

Ben Magnuson



DIRECTOR, DATA STRATEGY



Winds of Time

Digital Media and the Return to Speech

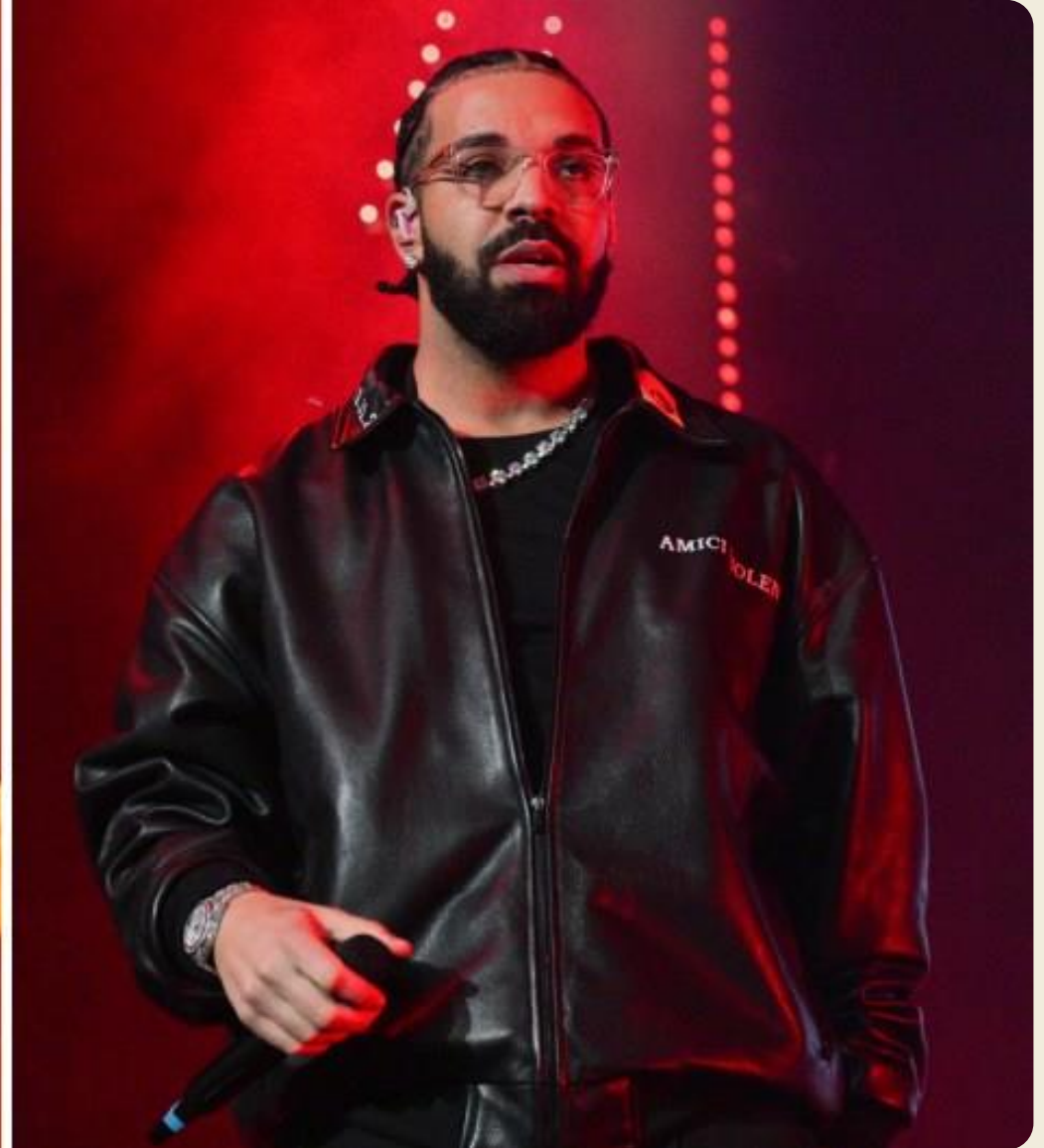


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We Are So F#!*#ing Authentic!

IN THE SPOTLIGHT

The normalisation of political profanity

Donald Trump isn't the first politician to tarnish their office with foul-mouthed rhetoric – and it's catching on with rivals, too

BY CHAS NEWKEY-BURDEN, THE WEEK UK PUBLISHED APRIL 9, 2026

Democrats think swearing will fix their authenticity problem. It won't
Alex Bronzini-Vender



Extreme language on earnings calls has positive result, study finds

LEADERSHIP • NEX

The rise of cursing CEOs and what it means for business

By Lily Mae Lazarus
Reporter, News



March 7, 2025, 10:28 AM ET

[Add us on](#)  

CEOs must carefully choose their words, as their communication shapes company culture, workforce cohesion, public perception, and even stock performance.

From Donald Trump to Jacob Frey – has politics lost its profanity filter?

PEOPLE IN THIS STORY

-  Katherine Haenschen →
-  Nicholas Beauchamp →





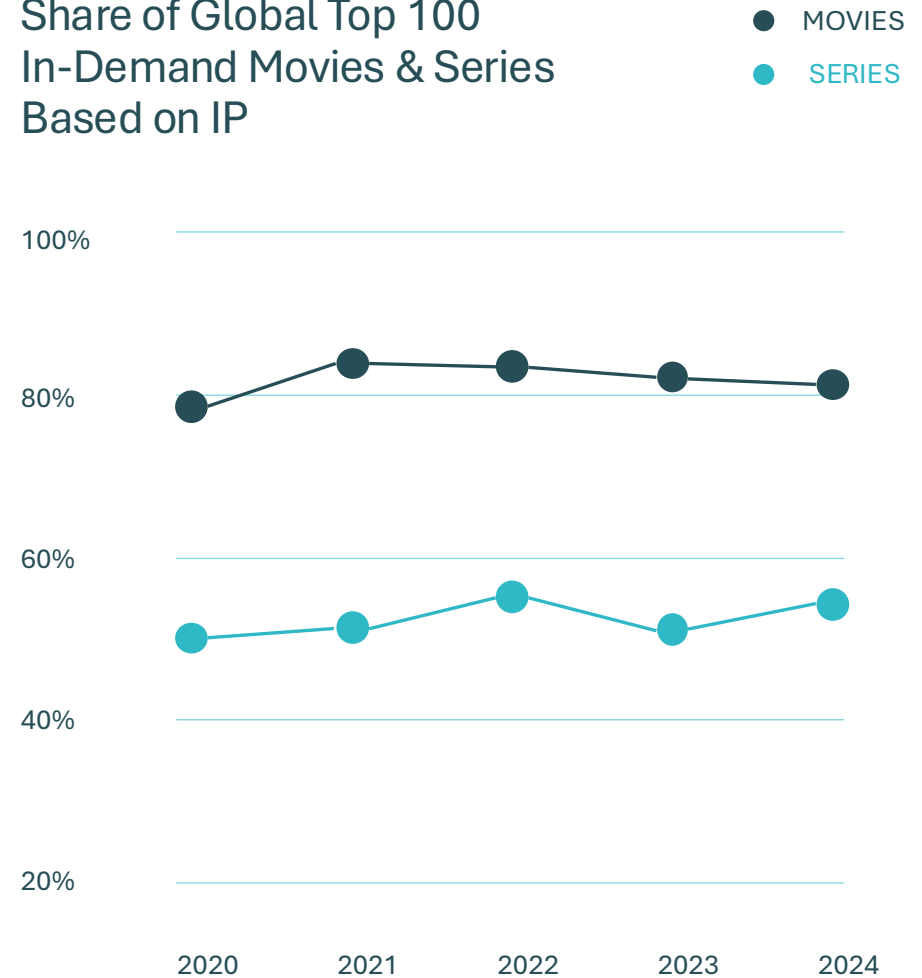
PIRATES *of* the CARIBBEAN

THE HAUNTED CROW'S NEST OR SOMETHING WHO GIVES A CRAP

In 1980, sequels made up 34% of top grossing films.

By 2024, Franchise releases made up 83% of Hollywood's box office.

