## Memetic Bleed A tool for Societal and Political change

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Photo: Derek Σωκράτης Finch

#### Disclaimer

## This is not The Truth

## Consciousness

# The having of perceptions, thoughts, and feelings; awareness

#### Functions of Awareness Experienced Consciousness

**Photo: My Mom** 



### The Stained Glass Window

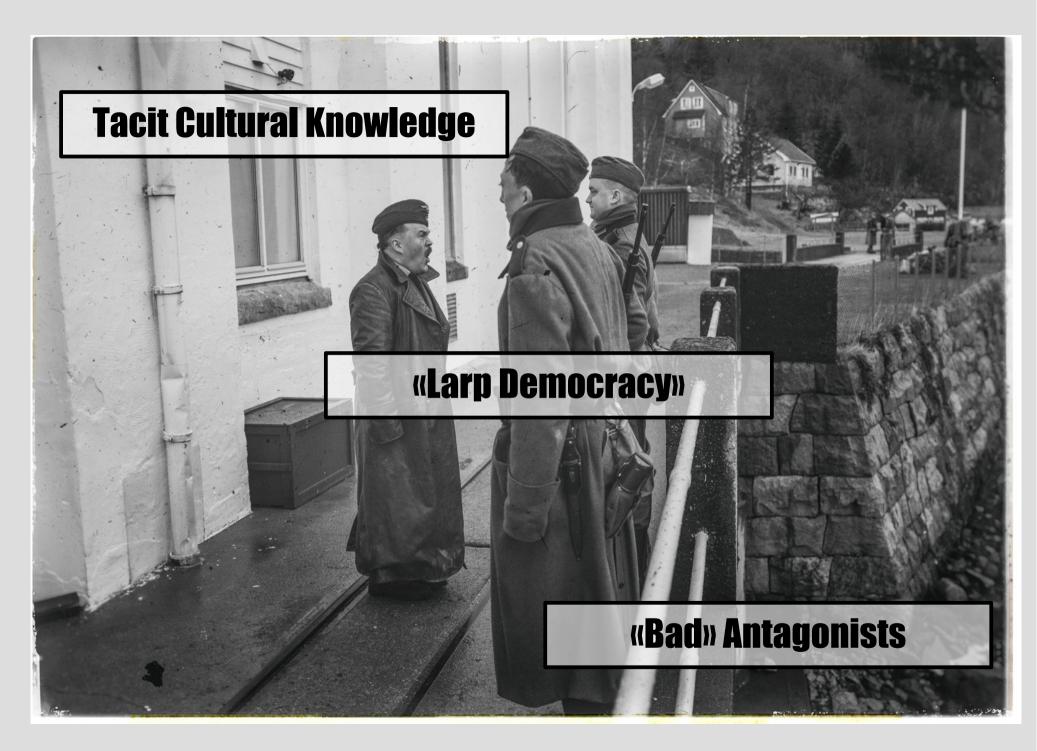
 Reality can be objectively described

• Our experience of it can not

#### **«Memetic Bleed»**

Memetic bleed describes the process by which a *meme* -- a unit of culture -- carries an idea, behaviour, thought, belief, ethical conviction, or similar cognitive construct between player and character and vice versa.

In addition, it describes the process by which *memeplexes* -- complex structures of memes -- are transmitted in part or in whole between players and characters that are part of a group, scene, or subculture and vice versa.



**Photo: Tim Esborn** 



### Intersectional Feminism

- Design
- Organization
- Writing
- Casting
- Community

#### But how?

- Know what you want to communicate and stay on target
- Design within your own frames and contextualize specifically
- Know your players and cast with purpose
- Repeat, repeat and repeat.
- Cultivate your community
- Don't tell anyone



## This is not The Truth