

# Hacking Neologism

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# Prolog

- ▶ Dr. Minea Sangh
- ▶ Brilliant and influential frequency theorist
- ▶ Member of the Grand Holographic Council
- ▶ Dedicates her life to frequencyism and the harmonization of collective vibration
- ▶ Inventor of the CCF measuring device
- ▶ CCF: Cosmic Consciousness Frequency
- ▶ Attempted to re-legitimize the emotion of “grief” with proposal no. 3897. The proposal was rejected by the Council in 2040.



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Act 1 – Exposition

Technofutures as Linguistic Worlds

# Neologism

- ▶ A neologism is a new linguistic creation.
- ▶ A new word (lexical neologism): [**Cyberspace**] or [**Fridays for Future**]
- ▶ A new meaning for an existing word (semantic neologism): [**Cloud**] or [**Follower**]
- ▶ Neologisms are response to social, technological, or cultural changes
- ▶ They fulfill a communicative function by making previously unnamed phenomena or concepts linguistically accessible and thus graspable, discussable, perceivable, thinkable, xxx-able, etc.
  - ▶ They are *The moment when the undefined becomes defined.*

# Naming the Future

- ▶ Neologisms are technopolitical acts.
- ▶ They define problem-spaces and create solutions in one word (e.g. [**blockchain**])
- ▶ [**Fictional Technofutures**], meaning Science-Fiction that impact tech development, often serve as incubators for terminology (e.g. [**robot**] [**metaverse**]).
  - ▶ They map new linguistic terrains and create a shared [**megatext**] of potential futures.

# Socio-linguistic Hype-Infrastructure

- ▶ Words enable Hypes, capture attention and create discursive legibility
  - ▶ Hypes stabilize around terms like [**Web3**], [**Quantum Internet**], [**Digital Twin**].
  - ▶ Naming as a monetizing scheme: What can be named can be funded (e.g. [**Superintelligence**]).
- ▶ Words organize expectation: not what is, but what could be — or rather **what will be**.
  - ▶ Neologisms = infrastructure for future sensemaking.