Share of Global Top 100 In-Demand Movies & Series Based on IP



Marshall McLuhan

- ◆ Rose to prominence critiquing and describing how digital technologies were changing us.
 - ◆ “The Medium is the Message” highlighted how what we choose to send our messages with has its own signals.
-





Walter Ong

- ◆ Studied the differences in primarily Oral vs. Literate cultures.
 - ◆ Was a student under Marshall McLuhan; provided the rigor behind McLuhan's theories.
-



“Fully literate persons can only with great difficulty imagine a culture with no knowledge whatsoever of writing ...or even the possibility of writing.”

Walter Ong

ORALITY AND LITERACY

DIFFERENCES IN ORAL CULTURES

Optimized for Memory

Rhythmic, easy-to-remember proverbs

Long oral performances used catalogues of pre-configured phrases to fit the meter.

Use of musicality and song in performances

Stories focused on familiar, known characters.



DIFFERENCES IN ORAL CULTURES

Situational Instead of Abstract

Knowledge derived from the collective experiences of yourself and your tribe.

Learning came from doing, not imagining.

Results oriented—When poor results happened, it was often attributed to actions by Gods.



DIFFERENCES IN ORAL CULTURES

Empathetic & Participatory

For something to be known, it would require “empathetic, communal identification to the known.”

You would put yourself in the stories, relate to the stories to build out the experiences.

Crowds during performances would shout out common phrases and be a part of the performance.



DIFFERENCES IN ORAL CULTURES

Agonistic

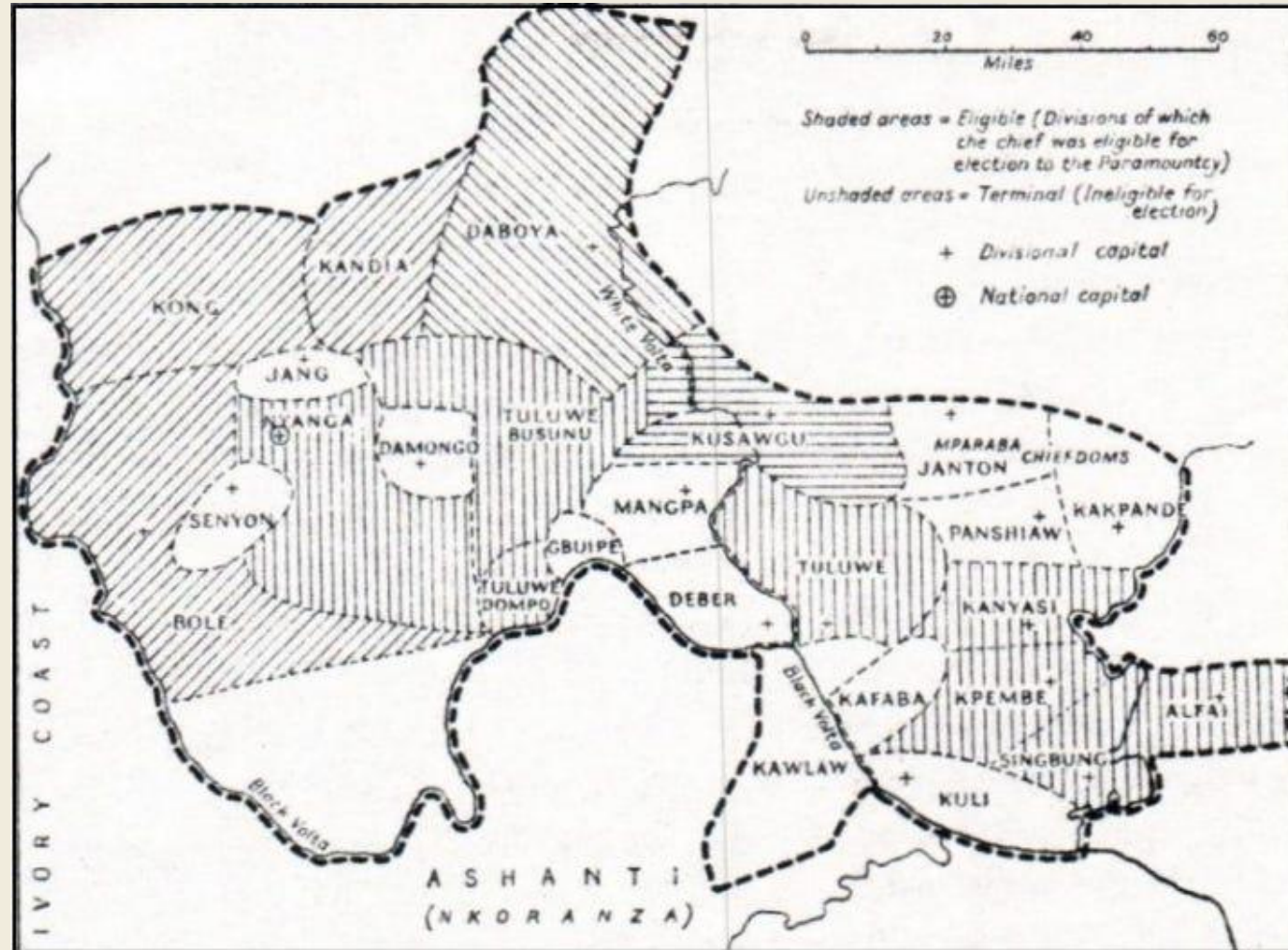
Any social behavior that exhibits conflict,
fighting, threats or submission.

“Proverbs and riddles are not used simply to store knowledge
but to engage others in verbal and intellectual combat.”

- Walter Ong



Map of the Gonja Territory



“Now these are the generations of the sons of Noah, Shem, Ham, and Japheth: and unto them were sons born after the flood.

The sons of Japheth; Gomer, and Magog, and Madai, and Javan, and Tubal, and Meshech, and Tiras.

And the sons of Gomer; Ashkenaz, and Riphath, and Togarmah.

And the sons of Javan; Elishah, and Tarshish, Kittim, and Dodanim.

By these were the isles of the Gentiles divided in their lands; every one after his tongue, after their families, in their nations.

And the sons of Ham; Cush, and Mizraim, and Phut, and Canaan.

And the sons of Cush; Seba, and Havilah, and Sabtah, and Raamah, and Sabtechah: and the sons of Raamah; Sheba, and Dedan.

And Cush begat Nimrod: he began to be a mighty one in the earth.

He was a mighty hunter before the LORD: wherefore it is said, Even as Nimrod the mighty hunter before the Lord. And the beginning of his kingdom was Babel, and Erech, and Accad, and Calneh, in the land of Shinar.”

Genesis 10:1-10

THE HOLY BIBLE, KJV

Part Two:

