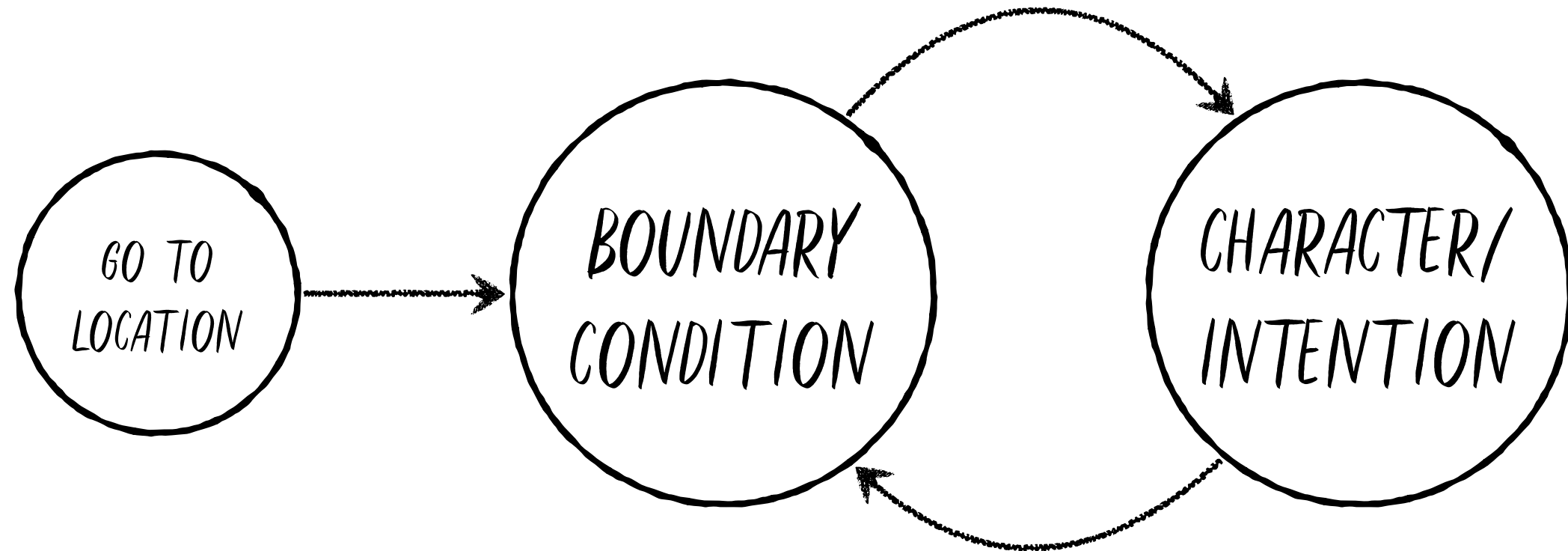
Treasure Legend Syntagm



Trucks / Treasure Syntagm



Combined Whatever



Boundary Conditions are containers that reflect back the contents of our selves/characters.

Thank You

johnlaudun@gmail.com
@johnlaudun