

SIDE 1/2 THE CRITICAL TOOLKIT & THE THEORY · Political economy · Value-form & surplus value · Base/superstructure · Digital labour · Platform & surveillance capitalism · Technofeudalism · Attention · Spectacle · Speed · Hyperreality

100% ESSAY · NO EXAM

Compiled by AskSia · mapped to the MECM90041 curriculum · asksia.ai/cheatsheet/unimelb-mecm90041

0 · How to Use This

READ FIRST

★ This subject is graded **entirely by critical writing** — **no exam**: an in-class **Book Review PLAN** (10%, 500w, WK3–4), a **BOOK REVIEW ESSAY** (40%, 2000w, mid-sem), and a **RESEARCH ESSAY** (50%, 2500w, exam period). Hurdles: ≥80% **tutorial attendance** + submit every piece (a genuine attempt).

The marked skill = *take a digital case & explain it as an expression of capitalism's contradictions* — then *critique it*. So this sheet is a **concept + citation bank**: the toolkit & the theory (Side 1); the theorist bank, debates & the writing engine (Side 2).

SIA → *One move runs the whole subject: pick a case (a platform, an AI bubble, an influencer, a meme), run it through the machinery (value-form · surplus value · spectacle · attention), then find where the argument breaks. Description loses marks; critique wins them.*

1 · The Spine of the Subject

W1 · THE DIAGRAM

The lecturer returns to one diagram every week:

political economy (base/superstructure) → computing revolution → (global) modernity → digitality — mediating both **social life** (institutions) and **personal life** (psychology) through technology.

The deep through-line is *social time / speed*: since the late 1970s "things speed up," and we can *feel* it but struggle to say *why*. PE + a temporal/phenomenological method is the toolkit to articulate it.

Three phases: I PE as a way into mediated experience (W1–3) · II historical/sociological/political (W4–7) · III phenomenology of mediation (W8–12).

2 · Political Economy

W1 · THE LENS

Political economy · the study of how a **mode of production** (economy), a **form of social organisation** (value, power) and **processes of socialisation** (ideology, culture) hang together — plus the question of *capacity for action* (agency, autonomy).

Vs mainstream economics: neoclassical economics treats the market as a neutral allocation mechanism; PE treats the economy as a structure of **social power & class relations**. It's the "way in" to digital life.

Tutorial drill — sort any digital phenomenon (algorithms, influencers, AI agents, K-pop, neoliberalism) into the 3-part skeleton: economy · value-and-power · ideology-and-culture.

3 · Marx Basics, As Used Here

W2 · CITE-READY

Commodity · a thing produced for *exchange*, not direct use. *Commodification* · turning more of life (attention, data, social relations) into commodities.

Use it: name what is commodified in your case, and the labour behind it.

3b · Value-Form Theory

W2 · THE ENGINE

Use value = utility, tied to **concrete labour** (the diamond/water paradox). *Exchange value* = what it fetches, produced by **abstract labour** (homogeneous social time) — the basis of *surplus value*.

Surplus value = value labour produces beyond its wage; the source of profit. Marx's footnote the course hangs on: technology "discloses man's mode of dealing with Nature" & lays bare social relations + **mental conceptions** (the "missing links" the course inserts).

Capital = what capitalists accumulate through the labour-commodity relation (Harvey). **Use it in your essay**: show your case extracting surplus value or converting use value into exchange value.

4 · Base & Superstructure

W2 · MASTER DIAGRAM

BASE	SUPERSTRUCTURE
means of production (tools, machines, land)	law, media, politics, education
relations of production (classes, capital, property)	art, religion, philosophy, ideology

They shape each other in a "spiral," but the base is **generally dominant**. Tutorial debate: is digital tech (base) or political power (superstructure) the more decisive force? *Commodity fetishism* (Marx) / *reification* (Lukács): human relations appear as relations between things — Debord extends both into the spectacle.

5 · Crisis & Contradiction

W2, 5 · HARVEY

Capitalism convulses through **internal contradictions**; crises (the GFC) are cyclical (Harvey). The course invites reading the "AI bubble" as a coming crisis.

The deepest contradiction (Marx via Celis Bueno) of automation is a tech revolution to *minimise* the labour-time in each commodity — **while still using labour-time as the measure of value**.