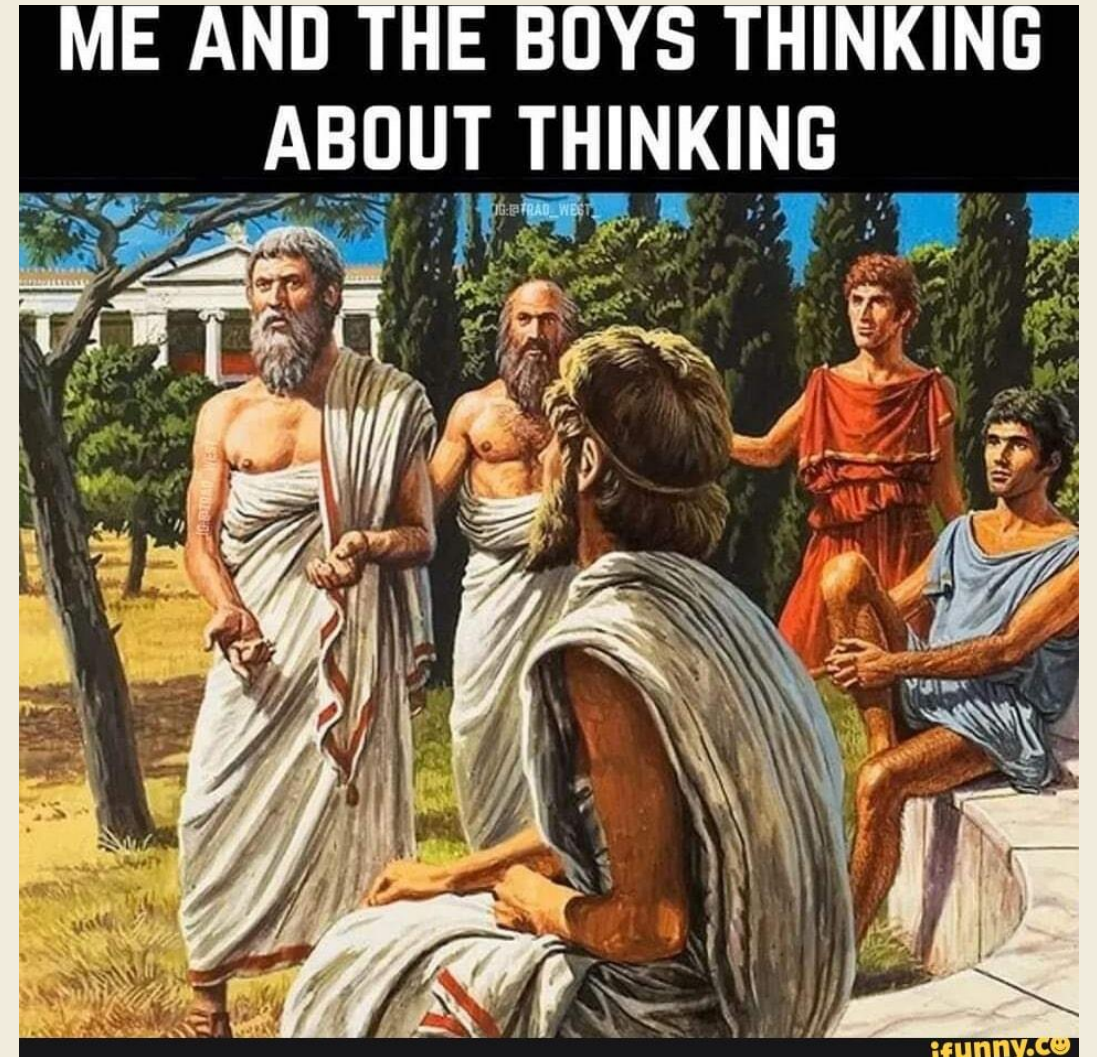
Literacy



“Literacy separated the
knower from the known.”

Walter Ong

ORALITY AND LITERACY





LIBRARY OF ALEXANDRIA





Alexander Luria

- ◆ Studied remote, primarily Oral areas in the Central Asia regions of the USSR at the brink of modernization in the 1930s.
- ◆ The testing of logic and reason on these regions set much of the foundations for Ong and others.



All bears in the North
are white.

A friend who lives in the
north sent a letter saying
he had seen a bear.

What color was the bear?





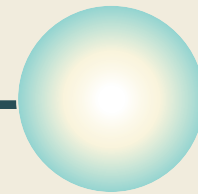
“How should I know?
Ask your friend who saw
the bear.”

“**To go by your words**, they
should all be white.”

Cultures were influenced by how much literacy or orality was present.



Orality

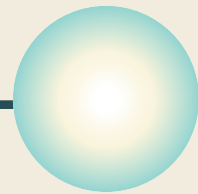


Literacy

Cultures were influenced by how much literacy or orality was present.



Orality



Literacy

“We walk
backwards into
the future.”

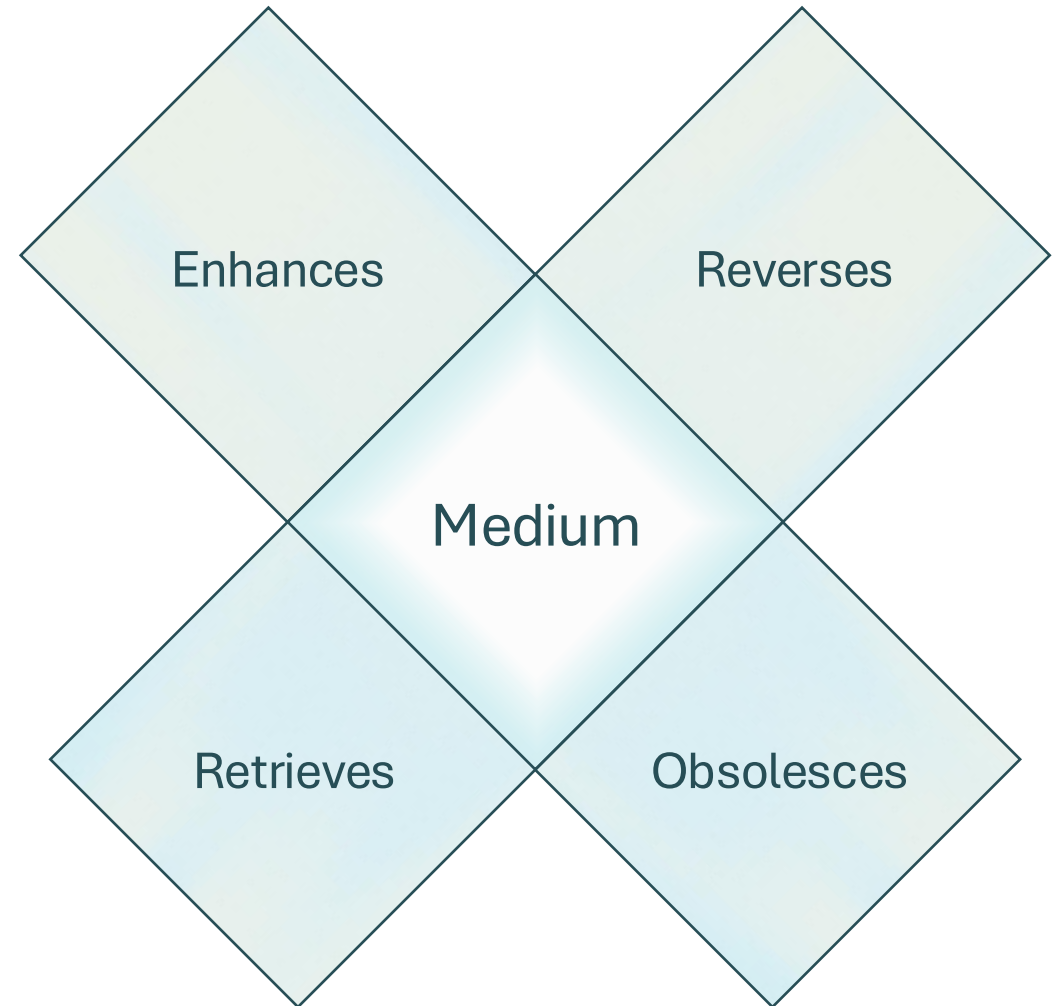
Marshall McLuhan



McLuhan's Tetrad of Media

McLuhan, Ong and others studied how new media's impacts could be categorized into 4 areas:

- ◆ Enhances: What does the media bring to the forefront?
- ◆ **Retrieves: What does the medium recover which was previously lost?**
- ◆ Obsolesces: What does the media move to the background?
- ◆ Reverses: What does the medium flip into at its extremes?



The Internet, Especially 'Internet 2.0,' Allowed the Audience to Respond

No longer was the content viewed isolated, internally.

It was responded to, conversed with.

The turn to Orality accelerated.



Monitoring the Situation



The Known Is Reunited With the Knower

"Plato is dear to me, but dearer still is the truth."

"The truth is dear to me, but dearer still is Plato."