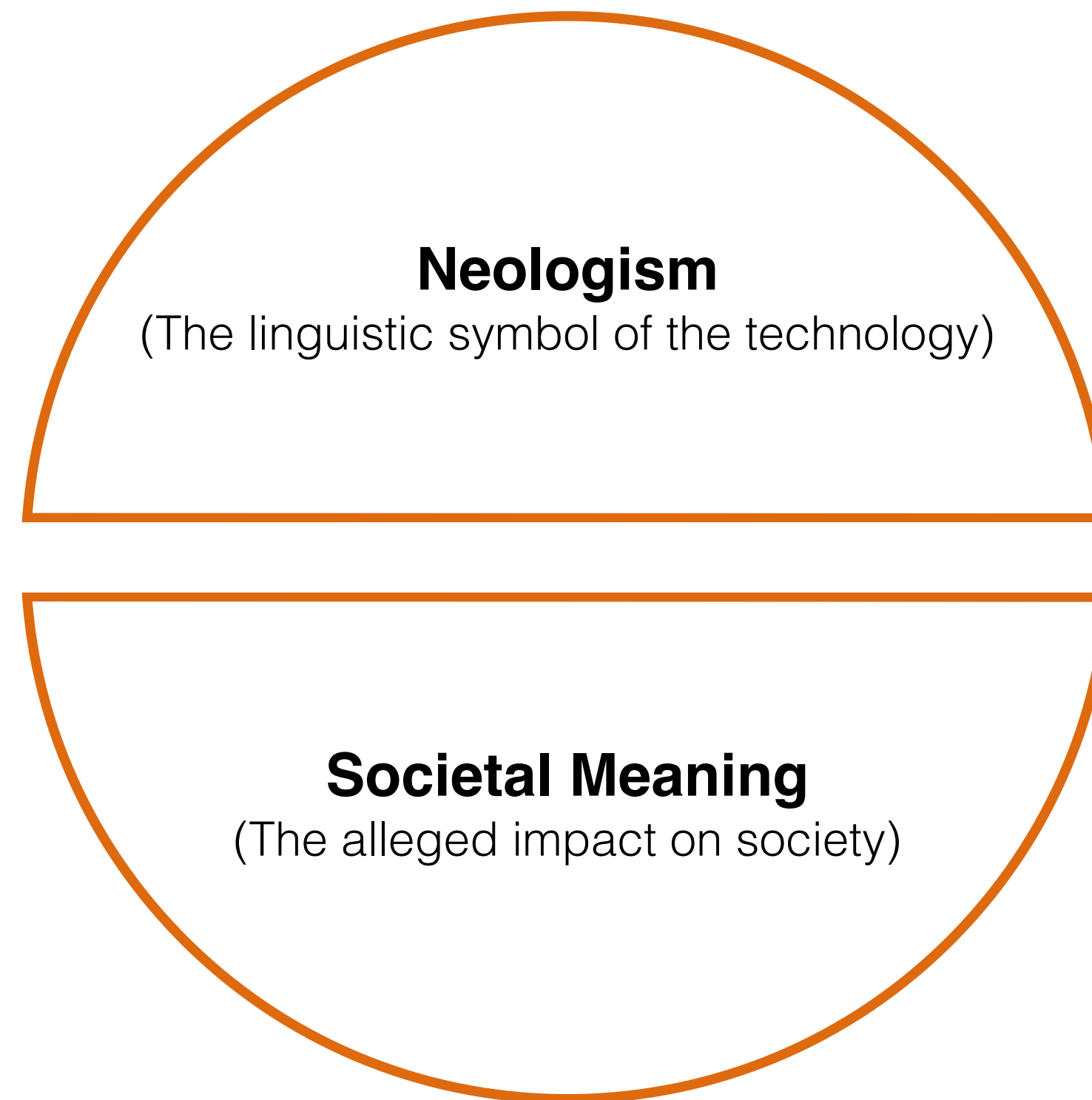
# Covering discourses

- ▶ Neologisms disclose worlds in fictional / scientific jargon.
- ▶ Techno-anticipatory regimes rely on semantic scaffolding.
  - ▶ [**Artificial General Intelligence (AGI)**] does not discuss ethical debates or institutional agendas but human like intelligence.
  - ▶ [**Artificial consciousness**] is the vision, smart weapons are the reality for IBM in 1970
- ▶ Each term encodes a normative framing and adds a societal meaning
  - ▶ [**Brain Computer Interfaces**] as [**Cognitive Enhancer**] or [**Neuroweapon**].

# Technofutures



# Technofutures



Act 2 – Rising Action  
The Semiotics of Speculation

# Futurolinguistic

*„Foot.*

*„Good. Onefoot, twofoot. Threefooter, fourfooted. Footing, footingly, footling. Footage, befootery. Footment. And footloose gets you footless, unfooted, defeeted. Ah, defeetism. Feetish, fetus ... feedback? Infoot and outfoot! I think we're getting somewhere. Feetality, twofootalitarianism.“*

