

Discursive Design

Critical, Speculative, and Alternative Things

Bruce M. Tharp
and
Stephanie M. Tharp

The MIT Press
Cambridge, Massachusetts
London, England

Part I: Discursive Design: In Theory

Introduction

1	Why Write Such a Book?	5
2	Why Read Such a Book?	17

Background

3	So, What's Wrong with Design?	31
4	What Is the Four-Fields Framework?	43
5	What Can and Can't a Four-Field Approach Do?	57

Foundation

6	What Is Discourse, Discoursing, and Discursive Design?	73
7	What Isn't Discursive Design?	83
8	How Do Discursive Objects Communicate—In Theory?	101
9	How Do Discursive Objects Communicate—In Practice?	111
10	What Are the Domains of Discursive Design?	121

Theorizing Practice

11	Intention: What's a Discursive Designer to Do?	135
12	Understanding: What's a Discursive Designer to Know?	153
13	Message: What's a Discursive Designer to Say?	165
14	Scenario: How Does a Discursive Designer Set the Stage for Discourse?	185
15	Artifact: What's a Discursive Designer to Make?	211
16	Audience: To Whom Does a Discursive Designer Speak?	235
17	Context: How Does a Discursive Designer Disseminate?	253
18	Interaction: How Does a Discursive Designer Connect?	269
19	Impact: What Effect Can a Discursive Designer Have?	285

Conclusion

20	What's Wrong with Discursive Design(ers) Today?	301
21	Where's Discursive Design Headed?	315

Part II: Discursive Design: In Practice

Introduction

22	Introduction: In Practice	343
-----------	---------------------------	-----

Discursive Designing: Nine Facets

23	Intention: In Practice	347
24	Understanding: In Practice	365
25	Message: In Practice	381
26	Scenario: In Practice	401
27	Artifact: In Practice	421
28	Audience: In Practice	441
29	Context: In Practice	455
30	Interaction: In Practice	473
31	Impact: In Practice	489

Case Studies

32	Case Study: Global Futures Lab	501
33	Case Study: (Im)possible Baby	519
34	Case Study: Umbrellas for the Civil but Discontent Man	531
	Glossary	545
	Interviewees and Interlocutors	557
	Image Credits	561
	Bibliography	581
	Index	603