- Andrey Mir

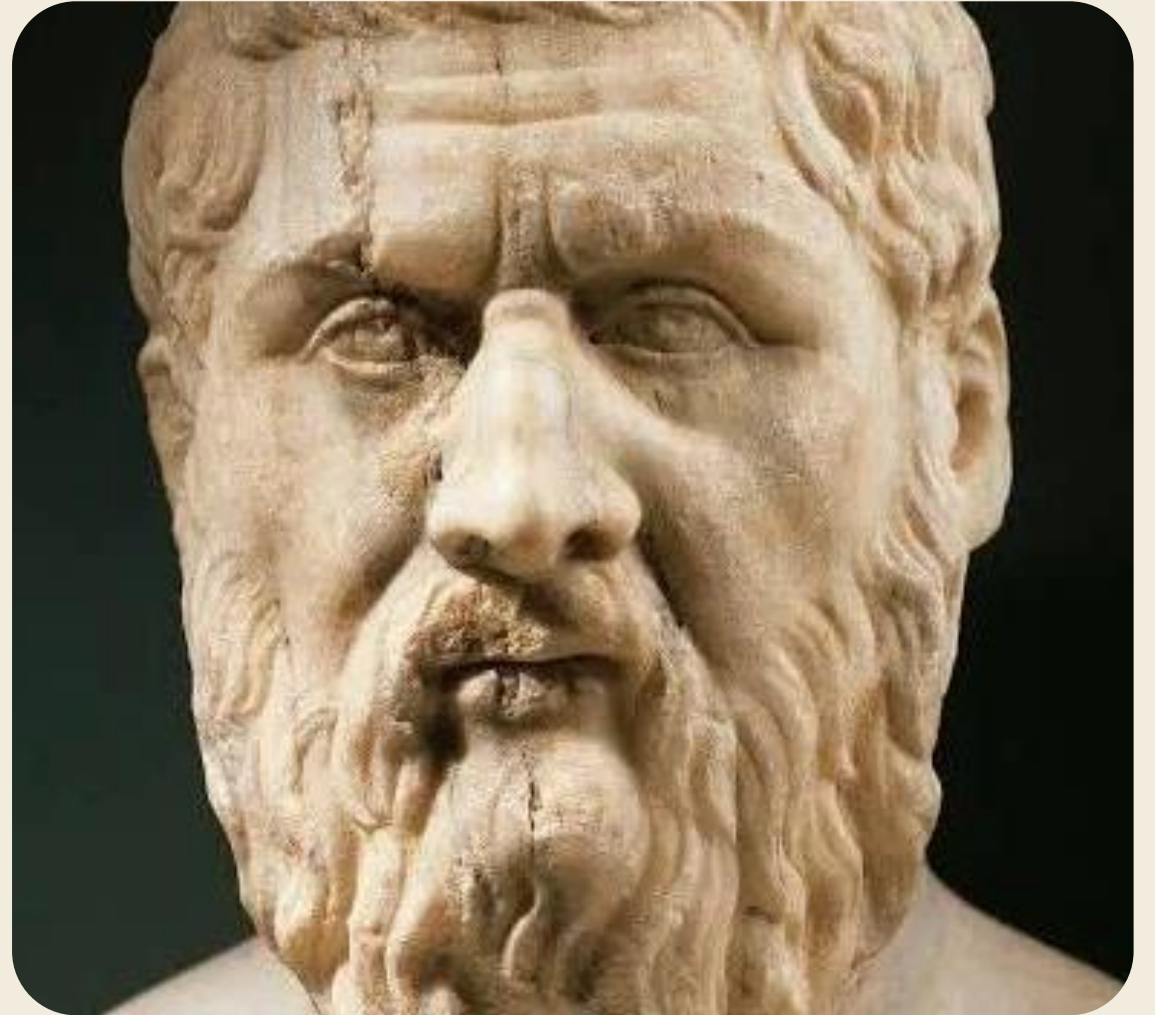


Figure 1

Confidence in Four Political Institutions from 1972 to 2021

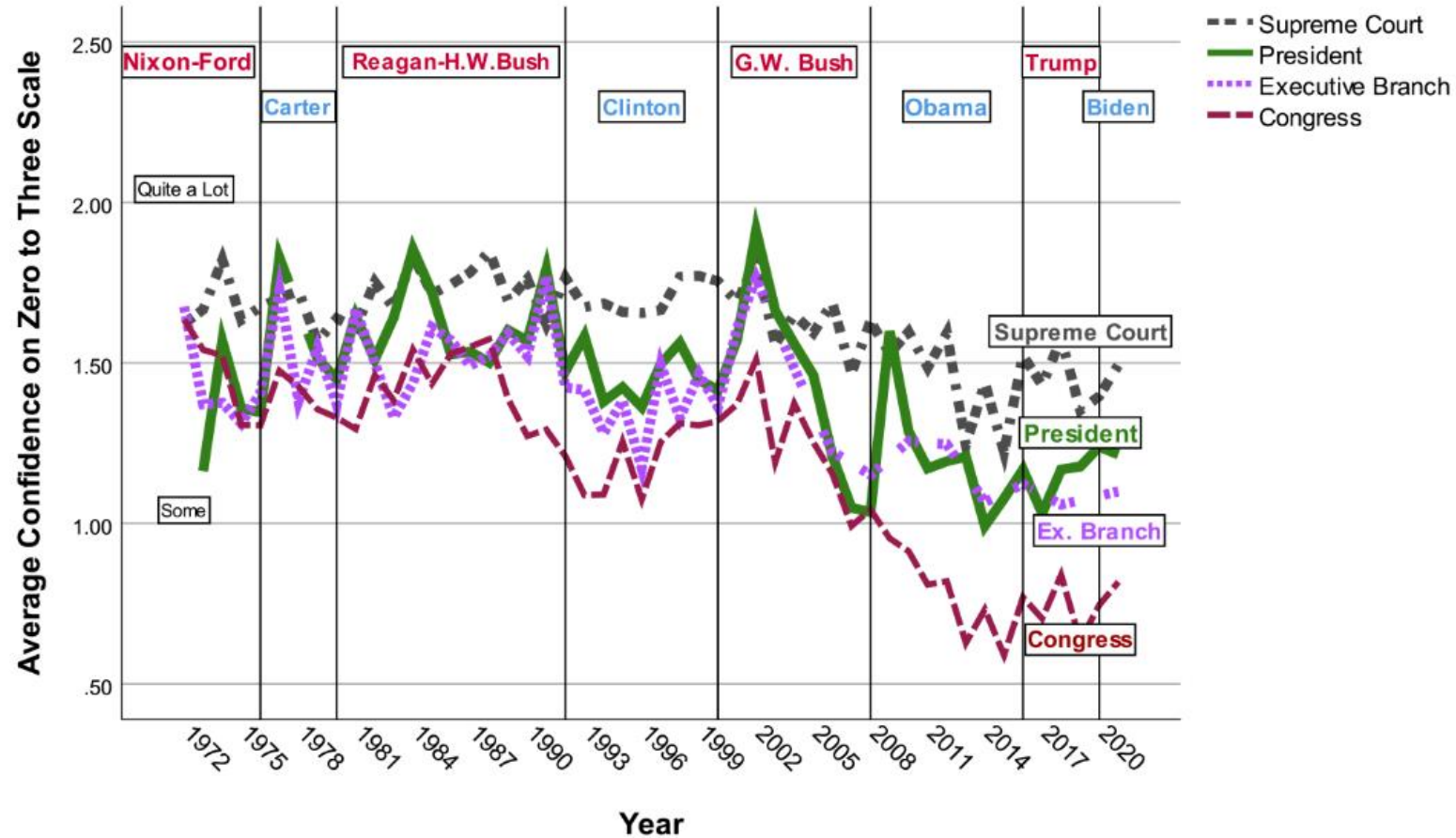
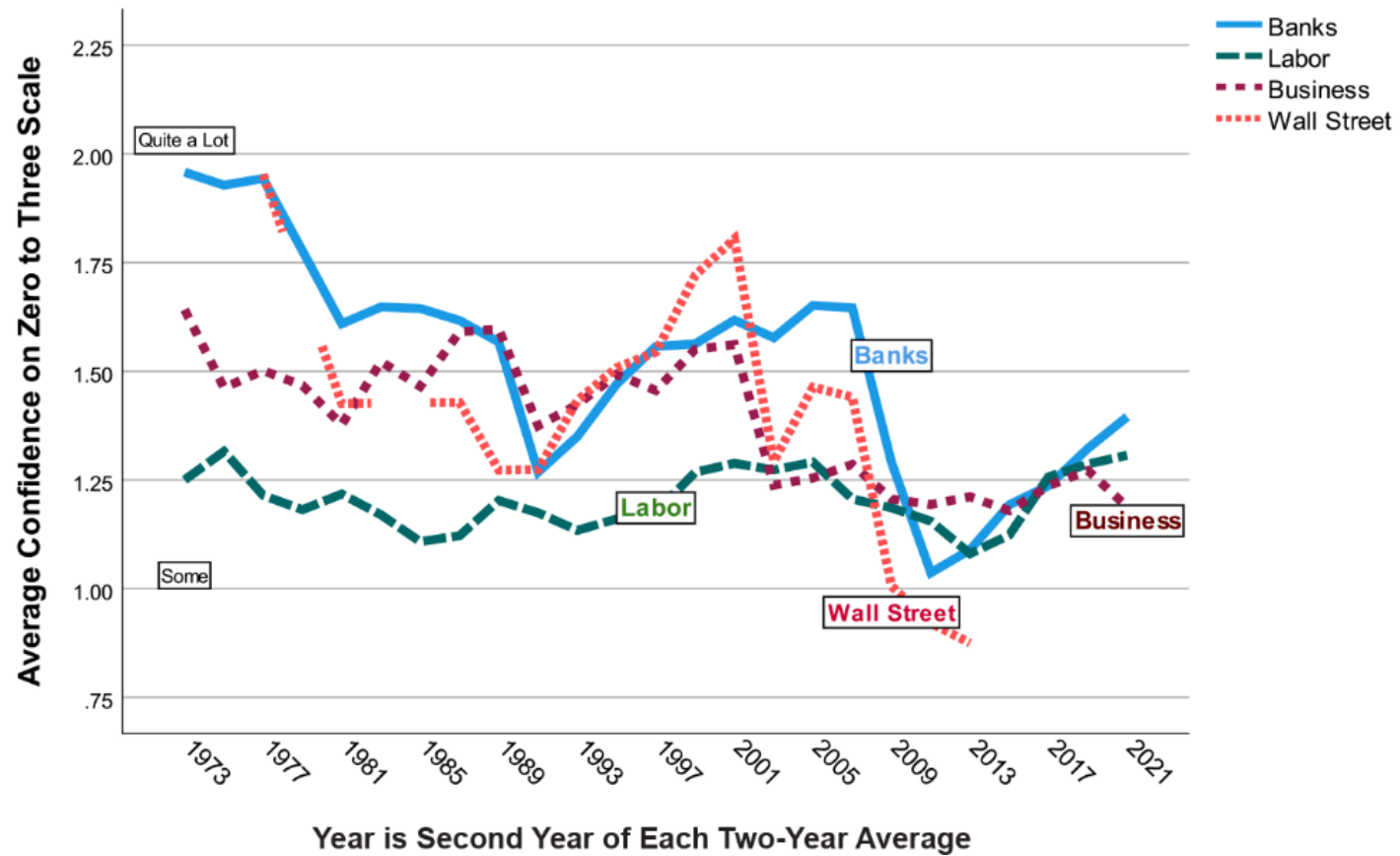
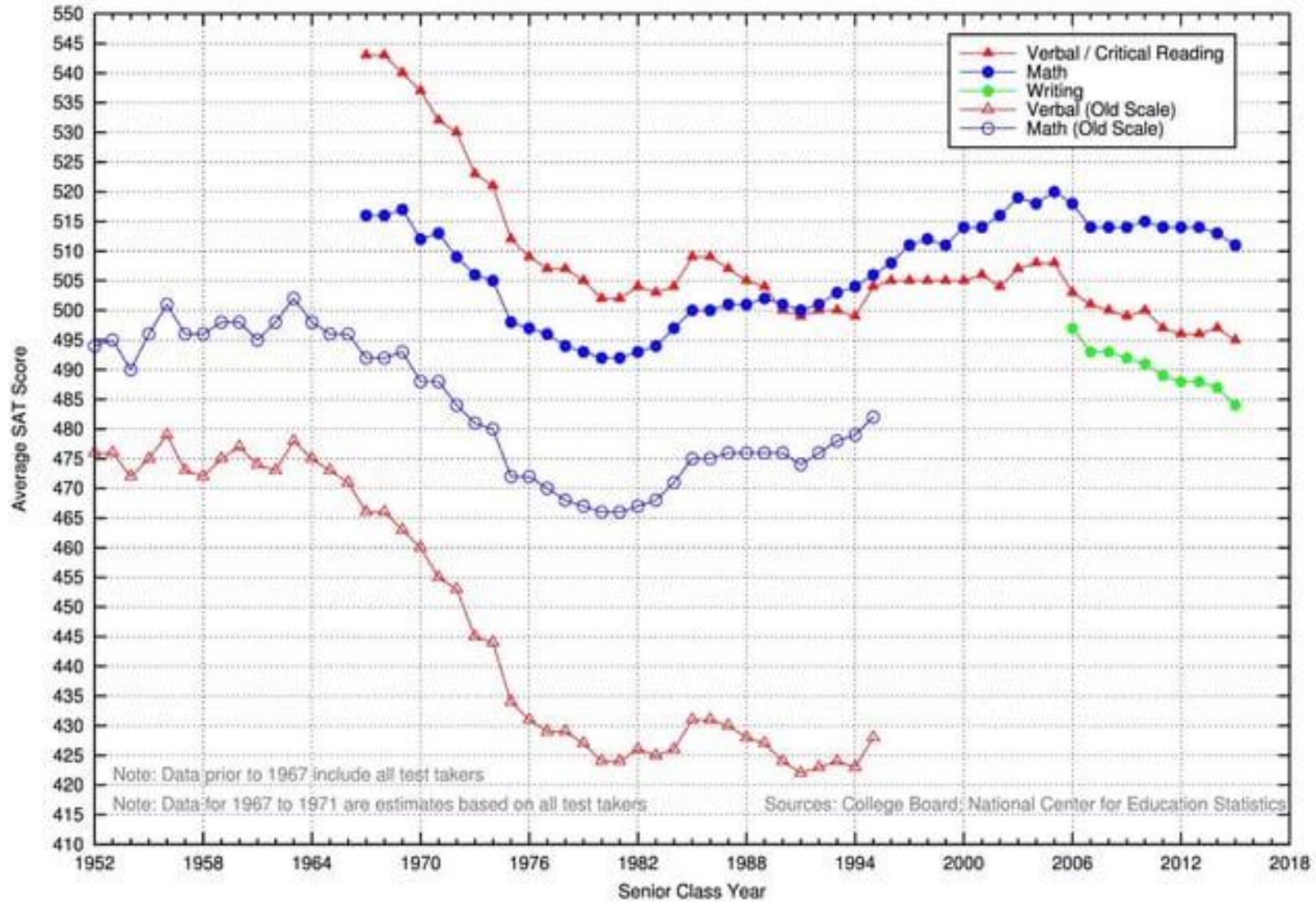


Figure 2
Confidence in Four Nonpolitical Institutions Related to the Economy from 1972 to 2021



Average SAT Scores of College-Bound Seniors



Part Three:

Business & Professional Implications





