# **ASPECTS**

## // Mountains to Move



Groupthink happens, say dead philosophers both French and American,

system skews narrow like blind faith, instead of expanding pluralistically as occurs with reason. That tunnel vision "manifests itself not in moving mountains, but in not seeing mountains to move." (Bergson/Hoffer) The latter thought from Hoffer and Bergson was conjured to explain midcentury naziism, fascism, and communism. But it's hard not to draw parallels to today. Much of the media we consume, and how we consume it, stands in

opposition to human nature and storytelling traditions. And judging by our

national polemic, we aren't celebrating common sense these days either.

when people are indoctrinated in views "contrary to nature and common

sense." (Pascal) Spend enough time in such a culture, and one's belief

One antidote to the groupthink trap is creativity. People who make things, no matter the craft, rely on inspiration, and inspiration tends to come from the natural world or from people that expand world views. Narrow and superficial feeding doesn't nourish great works. We aren't saying that every creative project needs to change the world. Far

Let the echo chamber reverberate itself into irrelevancy. The culture needs storytellers, from all mediums and genres, who seek inspiration and see mountains to move.

from it. But the goal should be to expand an audience's mind about

something, no matter how small.

// Don't Get Shaken Down



### working with the media. "The juice is no longer worth the squeeze," is the frequent refrain. Read the full story here. [Photo Illustration Dave "No AI" Cox]

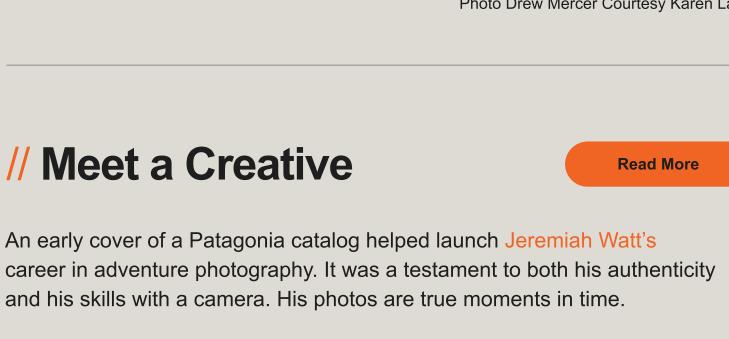
art needs to communicate." —Climbing Photographer Karen Lane

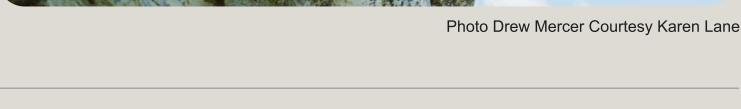
Stuart Palley wrote a post about a "clients' hall of shame," calling out

publications for taking up to six months to pay. AJ also reported that,

because of several bad experiences, Palley has effectively stopped

// Meet a Creative **Read More** "To me, art is what you do for yourself and design is what you do for others." It's not that design work lacks artistry, the distinction is that with design, the



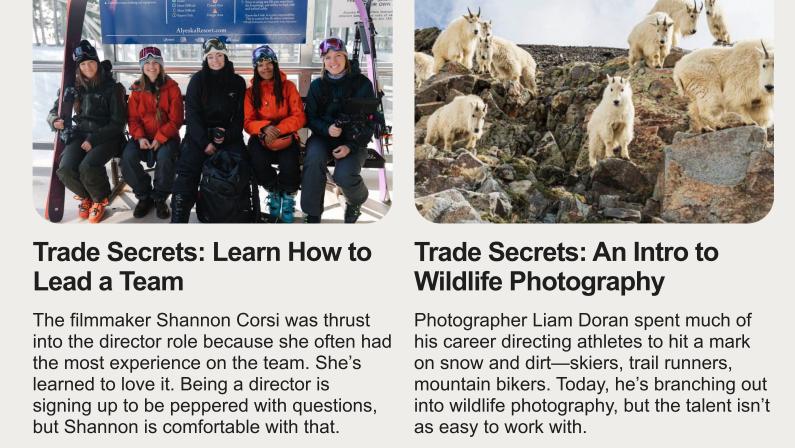




// New in Hence Journal

**All Articles** 

Jeremiah "Mlah" Watt



1. Roger Daltrey Gets It. Storytelling—and concerts fit in that bucket—is supposed to have mystery. Don't Google the denouement. Don't ask for the set list. "There's no surprises left with concerts these days, 'cause everybody

What We're Reading Now

MORE FROM THE BROADER CREATIVE WORLD

### creator and destroyer of worlds. (NYT). 3. Case in Point. "NewsBreak, a free app with roots in China that is the most downloaded news app in the United States, published an alarming piece

Strikes Bridgeton, New Jersey Amid Rising Gun Violence in Small Towns." The problem was, no such shooting took place. The Bridgeton, New Jersey police department dismissed the article—produced using AI technology—as "entirely false."" (Reuters) 4. "Content" is Not Culture. Chris Best, the cofounder of Substack, could be

wants to see the setlist. I'm fucking sick of it. Who wants to know what's

coming next? People forget about surprises. I can't stand it." (Billboard)

about a small town shooting. It was headlined "Christmas Day Tragedy

2. Al as Shiva? Thomas B. Edsall with a wide-ranging look at Al as both a

- writing for Hence when he says: "... networks compete for users in a war for attention by making systems that spit out superficially compelling content. In these networks, the creators serve the algorithm. They are always
- replaceable, and get a tiny, fluctuating slice of the revenue, or nothing at all. In this future, Al can replace human creativity with zero negative consequence for the people the networks serve." Yep. (Substack) 5. And an Upside. A look at how content spending may well increase after the decline of "peak TV." (Variety)

