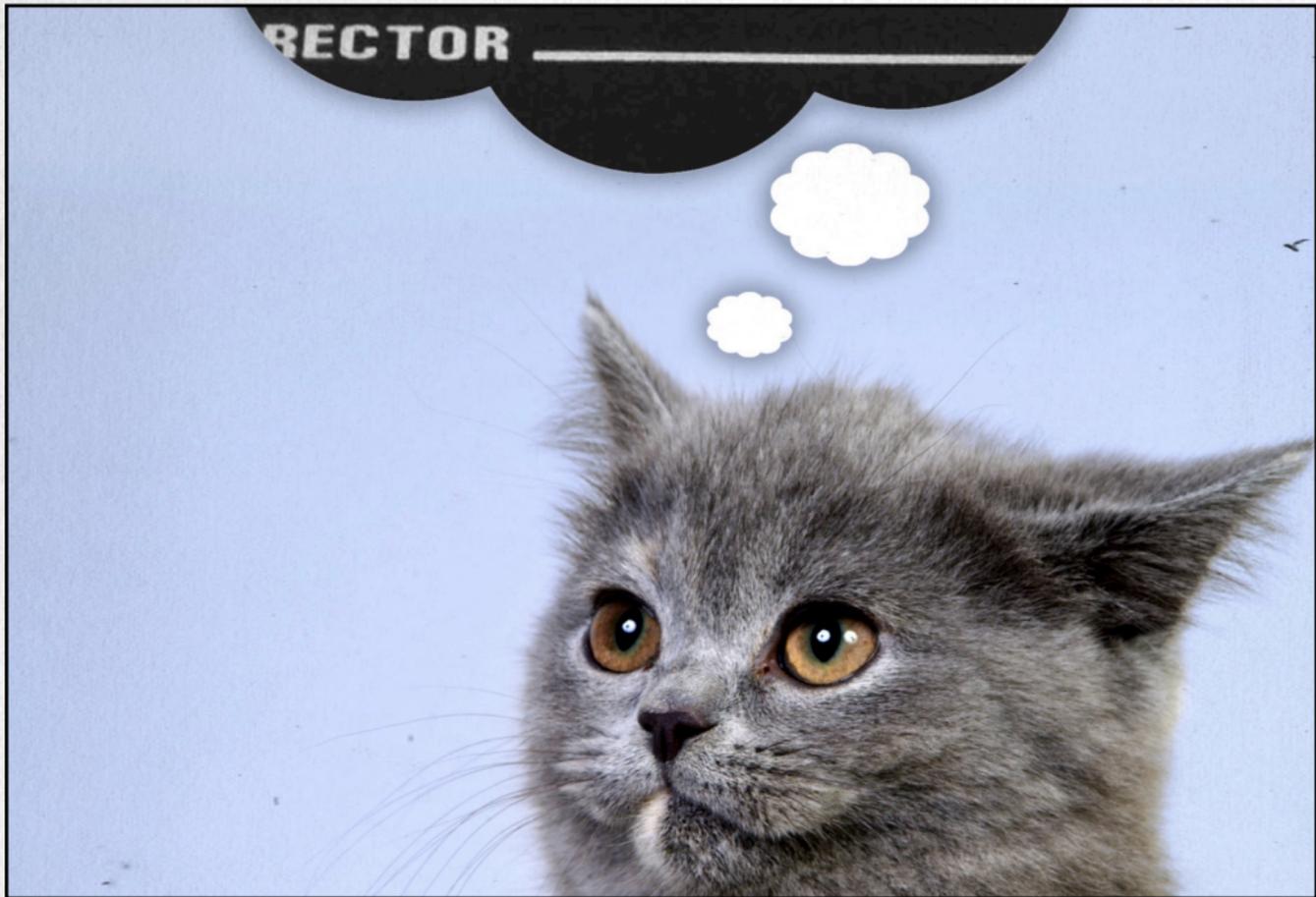


# ULMER GLOSSARIES!



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RECTOR





WHEN  
I TRY TO  
THINK ULMER IN  
MY HEAD, I  
REMEMBER THE  
MAN, BUT I LOSE  
THE IDEAS, THE  
THOUGHTS SO  
DENSE AND  
ABSTRUSE!