Search Softpedia Testing



Softpedia Testing



Softpedia

Saved items

People

Apps

Files

Show less

Channels



dev

general

help-testing

marketing

proj-brainstorming

qa

random

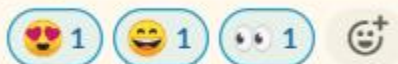
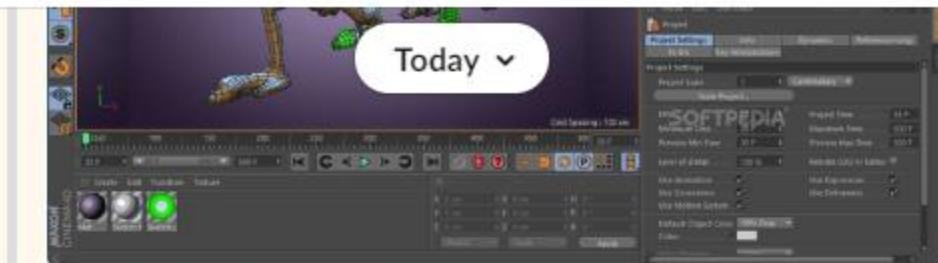
sales

+ Add a channel

#general



1 | Company-wide announcements and work-based matters



@Alexandra



11:11 image.png

Download

SOFTPEDIA WINDOWS DRIVERS 3,370,773,930 served down... 16...