*„But these words have no meaning!“*

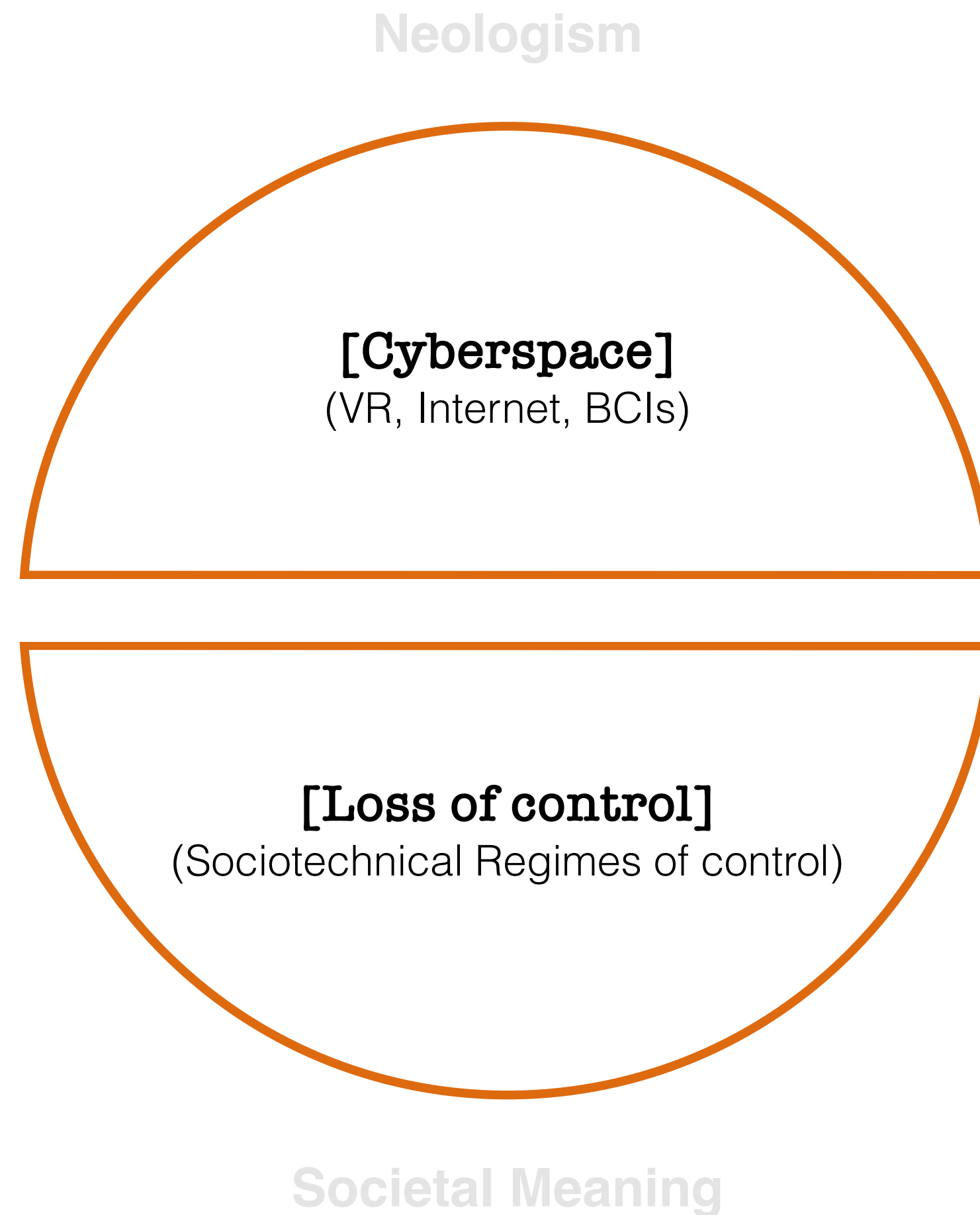
*„At the moment, no, but they will. Or rather, they may eventually acquire meaning, provided footeries and defeetism catch on. The word 'robot' meant nothing in the fifteenth century, and yet if they had had futurolinguistics then, they could have easily envisioned automata.“*

- (Lem 1970/1985, 23)

# Fiction as Semiotic Laboratory

- ▶ SF operates as a semantic testing ground.
- ▶ Worlds are built from words:
  - ▶ [**Positronic Brain**] Robots and humans coexist, creating new social interactions
  - ▶ [**Resleeving**] Mind-uploading allows to live forever, opening new markets for hosts
  - ▶ [**Cyberspace**] Technology and [**Zaibatsus**] surpassing humankind
- ▶ These terms define new action logics and moral grammars.
  - ▶ Every speculative term encodes a normative stance.
  - ▶ In the [**Cyberpunk**] era of the 1980s this was an anticapitalistic / antiglobalization cautionary tale of control and power shifts towards tech-companies