SIA → *"Is the AI bubble a crisis of capitalism?" is a ready-made research-essay question — run it through Harvey's crisis theory + the labour-time contradiction.*

5b · Industrial Revolutions

W4 · CONTEXT

The course dates the stages: **1st** (1760, mechanisation/steam) · **2nd** (1870, mass production/electricity) · **3rd** (1947, computing/automation) · **4th** (~2020s, cyber-physical/AI). *Financialisation* — finance & asset-price dynamics dominating productive activity — runs through the GFC, the dot-com crash & the "AI bubble," central to both Harvey's crisis theory and Varoufakis's cloud capital.

6 · Digital & Immaterial Labour

W10 · CITE-READY

Digital labour (Fuchs) · organising experience via brain + media + speech to make new products. *Affective labour* (Hardt & Negri) · labour producing/manipulating affects as an immaterial commodity. *"The soul at work"* (Berardi) · attention "under siege"; capital takes mind, language & creativity as its primary tools.

The audience commodity (Smythe) · media don't sell content to audiences — they **sell audiences (their watching-as-work) to advertisers**. The classic PE move that prefigures platform capitalism: user data & attention packaged for sale.

Free labour · the unwaged user-generated content & early open-source work that built Web 2.0 — exploitation "beyond the factory."

7 · Platform & Surveillance Capitalism

W4 · PLATFORMS

Platform capitalism · the Web-2.0 model — set up a low-threshold platform → users populate it → algorithms read their data → sell third parties personalised advertising. "Data is the new oil"; tends toward *monopolisation*.

Surveillance capitalism (Zuboff 2019) · claims human experience as **free raw material** for hidden extraction, prediction & sale; a "parasitic" logic, a "global architecture of behavioural modification," "a coup from above."

Societies of control (Deleuze) · power that "coerces without prohibitions, through enjoyable incentives" — beyond the disciplinary panopticon.

8 · Data Colonialism

W3, 5 · THE SOUTH

Data colonialism (Mejias & Couldry) · extracting data & value from the Global South & Indigenous peoples, reproducing colonial asymmetries — platforms "colonise" everyday life. *Datafication* · converting everyday behaviour into machine-readable, monetisable data points.

8b · Tech Sovereignty & Geoeconomics

W5 · DIESEN

Technological sovereignty · states fight for control of critical layers — chips, OS, software, critical minerals.

Chip wars: TSMC (Taiwan, ~93% of advanced fabs), ASML (EUV lithography, NL), US export controls vs China, AUKUS Pillar II, reshoring, China's grip on rare earths/gallium. The "**Fourth Industrial Revolution**" read as great-power competition — a US-China "new Cold War" re-territorialising the once-"open" internet.

Road not taken: Project Cybersyn (Allende/Beer) — socialist cybernetics vs the neoliberal coup.

9 · Technofeudalism & Rent

W2, 5 · VAROUFAKIS

Technofeudalism (Varoufakis) · capitalism has **died**, replaced by a feudal-like order of monopolistic digital infrastructure; we become "**digital serfs**."

Cloud capital & cloudalists · a new species of capital (platforms, algorithms, devices) that modifies behaviour & commands attention; its owners extract value as **rent**, not profit.

Rent vs profit · *profit* = producing & selling commodities in competitive markets; *rent* = controlling access to the digital "fief." The **demise of profit** (replaced by cloud-rent) is, for Varoufakis, the end of capitalism proper — the course's central provocation.

SIA → *The hinge of the whole "is it still capitalism?" debate is rent vs profit. Take a stance & defend it with a named platform.*

10 · The Attention Economy

W10 · CELIS BUENO

In an info/knowledge economy, **human attention becomes a scarce, valuable commodity** — psychic raw material transformed into labour that produces surplus value (Celis Bueno; *cognitive / post-Fordist capitalism*). Premise: "content is infinite but time is limited."

Both clock-time and "cyber-time" subsume human activity under capital; *valorisation of subjectivity* (Virno, Berardi) — subjectivity itself becomes the territory of value-production.

11 · Spectacle & Spectacle 2.0

W10 · DEBORD

Society of the spectacle (Debord) · "everything directly lived has moved away into representation"; the spectacle manufactures *pseudo-needs* & "the concrete manufacture of alienation." SI tools: *psychogeography*, *dérive*, *détournement*.

Spectacle 2.0 (Briziarelli & Armano) · the spectator becomes an **interactive, self-spectacularising, precarious subject** — mirroring Web 2.0 & Harvey's shift to *flexible accumulation*. Personal life becomes entertainment-as-value-production. **Epistemology of the spectacle**: a "two-layer" reality — deep alienation/reification covered by a superficial spectacle layer.