A photograph of a farm scene. In the foreground, a brown chicken with a red comb and wattle is looking towards the left. In the background, a dark brown chicken is standing near a grey wall. Further back, there are trees and a white gazebo with a red roof. A blue plastic container is visible in the bottom left corner. A green speech bubble with a black outline is overlaid on the left side of the image, containing the text: "If only we had a way to keep track of it all!".

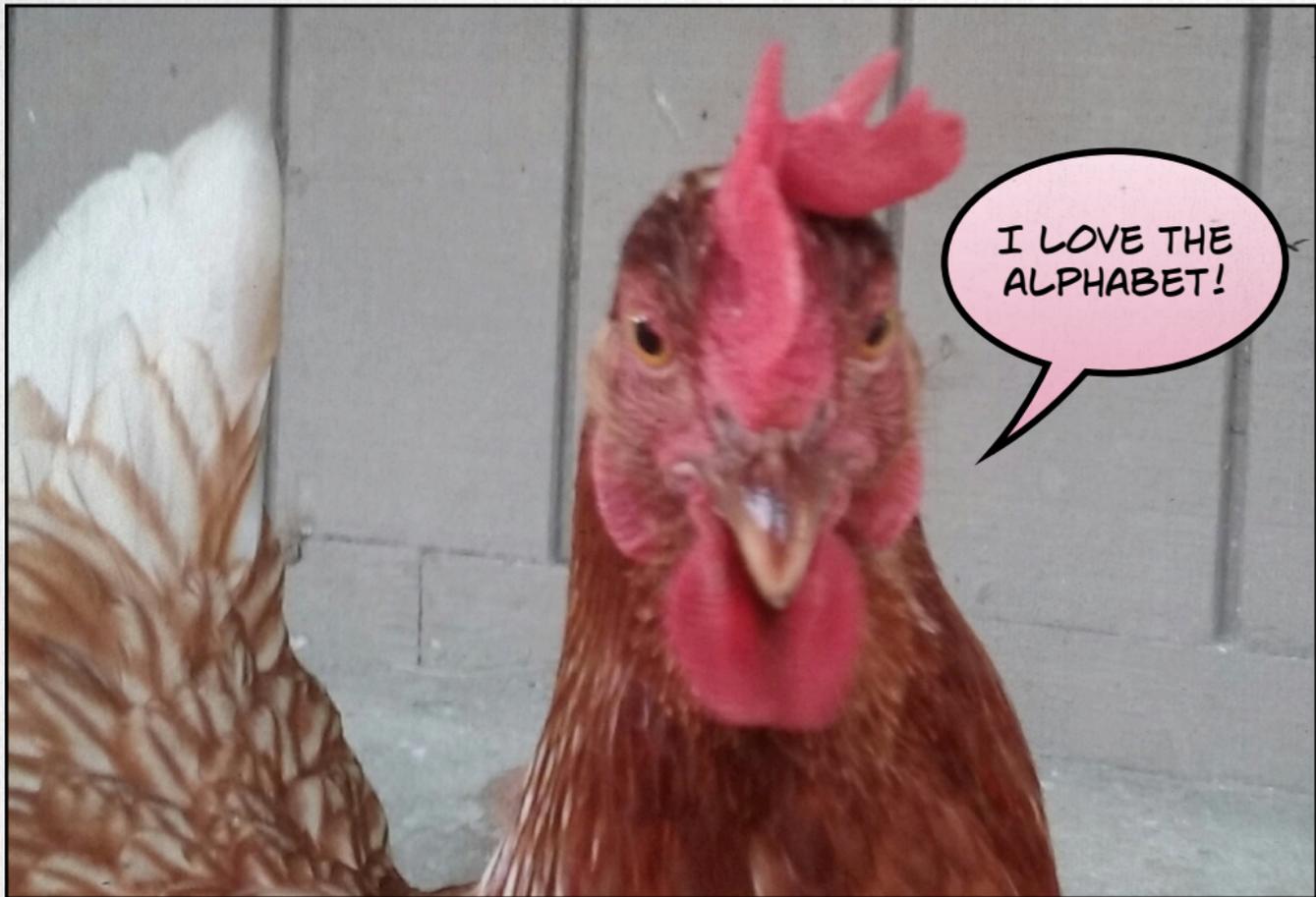
If only we had  
a way to keep track  
of it all!