UPDATED ONE MINUTE AGO

Odoo 13.0.20200727
Manage your business in an efficient manner by turning to this comprehensive application that feat...
July 27th, 07:56 GMT

Slack 4.8.0
Actively communicate with your coworkers, collaborate on important projects, keep a history of tra...
July 27th, 07:49 GMT

BROWSE ALL WINDOWS DOWNLOADS

SOFTWARE OF THE DAY

IObit Malware Fighter

Quickly remove existing ransomware infections, prevent

Saved items



image.png

Softpedia Today at 11:11 AM

#general



Softpedia Today at 11:09 AM

<https://www.softpedia.com/get/Multimedia/Graphic/Graphic-Editors/CINEMA-4D.shtml>

softpedia

Download CINEMA 4D R22.118

Download CINEMA 4D - Packed with support for multiple formats, templates and tools, this well-rounded program lets you create, edit and animate 3D objects and characters (425 kB)



Proof of Thought



“There’s been no way to write a great self-evaluation except to think really hard about the past year and write everything down in a logically coherent structure. If you answer all the questions in your project plan template, you’ve probably got a pretty good grasp of what needs to happen.”

Erik Wiffin

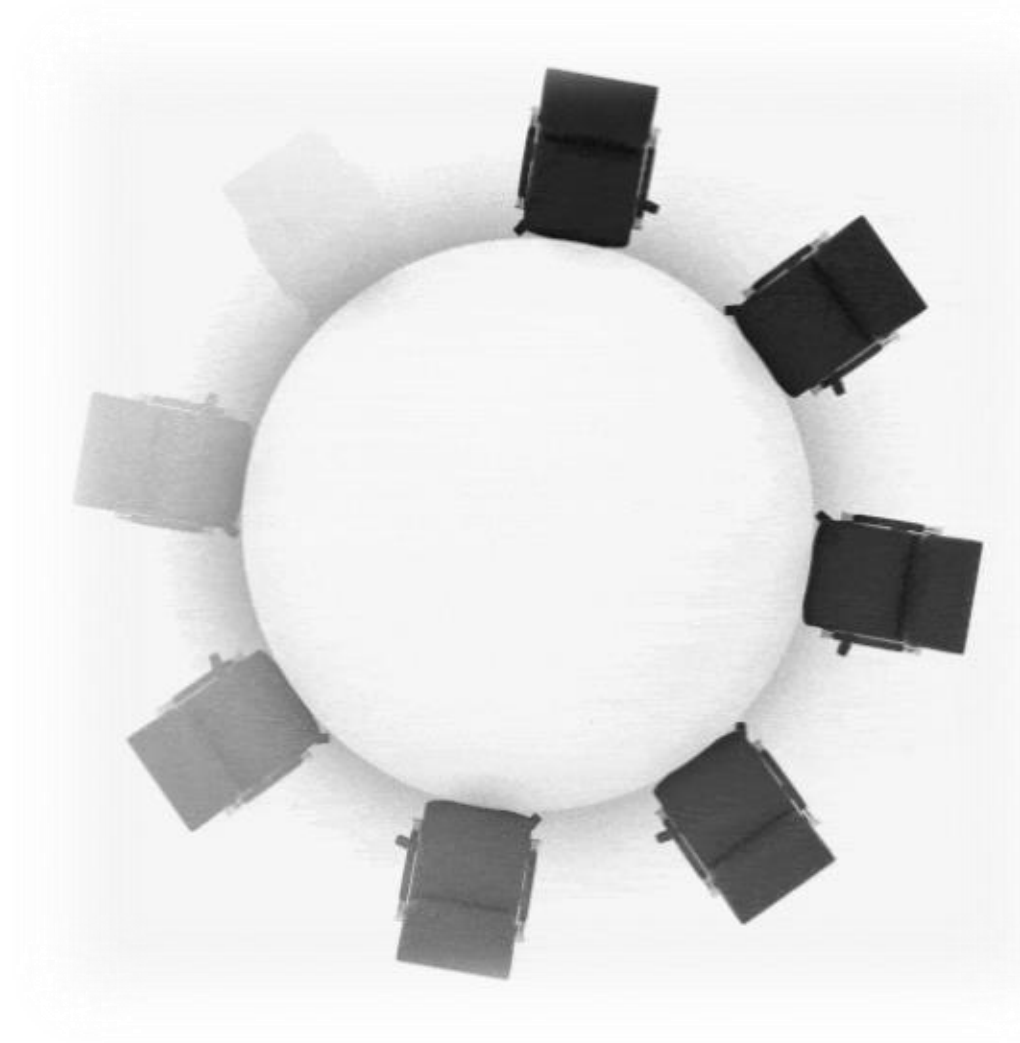
PROOF OF THOUGHT

WORK IN PROGRESS

White-Collar Work Is Just Meetings Now

The meeting-industrial complex has grown to the point that communications has eclipsed creativity as the central skill of modern work.

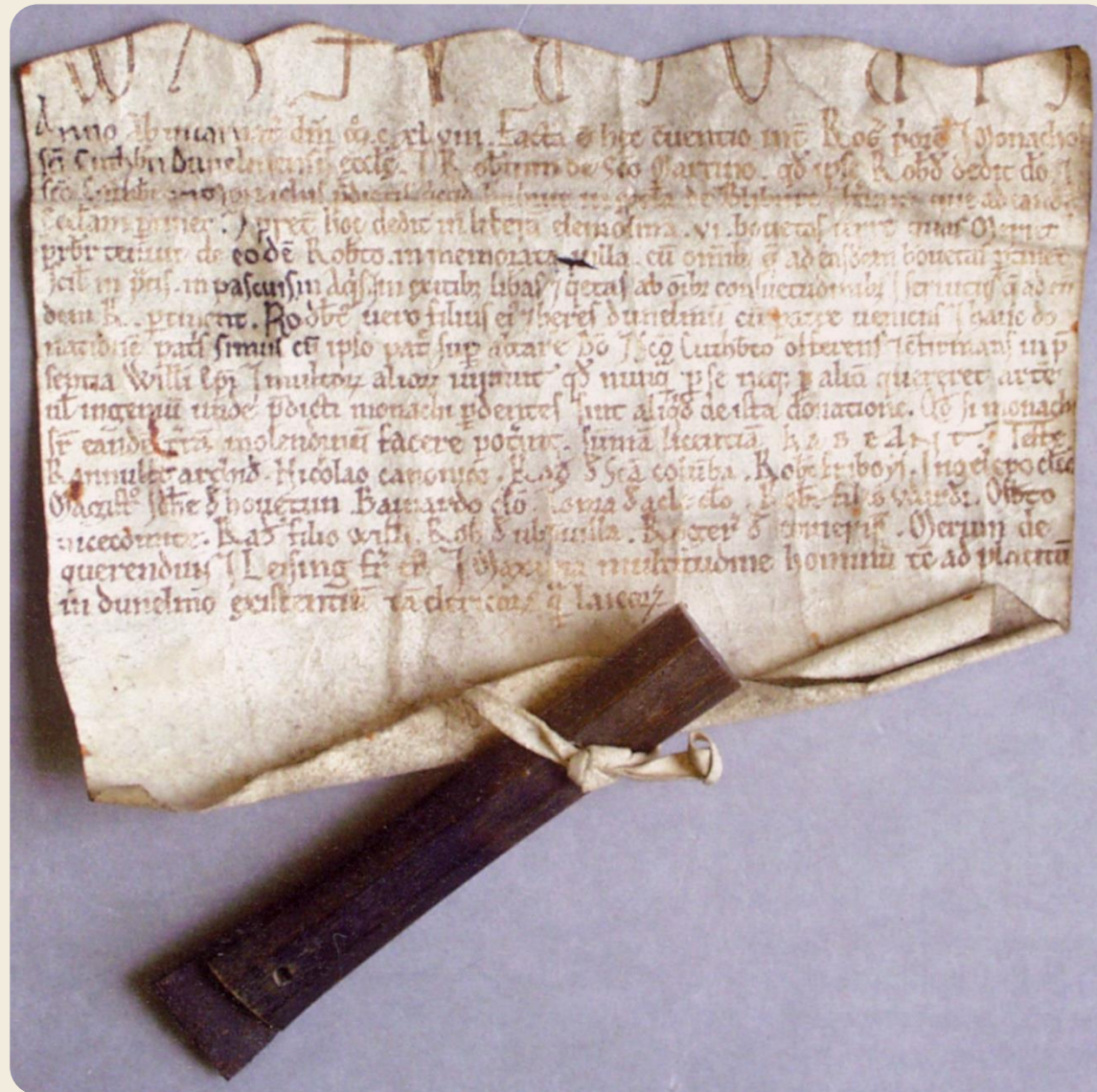
By Derek Thompson



“Existing documentary evidence was not ignored, but it was subjected to scrutiny. In Domesday Book, the information is so detailed that the jurors may well have had documents in front of them. Nevertheless, any information they got from these documents had to be rechecked and channeled through their sworn testimony.”