The spectacle extends the *culture industry* (Adorno & Horkheimer), Lukács's *reification* & Marx's *commodity fetishism*.

11b · Distraction or Attention?

W10 · THE FRAME

Master question of W10: is "distraction" a phenomenon of **information overload** or of **market competition** for our time? What is attention worth — to us, vs to the economy? Beller: the attention economy is "a generalized alienation of the spectator from vision."

12 · Speed & Acceleration

W9 · THE HIGH-SPEED SOCIETY

High-speed society / time-pressure paradox (Wajcman; Rosa's three accelerations — technological, of social change, of the pace of life). **Paradox**: if tech speeds things up, why does time feel *scarcer*?

Time-space compression (Harvey) · tech telescopes distance — Marx's "annihilation of space by time"; capital must speed circulation & expand globally ("faster = better").

Dromology (Virilio) · the logic of speed; speed-space replaces real space; the military is the vanguard; every invention invents its *accident*; calls for a cultural slowdown. *Timeless time* (Castells) · "perennial simultaneity."

Wajcman's twist: speed is a **sociotechnical assemblage** — devices + social norms co-evolve; the digital-detox reflex is "inadequate" & nostalgically conservative.

12b · Acceleration & Refusal

W9 · THE EDGE

Accelerationism (Mackay & Avanesian; CCRU) · the heresy that the radical response to capitalism is to *accelerate* its decoding tendencies. *Hyperstition* · "fictions that make themselves real."

Futurity vs the future (Eshun) · *future* = capitalism's intensified present; *futurity* = a qualitatively different future (Afro/Sino/Gulf/Indigenous/xeno-futurisms). Refusal cultures: **lying flat** (躺平) · **let it rot** (摆烂).

13 · Hyperreality

W8 · BAUDRILLARD

Simulacra & simulation · four orders of the sign: reflects → masks → masks the *absence* of → bears **no relation to reality** (pure simulacrum). *Hyperreality* = a systematic **excess of reality** (information overload), where the model precedes & produces the real — "the murder of the real" ("the Gulf War did not take place").

Database consumption (Azuma) · postmodern culture loses the **grand narrative**; otaku consume a *database* of settings/character-elements, recombining simulacra without an original — "matching the logic of the Web." Cases (W8): otaku fandom, AI influencers, **Amalia Ulman's** staged Instagram performance. Barroso applies Baudrillard to the smartphone: "the virtual thinks for us."

13b · The Phenomenological Turn

W8 · PHASE III

Phase III asks how digital media *filter* experience. Entry point: Kant's phenomena vs noumena — the a-priori categories framing any possible experience — re-asked as how platforms frame the **phenomenological object of knowledge**. Habermas's *public sphere* migrates from physical space (parks, cinemas) to networked software platforms.

14 · Technology & Modernity

W3 · THE ANTHROPOLOGY

Exteriorisation (Leroi-Gourhan) · technology externalises human faculties — tools extend the body, writing extends the mind ("homo faber"). *Enframing / Gestell* (Heidegger) · modern technology reduces beings to calculable "standing-reserve" → alienation. *Cosmotronics* (Yuk Hui) · no single universal Technology — plural *technodiversities* rooted in different cosmologies.

Plasticity (Mbembe) · digital tech's power is its graftability onto other cultural matrices; tech is "the mediation par excellence of the living." *Analogue vs digital* (Hassan) · digital is "magical" (invisible, ungraspable) & severs our analogue relation to nature/labour → *alienation* as "*a relation of relationlessness*" (Jaeggi).

15 · Ideology & the Tech Oligarchy

W6–7

Cyber-libertarianism → *neoliberalism* (Chenou) · 1990s "internet exceptionalism" & multi-stakeholderism didn't stay libertarian — it was institutionalised as a **neoliberal** mode of governance.

The Californian ideology · counter-cultural utopianism fused with free-market libertarianism; mutates into reactionary "**tech-libertarian futurism**."

Reactionary tech oligarchy (Farkas & Mondon) · tech billionaires' entry into far-right movements, *enabled* by decades of liberal "post-democracy"; rejects euphemisms ("polarisation," "populism"). W6 profiles Thiel/Musk/Karp; Palantir as its nationalist/Schmittian wing (Taškale).

16 · Network Society & the Commons

W4 · CONTEXT

Network society (Castells) · post-1970s structure organised around info networks; "space of flows" > place; the ICT revolution diffused on a trajectory set by neoliberal globalisation.

