

# Trumped Literacies

A new model for information and knowledge in  
claustropolitan times

Presented by Professor Tara Brabazon (Flinders University)

@tarabrazon / [tara.brabazon@flinders.edu.au](mailto:tara.brabazon@flinders.edu.au) / [tarabrazon.com](http://tarabrazon.com)

# Trump recorded having extremely lewd conversation about women in 2005



By David A. Fahrenthold

October 8, 2016 at 12:44 a.m. EDT



In this video from 2005, Donald Trump prepares for an appearance on "Days of Our Lives" with Access Hollywood host Billy Bush and actress Arianne Zucker. (Video: Obtained by The Washington Post)



You can do anything...

“I don’t even wait. And when you’re a star, they let you do it. You can do anything. Grab ‘em by the pussy. You can do anything.”

Donald Trump

POLITICS

# What was Trump convicted of? Details on the 34 counts and his guilty verdict

By Stefan Becket

Updated on: June 3, 2024 / 9:27 AM EDT / CBS News



TRUMP ON TRIAL | THE VERDICT

**CBS**  
**MORNINGS**

**DONALD TRUMP CONVICTED**

A LOOK INSIDE THE COURTROOM AS THE HISTORIC VERDICT WAS READ



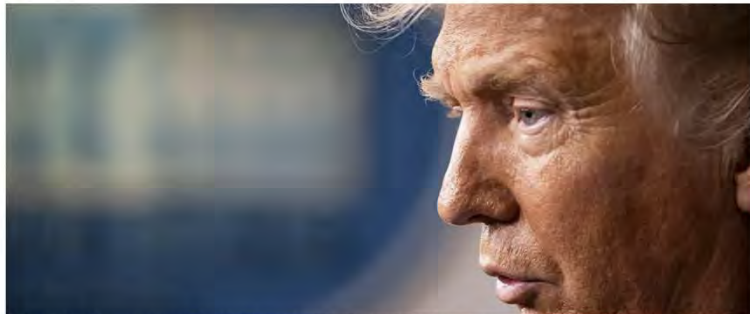
COMMENTARY

## Whose alpha male is this? Donald Trump and America's sad, failed model of masculinity

As author Tom Digby explains, Trump's "cartoon masculinity" is a desperate attempt to cling to a fading ideal

By **DAVID MASCIOTRA**  
Contributing Writer

PUBLISHED AUGUST 22, 2020 12:00PM (EDT)



U.S. President Donald Trump speaks during a briefing at the White House August 13, 2020 in Washington, DC. Trump spoke on a range of topics including his announcement earlier in the day of a new peace deal between Israel and the United Arab Emirates. (Tasos Katopodis/Getty Images)

## Bloomberg

Markets  
Economics

## Panic Buying Gives U.K. Stores Late Boost in Poor Month

- Britons worried about virus hoard food, health-care products
- Like-for-like sales fall 0.4% as storms drench U.K., BRC says



A customer selects an item from the shelf in the household cleaning aisle at a supermarket in Wrexley, U.K. on March 6. Photographer: Chris Ratzliff/Bloomberg

By **Andrew Atkinson**

March 10, 2020 at 1:01 PM GMT+13





# Trumped Literacies

1. Horizontal literacies
2. Vertical literacies
3. Panic learning / Panic citizenship
4. Situated literacies
5. Donald Trump, Populism and Ignorance Studies



Part One

Horizontal literacies

# The unproductive assumptions

- Change has become synonymous with progress
- Business and celebrity culture - rather than education and health sectors - offer models of success and achievement
- If a platform or media is used in a leisure context then it will be intrinsically beneficial in work or education



# A maxim for your consideration



● Begin with the learning goals

● Then consider the appropriate platforms and interfaces to achieve these learning goals



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Teachers HATE this site

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**tutor,**

that wrote your  
essay.....

gave you **ALL academic**  
citations...

wrote in your own voice and  
was impossible to detect....