Michael Clanchy

MEMORY TO WRITTEN RECORD



ROBERT OF SAINT MARTIN'S BROKEN KNIFE (1148)



Validate the
knowledge of the
meeting participants.

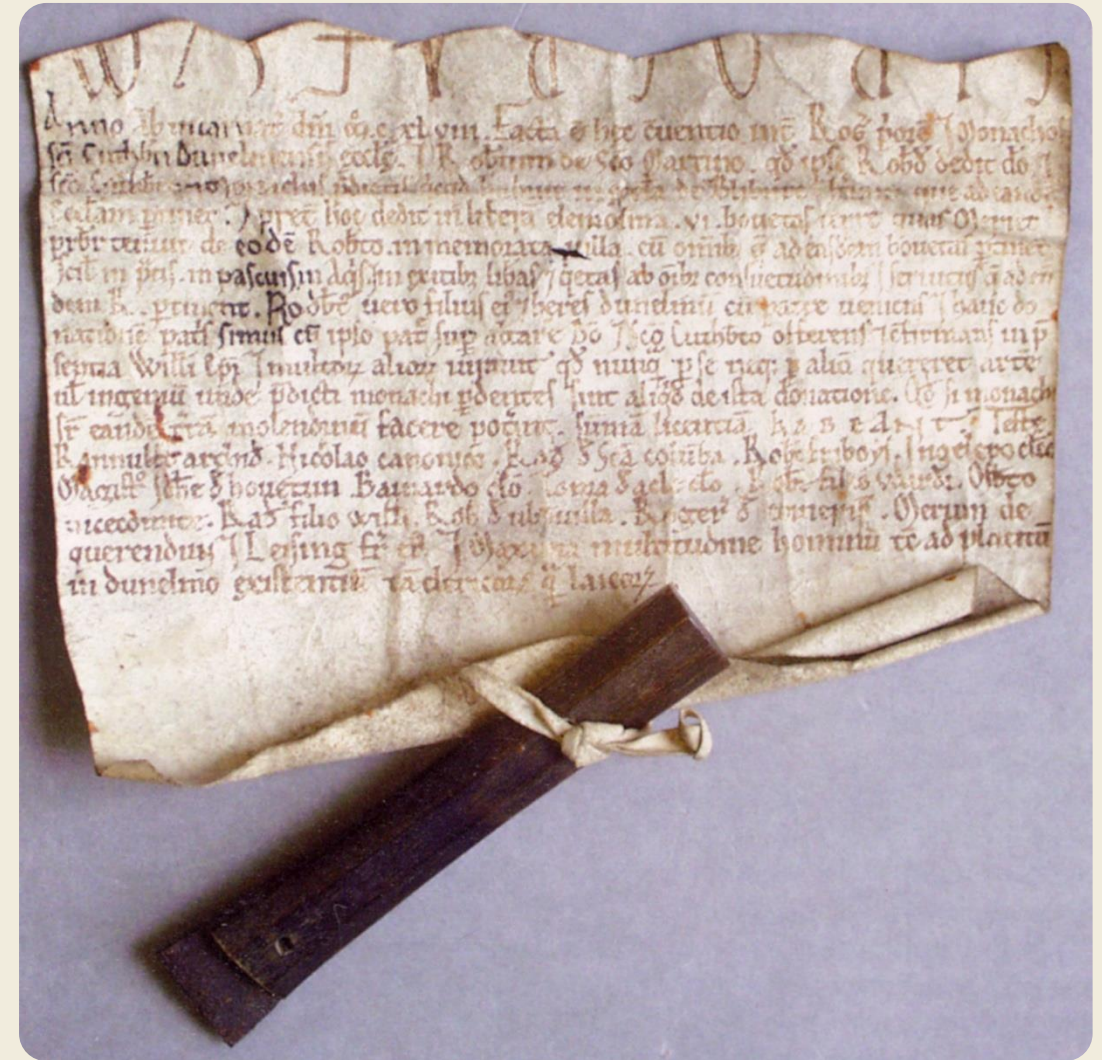
The New Purpose of Meetings

Repeat details to
cement knowledge
in memory.



Artifacts are too ubiquitous and less consumed/valuable at time of decisions.

Our presence is the broken knife.



CMO TODAY

Companies Are Desperately Seeking ‘Storytellers’

Brands trying to wrest greater control of their narratives are asking for ‘storytelling’ skill sets—without a campfire in sight



“It’s so much more than a copywriter,
this is truly bringing to life scenarios,
situations and opportunities to
advocate for our members.”

Tara Ford Payne

WALL STREET JOURNAL

How Can We Survive This Trend?





Oct 1, 2024 - Oct 2, 2025

Customer

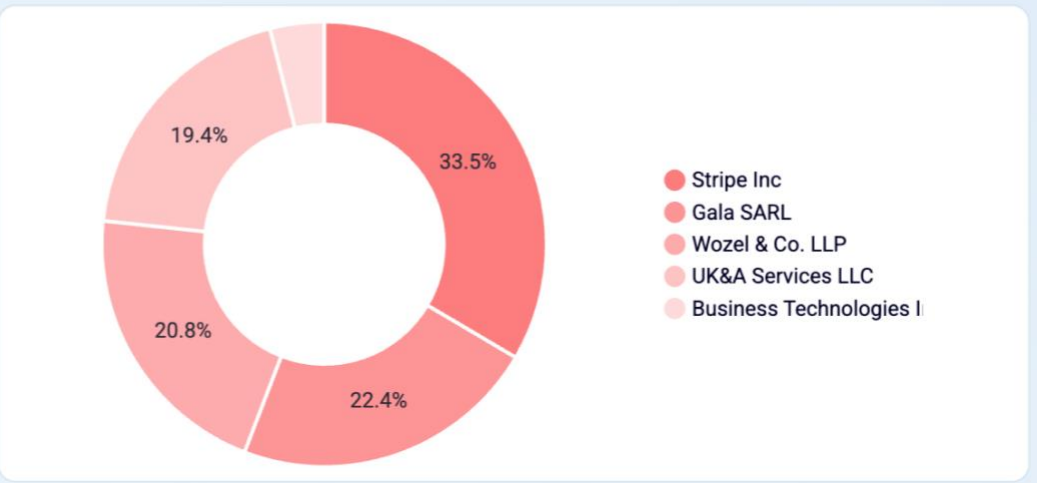
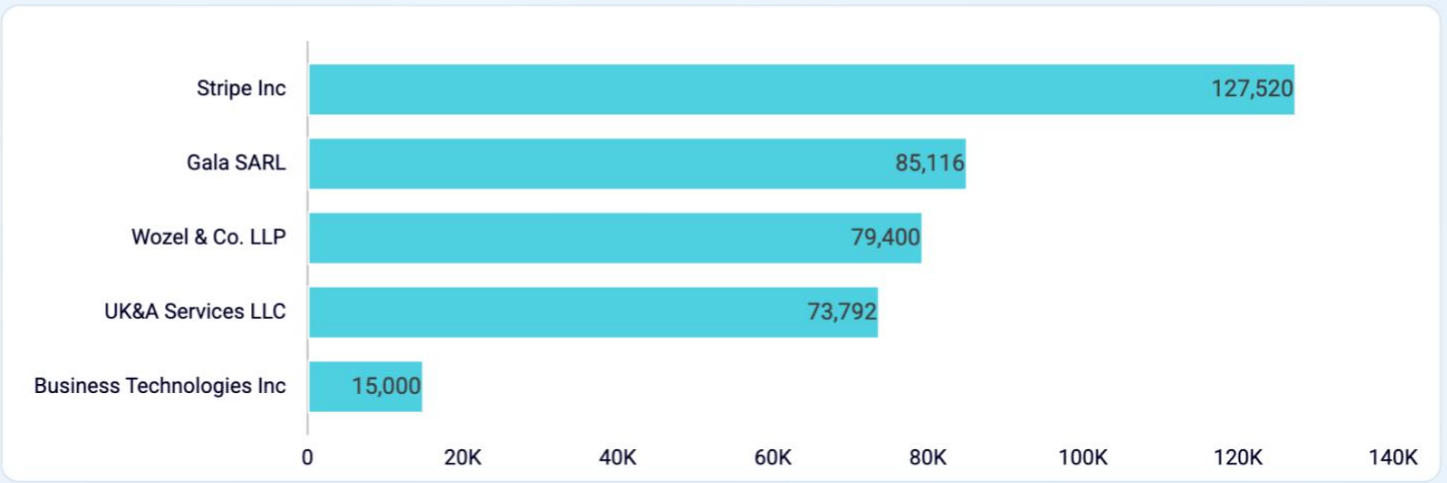
Unpaid invoices amount
380,828
in home currency