There is  
a way!

A close-up photograph of a goat's face, looking directly at the camera. The goat has white fur with dark grey or black patches on its face and ears. It is eating yellow hay from a dark wooden trough. A yellow speech bubble with a black outline is positioned on the left side of the image, pointing towards the goat's mouth. The background shows a wooden fence and another goat's head to the right.

DOES IT  
INVOLVE THE  
ALPHABET?



I LOVE THE  
ALPHABET!

A photograph of a man and a horse in a stable. The man, on the right, is wearing a brown polo shirt and has a speech bubble coming from him. The horse, on the left, is looking towards the man. The background shows the wooden structure of a stable.

IT DOES  
INVOLVE THE  
ALPHABET — IT'S A  
GLOSSARY!

NO  
WAY!



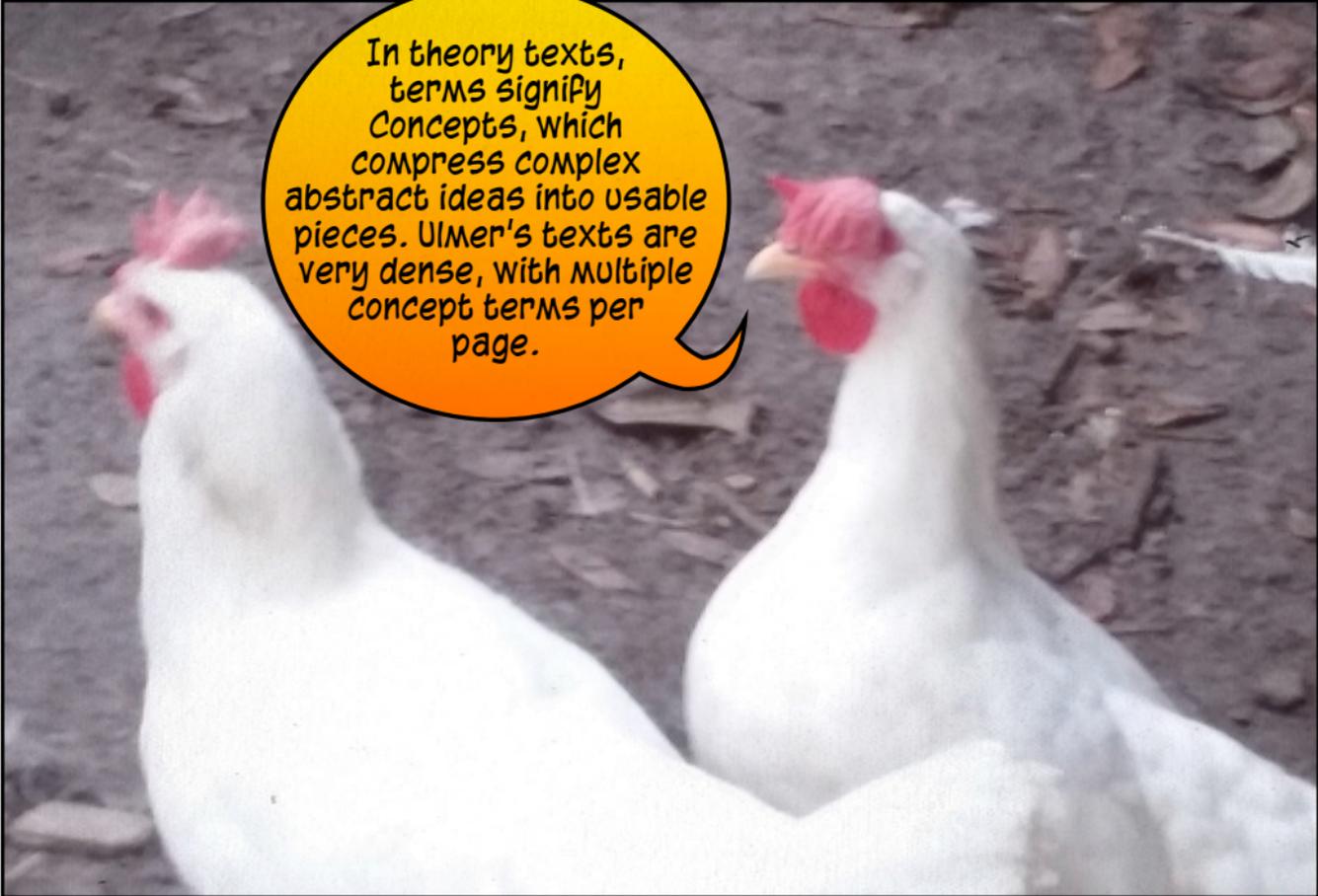
WAY!