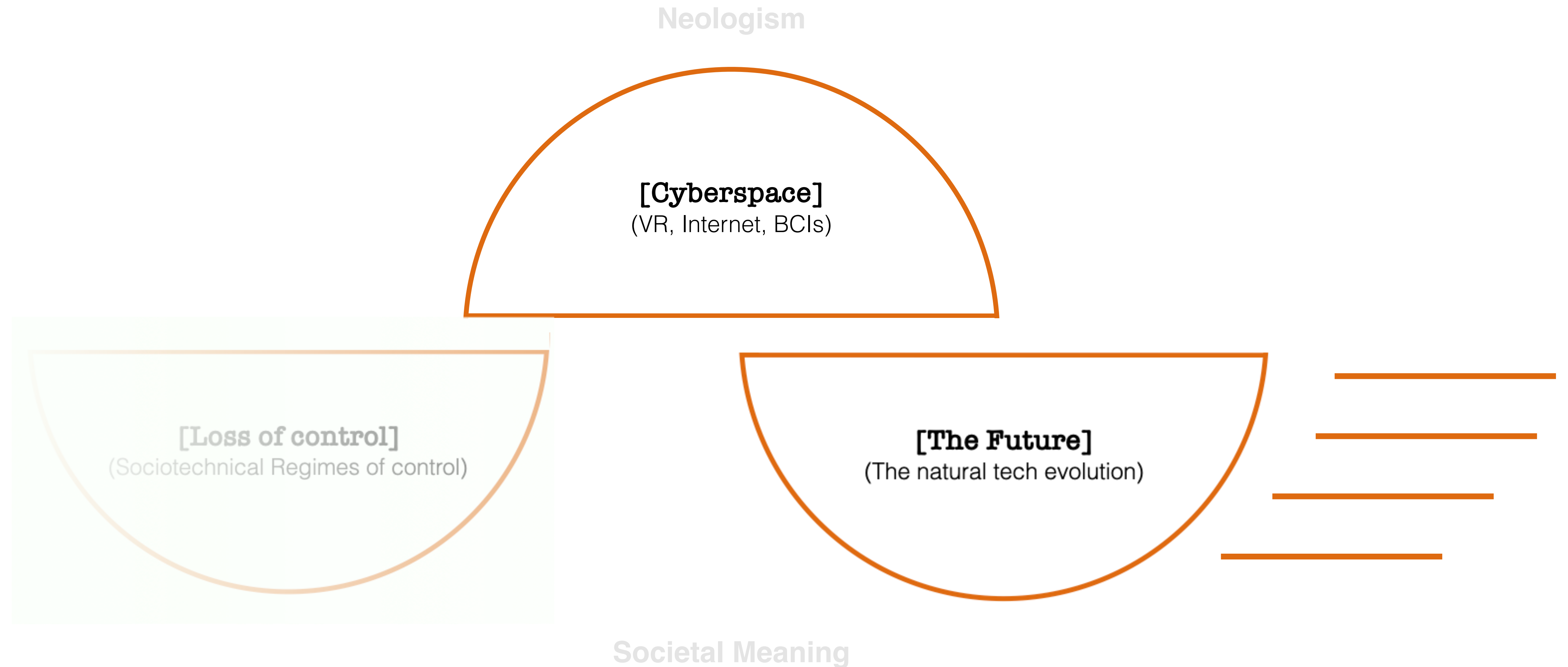
# Fictional Technofuture



# Neologisms as Predictive Infrastructure

- ▶ Neologisms in fictional technofuture act as preemptive icons.
  - ▶ Language is used to prototype desire and fear while creating expectations
- ▶ Once coined, they become future expectation and demand realization.
- ▶ Some terms become R&D lures, leading from „imaginary tech“ to „someday tech“.
- ▶ **BUT: Dystopia is not a business model!**
  - ▶ It becomes necessary to shift the societal meaning of a SF-neologism.

# Commodification of SF



# Hype as a Semiotic Economy

- ▶ Tech marketing recycles fictional semiotics.
  - ▶ Naively called the „Science Fiction Loop“
- ▶ Popular neologisms act as cultural currency ([**Metaverse**], [**Brain Computer Interfaces**], [**Mind Upload**])
- ▶ Symbolic density creates illusion of inevitability.
- ▶ Language enables hype arbitrage: borrow [**imaginability**] from fiction.
- ▶ Control of neologism = control of futures and expectations.

Act 3 – Climax  
The Quantum Hype Loop

# From Paradox to Promise

- ▶ Quantum tech thrives on ontological weirdness through terms like [**superposition**] or [**entanglement**].
- ▶ Fictional representations (e.g., *Dark*, *Tenet*, *Marvelverse*, *Multiverse narratives*) pick up cultural fascination and amplify it at the same time.
- ▶ The Quantum mythos amplifies awe, mystique and joins in the larger narrative of technological progress and expecting innovation.
- ▶ Hype arises from deliberate semi-opacity, creating the feeling of an inevitable future.
  - ▶ Setting the stage for what is to come.

