



else, or his example for the parsing of memes and qualia. Consider the phrase: *is often quickly ostracized by contemporary canons of Scientism*. Johnson's analysis starts with the word *often* - it's a *quale*; a solitary single quality, which has no component parts. It's a binary *quale*: i.e. a given amenable event, in a given set of circumstances, is either *often* or else it's *not-often*. The idea or concept of "*often*" is leptonic; it's a *quale* - indivisible. It's a letter of the most basic kind in the alphabet of conceptualization. Each of the other words (*quickly*, *ostracized*, and *by*, etc.) is also a *quale*. But all combinations such as *quickly ostracized*, or *contemporary canons*, etc. are memes; meaningful multipartite clusters of *qualia*. The mind of genus homo will, if