NO  
WAY!

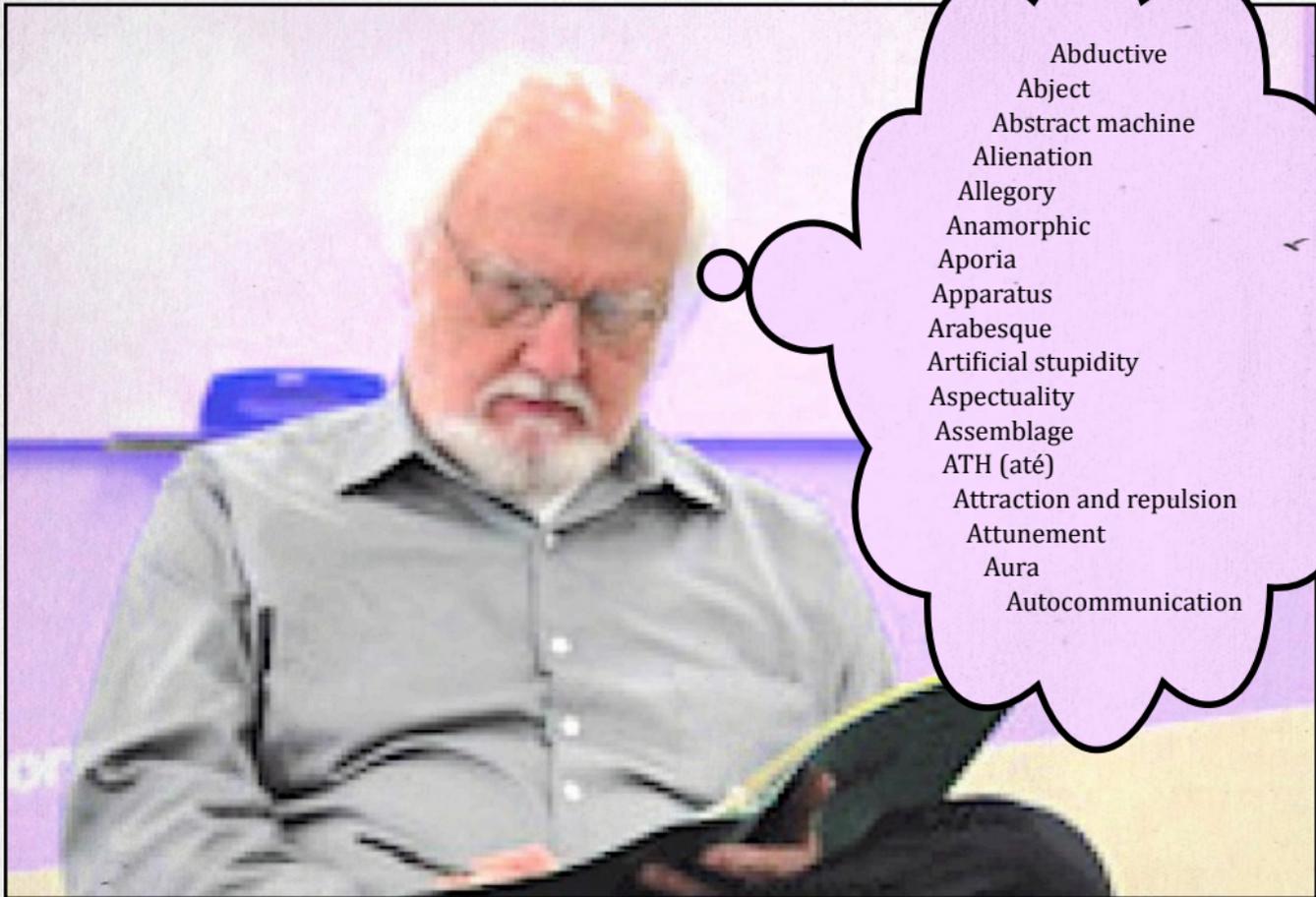


AWWW!

YOU'RE  
THE BEST!

A photograph of two white chickens with prominent red combs, standing on a dirt ground covered with dry leaves. A yellow speech bubble with a black outline is overlaid on the image, containing text.

In theory texts,  
terms signify  
Concepts, which  