Digital commons · non-proprietary production (Free Software, GPL, Linux, Wikipedia; "free" = liberty not price); Raymond's **cathedral vs bazaar**; Lévy's collective intelligence. Tension: the commons vs commercialisation/monopoly ("embrace, extend, extinguish").

Web 1.0 / 2.0 / 3.0 · 1.0 read-only (1960s–90s) → 2.0 the platform economy & UGC (2000s) → 3.0 the AI/LLM turn (2020s), with IP, labour-redundancy, geopolitical & ecological (critical-mineral) stakes. **Lovink & Rossiter**: build "organized networks" — "the world cries for action, not likes."

SIA → *Side 2 turns these concepts into a theorist bank, the live debates, a glossary & the essay-writing engine. Flip* →

SIDE 2/2 APPLY · CITE · WRITE · Theorist & reading bank · The live debates · Concept glossary · The Book Review Essay · The Research Essay · Argument craft · Integrity

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17 · Theorist / Reading Bank

CITE THESE · I

VAROUFAKIS *Technofeudalism*

Capitalism is dead; cloud capital lets clouddalists extract *rent*; we are "digital serfs." The "is it still capitalism?" provocation.

HARVEY *Limits to Capital*

Marxist crisis theory; cyclical contradictions; time-space compression ("annihilation of space by time").

CELIS BUENO *The Attention Economy*

Attention as commodity & immaterial labour producing surplus value; extends Marx's contradiction into post-Fordism.

DEBORD *Society of the Spectacle*

Life mediated by images; "everything directly lived moves into representation"; the manufacture of alienation.

BRIZARELLI & ARMANO *Spectacle 2.0*

The spectator becomes an interactive, self-spectacularising, precarious subject; the "two-layer" epistemology.

ZUBOFF *2019*

Surveillance capitalism — experience as free raw material for prediction & behavioural modification.

SMYTHE *audience commodity*

Media sell audiences to advertisers; watching is work — the classic PE move behind platform ads.

HASSAN *Condition of Digitality*

Digital is "magical," severs the analogue relation to nature/labour → alienation as "relationlessness."

17b · Reading Bank

CITE THESE · II

WAJCMAN *High-Speed Society*

The time-pressure paradox; speed as a sociotechnical assemblage; anti-digital-detox.

VIRILIO *dromology*

The logic of speed; speed-space replaces real space; every invention invents its accident.

BAUDRILLARD *Simulacra*

Four orders of the sign; hyperreality; "the murder of the real."

LEFEBVRE *Rhythmanalysis*

Non-linear time; recovering autonomous rhythms against capital's imposed tempo. (W11.)

MARX *Capital, Vol. 1*

The value-form, surplus value & the footnote on technology disclosing social relations + mental conceptions.

GRAEBER *Flying Cars*

Poetic vs bureaucratic technologies; capitalism ≠ market; the declining rate of real innovation. (W7.)

HADJADJI *W6 guest*

Digital capitalism's drift to neoliberalism & the techno-fascist Silicon Valley turn ("apocalypse nerds").

17c · Reading Bank

CITE THESE · III

MBEMBE *Brutalism*

Tech's power = plasticity (graftable onto other cosmologies); tech as "mediation of the living."

YUK HUI *Cosmotechinics*

No single universal Technology — plural technodiversities; engages/critiques Heidegger.

LOVINK & ROSSITER *Organization after Social Media*

"Organized networks" vs weak-tie data-mining; "the world cries for action, not likes."

FARKAS & MONDON *reactionary tech oligarchy*

Tech billionaires' far-right turn, enabled by liberal "post-democracy"; radical-democratic alternatives.

DIENSEN *4th Industrial Rev.*

Tech as great-power competition; technological sovereignty / geoeconomics (chips, minerals).

BERARDI *the soul at work*

Attention "under siege"; cognitive capital takes mind, language & creativity as its tools.

HARDT & NEGRI *affective labour*

Labour producing/manipulating affects as an immaterial commodity.

CASTELLS *network society*

Space of flows > place; "timeless time"; the ICT revolution & neoliberal globalisation.

CHENOU · GRAEBER

Cyber-libertarianism → neoliberalism; poetic vs bureaucratic technologies (declining innovation).

AZUMA · TAŞKALE · KONIOR

Database consumption (otaku); Palantir's "technological republic"; the dark-forest internet.

POHLE & VOELSEN *Centrality & Power*

How states (digital sovereignty) & firms reconfigure the internet's power — exceptionalism → re-territorialisation.