# The impact of Quantum Neologism

- ▶ Terms like [**Quantum Supremacy**] provoke both hope and ethical discomfort.
  - ▶ Shutting down the international academic exchange on Quantum while firing up the urgency of development, ending in [**Quantum Space Race**]
  
- ▶ [**Quantum Threat**] tells a world end all forms communication and destroying global economy.
  - ▶ Only way out is [**Post-Quantum Cryptography**]
  
- ▶ Neologisms align with narratives and plot structures:
  - ▶ Utopia, cautionary tale, pandora's box, dystopia, unavoidable chaos, [**cryptocalypse**]
    - ▶ *unless*: [ENTER CALL FOR ACTION HERE]
  
- ▶ Neologisms blur line between speculation, fiction, plausibility and performativity.

# Fictional Neologism as [actual world] building

- ▶ From speech acts to hype acts: language as world-building tool.
  - ▶ Neologisms become performative.



*The* **WHITE HOUSE**

(i) By December 1, 2025, the Secretary of Homeland Security, acting through the Director of the Cybersecurity and Infrastructure Security Agency (CISA), and in consultation with the Director of the National Security Agency, shall release and thereafter regularly update a list of product categories in which products that support post-quantum cryptography (PQC) are widely available.

**EU reinforces its cybersecurity with post-quantum cryptography**

- ▶ Precautionary Principle:
  - ▶ „The crucial problem at this stage is that our hypothetical government does not know if other governments, hackers, or companies [bad actors] have already developed a quantum computer big enough to break systems and steal data. It would only know this once the attack had occurred, and so would have no time to react." (Possati, 2023, p. 16)

# The Economic Afterlife of Fiction

- ▶ Futures become commodified anticipation through the terms we use to describe them.
  - ▶ Startups and VCs use fiction-derived rhetoric to sell futures.
  - ▶ Fictional quantum concepts translate into investment categories.
  
- ▶ Fiction used as fiscal stimulus of „what will be“ (evolved from the „what if“).
  - ▶ Questions of futures reduced from „if?“, „what?“ or „who?“ to „when?“



Responsible Hype?  
Towards a Hermeneutic  
reframing of Neologism

# Reading the Future

- ▶ Apply literary tools to decode neologism and hype narratives.
  - ▶ Not: Hype is good or bad.
  - ▶ But: What is it the end to its means?
- ▶ Hermeneutics helps resist seduction by buzzwords.
  - ▶ Ask: What genre is this future? Who narrates it? For whom? For what purpose? In which context?  
To which audience?
  - ▶ Critical reading = critical hype studies.

(Critical Hype Studies ≠ „criticizing hype as a form of study“)

## „I dont know what it is but its cool“ - Mario

- ▶ What does it feel like?
- ▶ Towards a typology of Hype language and Neologism:
  - ▶ *Stabilizing*: [AGI], [Smart City]
  - ▶ *Disruptive*: [quantum leap], [brain-cloud]
  - ▶ *Mythic*: [Singularity], [Skynet]
  - ▶ *Infrastructural*: [Cloud computing], [dataverse]
  - ▶ *Extraordinary*: [Superintelligence], [Quantum supremacy]
- ▶ Each term encodes expectation, fear, or promise and resonates on different semantic and emotional level

# Hacking Neologisms

- ▶ Haraway: Refiguration of Neologism terminologies (e.g. [**Cyborg**])
  - ▶ „High-tech culture challenges these dualisms in intriguing ways.“
  - ▶ „Cyborg imagery can suggest a way out of the maze of dualisms in which we have explained our bodies and our tools to ourselves.“
  
- ▶ Is reclaiming meaning a way towards a responsible hype?!

Creating conclusion of chaos

# Neologisms...

- ▶ ... are the building blocks of Technofutures:
  - ▶ They define what can be imagined, discussed, funded, and developed.
- ▶ ... encode expectations, fears, and promises. Their societal meaning which can be shifted:
  - ▶ From cautionary tales to promising futures
- ▶ ... are powerful and performative:
  - ▶ The **[Quantum Threat]** is driving current cybersecurity policy
- ▶ ... need to be read critically (i.e., hermeneutically):
  - ▶ Deconstructing hype through hermeneutics reveals who imagines which futures and why.
  - ▶ And holds the potential for reconstructing societal meaning.

Thank you