compress complex  
abstract ideas into usable  
pieces. Ulmer's texts are  
very dense, with multiple  
concept terms per  
page.



Abductive

Abject

Abstract machine

Alienation

Allegory

Anamorphic

Aporia

Apparatus

Arabesque

Artificial stupidity

Aspectuality

Assemblage

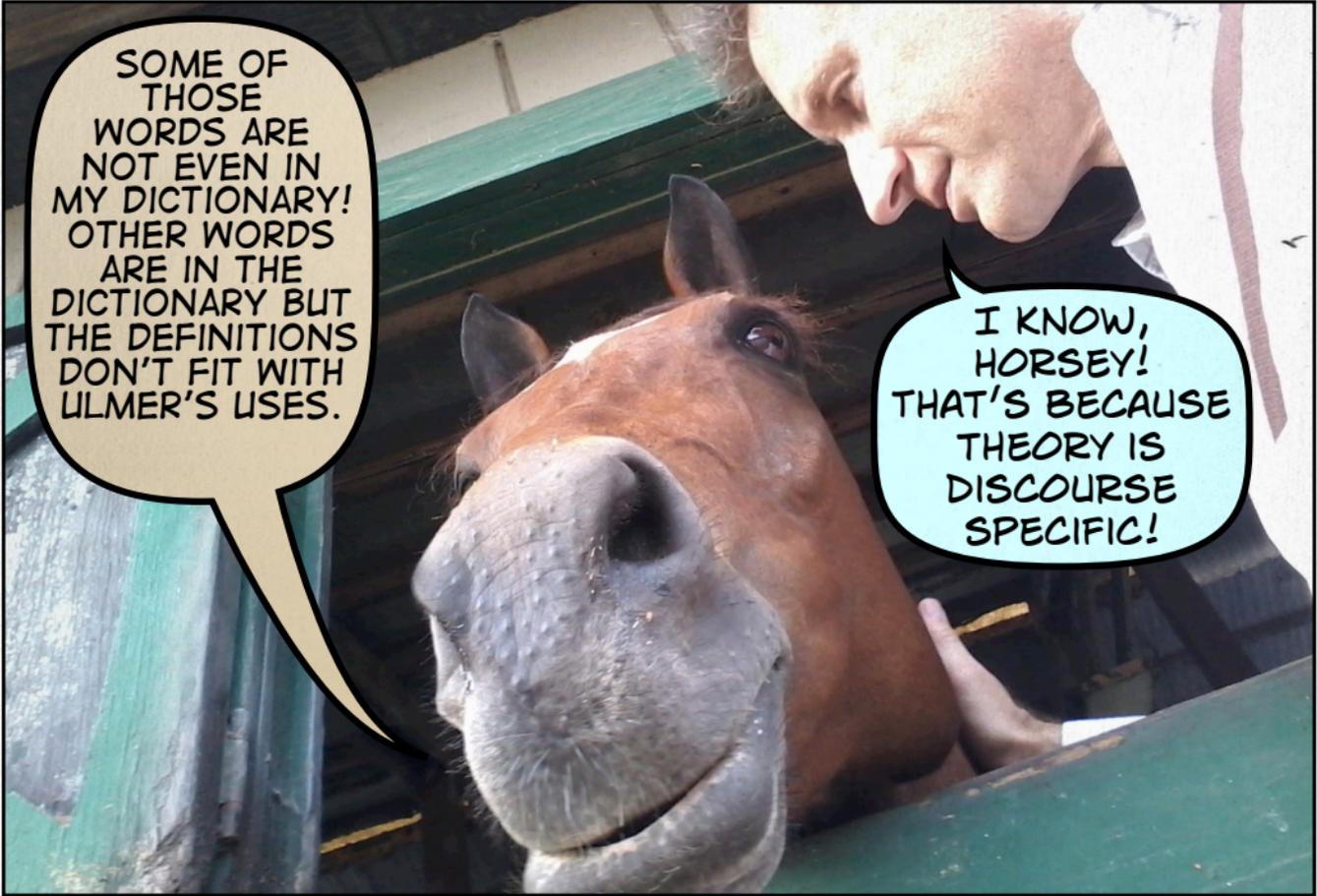
ATH (até)