*would you try it for \$2.99?*



CAKTUS.AI

Chat GPT can't do this for you

[Learn more](#)



# Google



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Google Search

I'm Feeling Lucky



# PLATFORM

HOW NETWORKED MARKETS  
ARE TRANSFORMING THE ECONOMY AND  
HOW TO MAKE THEM WORK FOR YOU

# REVOLUTION

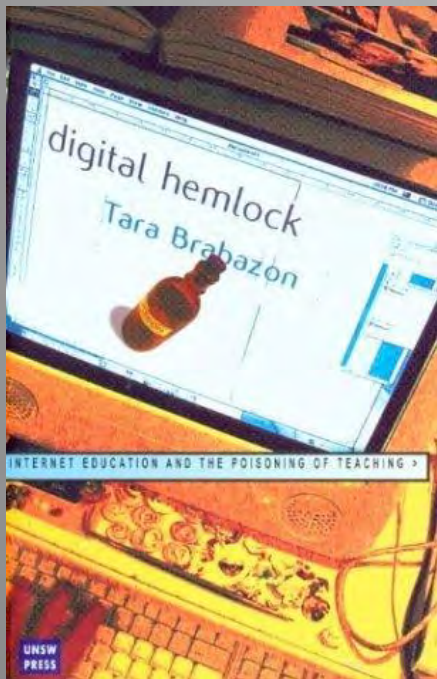
Geoffrey G. Parker  
Marshall W. Van Alstyne  
Sangeet Paul Choudary

# ZOMBIE UNIVERSITY



SINEAD MURPHY

BRUNNEN



DIGITAL DIETING

Tara Brabazon



# DIGITAL DIETING

From  
Information  
Obesity to  
Digital  
Fitness

Tara Brabazon





# *The Google Effect: Googling, Blogging, Wikis and the Flattening of Expertise*

TARA BRABAZON

Media School of Computing, Mathematics and Information Sciences, University of Brighton, Brighton, UK

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This article presents the consequences to librarians and teachers for the flattening of expertise, or the Google Effect. As blogs continue to fill the Web with the bizarre daily rituals and opinions of people who we would never bother speaking to at a party, let alone invite into our homes, there has never been a greater need to stress the importance of intelligence, education, credentials and credibility. The problem is not only accuracy, but also the mediocrity initiated through the Google Effect. The concern is not with the ba-

nality of information – there has always been a plurality of sources in the analogue environment. The concern is the lack of literacy skills and strategies to sort the trash from the relevant. This paper addresses not only the social choices about computer use and information literacy, but the intellectual choices we make in our professional lives as teachers and librarians. In such a time, the Google Effect raises stark questions about the value of reading, research, writing and scholarship.

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*E-Learning and Digital Media*  
*Volume 8 Number 4 2011*  
*www.worlds.co.uk/ELEA*



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**‘We’ve spent too much money to go back now’:  
credit-crunched literacy and a future for learning**

**TARA BRABAZON**

*University of Ontario Institute of Technology, Oshawa, Canada*

EDUCATION / BOOKS

# Libraries fight to survive under tight council budgets

From [The Detail](#), 5:00 am on 10 November 2023

Share this



**Tom Kitchin**, co-host of The Detail

[@inkitchnz](#) [✉ tom.kitchin@rnz.co.nz](mailto:tom.kitchin@rnz.co.nz)




**Alexia Russell**, Producer of The Detail

[✉ alexia.russell@rnz.co.nz](mailto:alexia.russell@rnz.co.nz)


*The value of libraries goes well beyond a book repository, and librarians are asking local body politicians who haven't stepped inside one for a while to take a good look at what they do.*

# Mary Macken Horarik's literacy model

Everyday	Applied	Theoretical	Reflexive
<b>Diverse and open ended</b>	Attaining a particular expertise	Gain disciplinary knowledge	<b>Negotiation of social diversity</b>
<b>Confluent with spoken language</b>	Use of spoken and written words to enable activity	Production and interpretation of epistemic texts	<b>Probing assumed and specialized knowledge systems</b>
<b>Moving through roles and relationships in the family and community</b>	Skill-based literacy	Situated in educational learning environments	<b>Finding alternatives</b>
<b>Personal growth literacy</b>		Specialized literacies	<b>Challenging commonsense</b>
		Assimilating and reproducing knowledge	<b>Meaning determined through diverse media</b>
			<b>Critical literacy</b>



**Intervention** is required to move students and citizens through the stages of literacy



How do we know what we  
do not know?