Overdue amount
286,591
in home currency

Overdue invoices 30+ days
201,475
in home currency

Overdue invoices 90+ days
148,983
in home currency

Unpaid invoices amount (Top 10 Customers) *in home currency*



AR Aging Summary *in home currency*

Customer	Current	1-30	31-60	61-90	91 and over	Amount due
Gala SARL	0	85,116	0	0	0	85,116
UK&A Services LLC	67,329	0	0	0	6,463	73,792
Wozel & Co. LLP	26,908	0	52,492	0	0	79,400
Stripe Inc	0	0	0	0	127,520	127,520
Business Technologies Inc	0	0	0	0	15,000	15,000

Unpaid invoices *in home currency*

Customer	No.	Date	Due date	Amount due
Gala SARL	INV-0080	Aug 30, 2025	Sep 15, 2025	85,116
UK&A Services LLC	INV-0081	Oct 1, 2025	Nov 30, 2025	67,329
Wozel & Co. LLP	INV-0079	Sep 30, 2025	Oct 20, 2025	26,908
Wozel & Co. LLP	INV-0077	Aug 30, 2025	Sep 1, 2025	26,630
Wozel & Co. LLP	INV-0076	Jul 31, 2025	Aug 20, 2025	25,863

Morning briefing Which carriers are underperforming? What shipments are at risk today? Compare warehouse performance OTD trend last 30 days Why is OTD dropping?

YOU
Morning Briefing, please

⚡ generate_briefing({})

OPS AGENT

****Headline**:** On-time delivery improved 8 points today to 53% but remains 7 points below our 60% SLA target.

****Key Metrics**:** Today processed 68 orders with 53% OTD versus yesterday's 45%, showing recovery momentum. Weekly average sits at 45% OTD across 480 orders, indicating persistent underperformance. Late shipments at 47% of orders exceed our 40% ceiling.

****Exceptions**:** DHL is critically underperforming at 18% OTD - nearly three times worse than any other carrier. DC-East facility showing severe issues at 39% OTD. South Asia region worst at 39% versus target. These three elements likely interconnected and driving overall network underperformance.

****Watch List**:** While today's 8-point improvement suggests operational adjustments are working, the weekly trend remains concerning. DC-Central at 46% OTD also bears monitoring. FedEx at 42% OTD is significantly below network average of 53%, suggesting carrier-wide capacity or routing issues.

Immediate action needed on DHL partnership review and DC-East operational audit. The geographic concentration in South Asia/Eastern Asia regions suggests potential infrastructure or customs delays worth investigating.

YOU
could you make me a bar chart of my top revenue categories?

⚡ query_orders({"group_by":"product_category","metric":"total_sales"})

OPS AGENT

Here's your revenue breakdown by product category over the last 7 days:

****Sporting Goods**:** \$35,869 (82% of total revenue)

****Video Games**:** \$4,738 (11% of total revenue)

****Toys**:** \$2,928 (7% of total revenue)

Sporting Goods dominates your revenue stream at over 8x the next category. Total weekly revenue across all categories is \$42,719. This data shows you have a highly concentrated revenue base - Sporting Goods represents more than 4 out of every 5 dollars in sales.

You can copy these figures directly into Excel, Google Sheets, or any charting tool to create your bar chart. The stark revenue concentration in Sporting Goods makes this category critical for your operational focus.



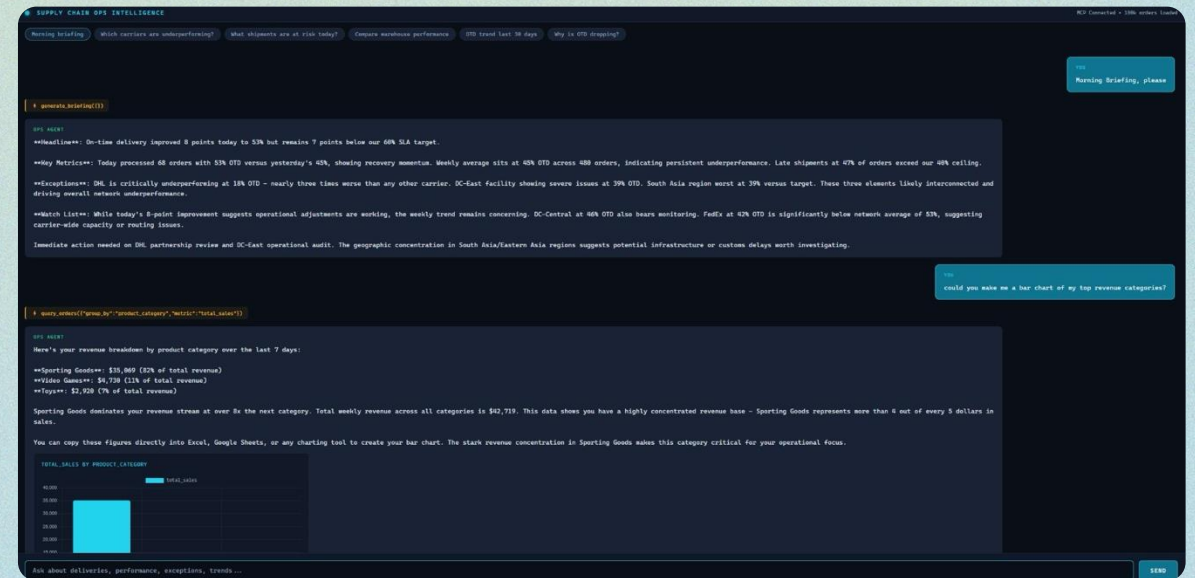
Ask about deliveries, performance, exceptions, trends ... SEND



◆ Consider data and insights as a content team.

◆ Push data closer to local tools, where it can be collected with workflows.

◆ Requires strategic, hard heavy-lifting of consistency in data labeling and data-as-a-product concepts.



Three Shifts for the Transition to Orality

01

Validate, don't just present.
Meetings should reinforce
understanding.

02

Write to think, speak to persuade.
Writing proves your thinking;
presence shows your conviction.

03

Data should be conversational.
Custom dashboards fade.
Trusted knowledge lasts.



Thank you.

One North is a digital experience agency that combines curiosity, scale, and agility to shape the future.

As part of TEKsystems, a leading provider of business and technology services, we offer boutique solutions to solve complex problems. Our multidisciplinary teams of strategists, designers, and technologists excel in research and discovery, experience strategy, design, experience management, and technology implementation. Whether clients are establishing a vision for an experience or optimizing an existing one, we help businesses understand their audiences, design experiences, maximize technology, and bring their digital ideas to life. The world's most successful companies rely on us to forge the future through electrifying work that sparks innovation and drives results.

one north A TEKsystems Company