Attraction and repulsion

Attunement

Aura

Autocommunication



SOME OF  
THOSE  
WORDS ARE  
NOT EVEN IN  
MY DICTIONARY!  
OTHER WORDS  
ARE IN THE  
DICTIONARY BUT  
THE DEFINITIONS  
DON'T FIT WITH  
ULMER'S USES.

I KNOW,  
HORSEY!  
THAT'S BECAUSE  
THEORY IS  
DISCOURSE  
SPECIFIC!



**YOU ARE ON TOP  
OF ME AND YOU  
NEED A BATH, BUT  
I AGREE WITH YOU  
ABOUT THE  
TERMINOLOGY!**

The terminology  
must be  
understood within  
particular  
traditions of  
thought.

A photograph of a man with dark hair and blue eyes looking towards the camera. In the background, a white goat is visible behind a metal fence. The scene is outdoors with trees in the background. A large cyan speech bubble is overlaid on the image, containing text. A smaller yellow speech bubble is also overlaid, containing a sound effect.

THAT'S WHY THE  
GLOSSARIES INCLUDE  
REFERENCES TO  
OTHER THEORISTS  
ULMER CITES!

Mmmm-Baaaah!



Like who?

ULMER REFERS TO LOTS OF THEORISTS, LIKE WITTGENSTEIN, BARTHES, LYOTARD, LACAN, VIRILIO, DELEUZE, BATAILLE, DEBORD, HEIDEGGER, AND NIETZSCHE, TO NAME A FEW!

Meh!



BUT THAT'S NOT ALL! ULMER IS ALSO A "NEOPEST" (HIS TERM) WHO COINS NEW WORDS, LIKE ELECTRACY, HEURETICS, PUNCEPT, REASONION, EGENT, AND MANY OTHERS!

HE ALSO RE-USES EXISTING TERMS FOR NEW PURPOSES, AS IN HIS USE OF "REMAKE" TO REFER TO HIS TEXTUAL EXPERIMENTS, SUCH AS HIS REMAKING OF THE TURING TEST AS A MUSICAL COMEDY.



AND HE DRAWS HIS TERMINOLOGY FROM SO MANY SPECIALIZED DISCOURSE DOMAINS, LIKE PHILOSOPHY, FILM, AND PSYCHOLOGY. AND HE USES OTHER LANGUAGES, TOO, LIKE GERMAN, FRENCH, AND ANCIENT GREEK!

COCONUT BIRD



SO THE  
GLOSSARIES ARE LIKE  
COMPRESSED  
SOUVENIRS OF THE  
CONCEPTS IN ULMER'S  
BOOKS!

EXACTLY  
RIGHT,  
HORSEY!



I WANT TO READ  
THESE ULMER  
GLOSSARIES RIGHT  
AWAY!

HOLD YOUR  
HORSES, MR.  
CAT! WE DON'T  
WANT TO START A  
STAMPEDE!

**THE END!**