FUCHS · VIRNO

Digital labour as value-production; subjectivity itself as the territory of valorisation.

ESHUN · CCRU

Futurity vs future; accelerationism & hyperstition; the technodiversity of futurisms.

HEIDEGGER · ELLUL

Enframing/standing-reserve; technology as an autonomous system that determines our mode of life. (W3.)

DELEUZE *via Brusseau*

Societies of control — power that coerces through "enjoyable" incentives, beyond the panopticon.

SIA → *For the Book Review, pick one of these as your text; for the Research Essay, line three or four up against your case.*

18 · Key Debates

BOTH SIDES · ESSAY FUEL

STILL CAPITALISM OR TECHNOFEUDALISM?

Varoufakis: capitalism is dead — cloud-rent replaces profit (digital serfdom). **Against:** Harvey/Celis Bueno/Zuboff/Briziarelli & Armano keep it *inside* capitalism — surveillance/cognitive/Spectacle 2.0 are **mutations of capital, not its supersession**. Hinge: *rent vs profit*.

IS DIGITAL LABOUR EXPLOITATION?

Yes: attention + immaterial/affective labour produce surplus value beyond the factory (Celis Bueno, Fuchs, Berardi); Beller — the attention economy is "a generalized alienation of the spectator from vision." **Tension:** the "free labour" ambiguity of open-source & user content.

PLATFORM POWER & THE TECH OLIGARCHY

Are Thiel/Musk/Karp a far-right *oligarchy* enabled by liberal post-democracy (Farkas & Mondon)? Palantir's algorithmic/Schmittian governance (Taşkale) vs depoliticising euphemisms.

ACCELERATION VS THE GOOD LIFE

Wajcman's *paradox* & rejection of digital-detox-as-politics, vs Virilio's call to slow down, vs accelerationism's "speed it up." Refusal cultures (lying flat / let it rot) as the student-facing edge.

BASE OR SUPERSTRUCTURE?

Is digital tech (base) or political power/ideology (superstructure) the more structural force? Course leans "base generally dominant" — but insists on the feedback spiral.

POETIC VS BUREAUCRATIC TECH

Graeber (W7): has capitalism moved from *poetic* technologies (imagined futures, flying cars) to *bureaucratic* ones (software turning us all into administrators)? Capitalism ≠ market; large semi-monopolies aren't very innovative.

REALITY OR HYPERREALITY?

Do we live in the real or in simulacra/database consumption (Baudrillard, Azuma)? Is the analogue human *alienated* in a digital world — "relationlessness" (Hassan, Jaeggi)?

TECH: HUMAN, CULTURAL, OR CAPITAL-SHAPED?

Does technology make us human / is it a cultural framework (Leroi-Gourhan, Mbembe, Hui) — or is its development structured by capital's imperatives (the PE line) vs an autonomous system (Heidegger, Ellul)? Sub-question: should *tradition* (Hui's cosmotechinics) govern technology?

SIA → *A strong essay stages a debate: name the strongest position, then the objection, then your adjudication via a case.*

19 · A2 · The Book Review Essay

40% · 2000W

Review **one chosen book** from the reading canon (Varoufakis, Hassan, Celis Bueno, Briziarelli & Armano, Hui, Diesen, Mbembe, Lovink & Rossiter...). **Choosing a book that genuinely sits in the course's debates is itself assessed.** Referencing is unusually light — **you need only cite the chosen text**; no minimum sources.

THE 4-MOVE SKELETON

- SITUATE — place the book in its field + why it's relevant (~300w)
- EXPLAIN — its central arguments, can go chapter by chapter (~900w)
- ASSESS — its single most valuable idea + why, w/ examples (~500w)
- CRITIQUE — limitations in specific arguments, grounded in examples (~300w)

Marked on: text relevance · cohesive engagement · clear justification of each move · genuine evaluative voice (faithful summary + a strong critical voice — see the Lunt & Lancheater exemplars).

19b · A1 · The Plan

10% · 500W · WK3-4

An in-class, **formative** miniature of the four moves — it forces you to **choose your book early** & draft the structure. Tutors don't feed back on the plan itself; the payoff is structural, and your analysis/conclusion may legitimately *drift* by the finished review.

