

else, or his example for the parsing of memes and qualia. Consider the phrase: is often quickly ostracized by contemporary canons of Scientism. Johnson's analysis starts with the word often - it's a quale; a solitary single quality, which has no component parts. It's a binary quale: i.e. a given amenable event, in a given set of circumstances, is either often or else it's not-often. The idea or concept of "often" is leptonic; it's a quale - indivisible. It's a letter of the most basic kind in the alphabet of conceptualization. Each of the other words (quickly, ostracized, and by, etc.) is also a quale. But all combinations such as quickly ostracized, or contemporary canons, etc. are memes; meaningful multipartite clusters of qualia. The mind of genus homo will, if