# The goals for teachers and librarians

- Create a consciousness of diverse literacy models
- Create the capacity to move between literacy models
- Create an awareness of ignorance – to know what we do not know
- Movement beyond applied literacies

# The usefulness of this horizontal model of information literacy

- Explore the relationship between form and content
- Understanding content in context
- Recognition of diverse knowledge systems
- Movement from celebrating creativity and creation and towards reading, interpretation, intellectual generosity and referencing



# Part Two

## Vertical modelling of literacies

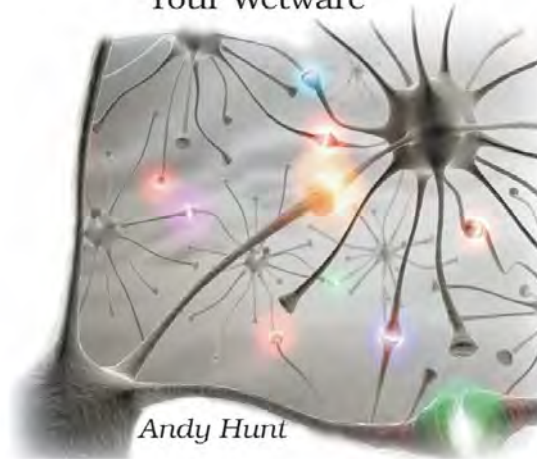
# Media transformations in the information literacy environment

- Domestication of software and hardware
- Content management systems like WordPress and Ghost
- iPodification of popular music
- iPhonification of everyday life
- Consumers became producers (prosumers)
- Content became mobile, searchable, remixable and stitchable

The  
Pragmatic  
Programmers

# Pragmatic & Thinking Learning

Refactor  
Your Wetware



*Andy Hunt*



# Disintermediation

- Peer to peer networks
- Links removed from the traditional supply and distribution chain
- Used to sell software, books, music and e-trading