19c · Picking the Book

SET YOURSELF UP

- Sits squarely in a course debate (PE, speed, spectacle, platforms)
- Has **one idea** you can champion & one limit you can name
- You can **reuse it** as a theorist in the Research Essay
- Short enough that you can review it with real depth in 2000w

19d · The Evaluative Voice

A2 CRAFT

A review is **not** a summary. Balance faithful exposition (what the book says) with a **strong assessing voice** (where it convinces, where it overreaches). The exemplars (Lunt's review essay; Lancheater's LRB piece) model exactly this mix.

For move 3, don't just praise — show *why* the best idea matters, with a concrete digital example. For move 4, target **specific** arguments, not the book in general.

The payoff loop: tutors don't feed back on the 10% plan — but the feedback you get on this 2000w review becomes the key input for the 2500w research essay. Treat the review as a dress rehearsal for your critical voice.

20 · A3 · The Research Essay

50% · 2500W

Choose a question from the LMS list or negotiate your own topic with your tutor (genuine interest carries the work). The graded skill: **apply theory to a concrete digital case — don't describe a platform, explain it.**

STRUCTURE SCAFFOLD

Intro — case · stakes · **thesis** · roadmap
Body ¶ — claim · the case · theory (a concept §) · critical analysis · link
Concl. — restate · synthesise · "so what for capital / alienation / autonomy"

Run a named case through the machinery: TikTos's feed, the "AI bubble," Palantir, an influencer (Amalia Ulman), a lying-flat meme — read via value-form, surplus value, base/superstructure, alienation, the attention economy, the spectacle.

Then **critique, don't report**: name the strongest reading, find where it breaks, position against the theorists. Use the temporal/phenomenological lens — treat digital experience as a structuring of *time & attention* under capital. Meet academic protocol: proper referencing & advanced library research.

20b · Worked · Mini Case

THE SHAPE
Case: an AI influencer's monetised feed. **Concept:** the attention economy + Spectacle 2.0. **Analysis:** the user's watching is *immaterial labour*; self-spectacularisation = value-production; attention is the commodity. **Critique:** does "rent" (Varoufakis) or "surplus value" (Celis Bueno) better name the extraction? **That tension is your thesis.**

20c · Essay Traps

AVOID THESE

- Describing** a platform instead of explaining it
- Theory-dropping** — naming Zuboff without using her
- No critique** — summarising the canon, not assessing it
- Ignoring the **time/speed** lens the course prizes
- One theorist only** — the best essays stage two against each other

20d · Autonomy & the Wrap

W11-12

The final phase pivots to **autonomy**: Lefebvre's *rhythmanalysis* asks whether we can recover our own biological/social rhythms against algorithmically imposed tempo & attention-commodification. A strong essay can end not just on critique but on the question of **agency** — what a non-alienated digital life might look like. W12 reprises the three phases for the research essay.

21 · Concept Glossary

CITATION-READY

Surplus value — value labour makes beyond its wage; the source of profit.

Abstract labour — labour as homogeneous social time; substance of exchange value.

Reification — human relations frozen into thing-like form (Lukács).

Cloud capital — platforms/algorithms/devices that command attention & extract rent (Varoufakis).

Rent — value from controlling access to an asset, vs profit from production.

Immaterial labour — labour producing knowledge, affect, communication.

Valorisation — the value-increase of capital; here, of subjectivity itself.

Détournement — turning the spectacle's images against it (SI).

Dromology — the logic/politics of speed (Virilio).

Hyperstition — fictions that make themselves real.

Standing-reserve — beings reduced to exploitable stock (Heidegger).

22 · Argument Craft

DESCRIPTION → ANALYSIS

THESIS TEMPLATE

"While [case] appears to ___ , read through [concept/theorist] it actually ___ , revealing ___ about [capital / labour / alienation / autonomy]."

Description = what the platform is. **Analysis** = what it means for value, power, who profits, who's alienated.

End each ¶ on a **"so what."**

Critical phrases: this suggests · this reveals · which implies · more convincingly · however · by contrast · as X argues · extending X · X overstates · against X.

23 · Integrity & HD Checklist

BEFORE YOU SUBMIT

At use: work is Turnitin-scanned. OK (disclose): verify ideas, define terms, locate sources. **Not OK:** AI writing/rephrasing your prose or cited as a source.

- Arguable thesis, answered throughout
- Concept + case + theorist in each ¶
- Critique > description; every ¶ has a "so what"
- Time/attention lens used somewhere
- Book review: only the chosen text cited; 4 moves clear
- Counter-position raised & adjudicated
- Within word count (±10%)

SIA → *Read your topic sentences end-to-end — they should argue the whole case alone. If not, the structure isn't there yet.*