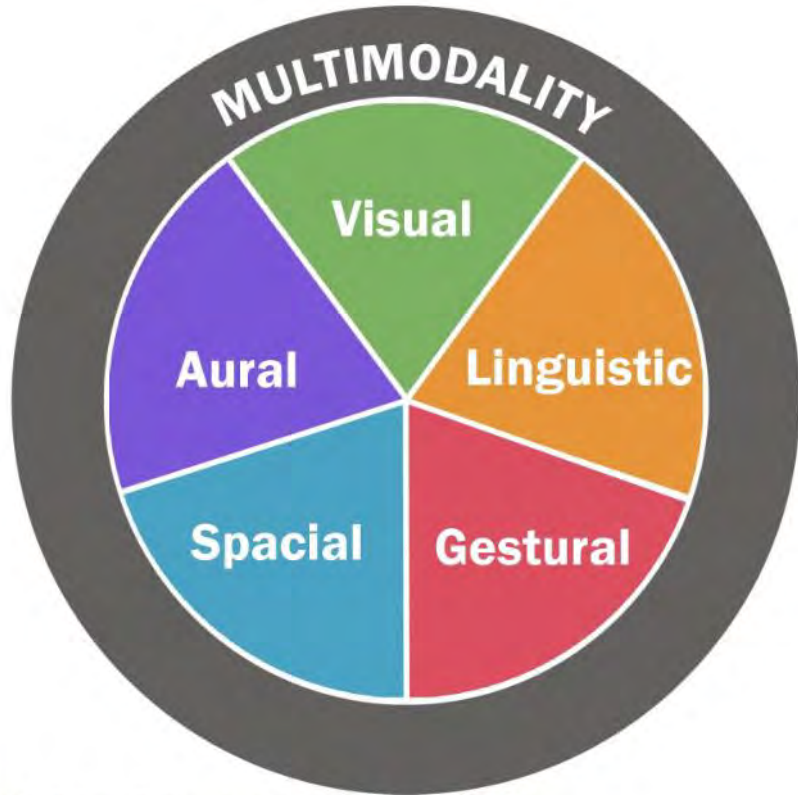


# Reintermediation

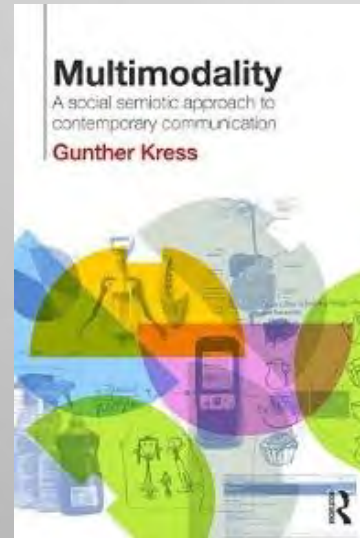
- New middlemen arrived via search engines
- The creation of new services such as product evaluation through 'influencers'
- Google, Facebook, X and Instagram are new gatekeepers through 'sponsored links,' taking traffic away from specialist sites
- There is the potential to use re-intermediation in different ways to return 'thought leadership' to 2.0 environments

# Re-intermediation via information literacy

- Creates a scaffold to frame, shape and structure the engagement with ideas
- Provides a strategy to manage the proliferation of content and direct students and citizens to quality material
- At its best, re-intermediation via information literacy results in a self regulation of content



Multimodality, by Cara Miller (CC BY).





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JEAN BAUDRILLARD




SIMULACRA  
AND  
SIMULATION

Translated by Sheila Faria Glaser

MICHIGAN



# Jean Baudrillard

## Simulacra and Simulation

“The simulacrum is never what hides the truth – it is truth that hides the fact that there is none. The simulacrum is true.”

“Something has disappeared.”

“The era of simulation is inaugurated by a liquidation of all referentials.”

“a material more malleable than meaning, in that it lends itself to all systems of equivalences.”

# Jean Baudrillard's simulacrum

Simulacrum


Representation

Real



# Cox Law: “the weight of nobheads”



**Brian Cox** 

@ProfBrianCox

Honestly - a few of the replies to this little tribute to engineering excellence exhibit a level of stupidity that suggests to me that it won't be long before our spacecraft are the only thing that remains of our increasingly dim-witted civilisation. Until recently my guess has been that the answer to the Fermi Paradox might be found in biology - complex biological systems are rare. I'm increasingly of the view that the reason for The Great Silence is that civilisations are inevitably crushed by the weight of nobheads shortly after inventing the internet.



**Brian Cox**  @ProfBrianCox · Jun 19

It never ceases to amaze me that a spacecraft launched in 1977 can be fixed remotely from Earth. [x.com/nasa360/status...](https://x.com/nasa360/status...)

9:20 PM · Jun 19, 2024 · **1.9M** Views

# The simulacrum and information literacy

Textbookification  
of publishing

Encyclopedification  
of information

Social  
mediafication of  
citizenship





**DiedSuddenly** @DiedSuddenly\_ · 27m

Dr. David Martin reveals on InfoWars that **Covid** was a Government operation designed to kill you.

...And everyone was in on it.



21

177

386

10K



Trump starred in the television  
programme - The Apprentice  
(Simulacrum)

Trump wrote a book about making  
deals (Representation)

Donald Trump is a businessman (Real)

Comedians assumed his persona  
(Simulacrum)

He appeared at rallies abusing the  
media coverage (Representation)

Trump became President of the United  
States (Yes – it is Real)

The January 6 Uprising had a Shamen  
(Simulacrum)

Trump appeared at rallies and stated  
that the election had been 'stolen'  
(Representation)

Donald Trump lost the 2020  
Presidential Election (Real)

# Jean Baudrillard's simulacrum

Google (Simulacrum)

Online Library (Representation)

Library (Real)



# Jean Baudrillard's simulacrum

TikTok (Simulacrum)

Instagram (Representation)

Google (Real)



**GOOD EVENING. IT'S ME, DONALD J. TRUMP.**

**IN CASE YOU WERE WONDERING,  
THE "J" STANDS FOR GENIUS.**

# The representations appeal to other re- representations



# Baudrillard and 'Replacing'

Nazism, the concentration camps or Hiroshima .... Did all those things really exist? The question is perhaps an intolerable one, but the interesting thing here is what makes it logically possible. And in fact what makes it possible is the media's way of replacing any event, any idea, any history with any other.

Jean Baudrillard

# Replacing to Re-placing...

