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Reflection #8: Analysis of Adrienne Marie Brown's *Emergent Strategies*.

Emergent Strategies is a book which seeks to explore the idea of external context and how it can affect the ways in which we understand a text. Brown uses the idea of the body: a vessel by which we experience the lived world and translates it into that of the reader. Her main idea is that the body can influence how we digest media, and the thoughts, ideas, and both physical and emotional being that put the media into an individual context.

When discussing the idea of emergence itself, Brown parallels the idea to that of birds. In her words, "Birds don't plan to migrate, they just have a need to do so." She believes that emergence is not something we consciously pursue, but a need to chase a primal urge. When referring to the digestion of media, she states that the immediate and unconscious feelings we get from a text are how we truly feel about it; that any further discussion takes us away from that cardinal truth. In her perspective, truth is what is most apparent and what we should take away from a text above all else. In addition to her idea of emergence, Brown discusses the idea of the self; what we truly are as a singular unit. When we are disconnected from the context in which we live in, we can truly see ourselves as the animalistic self. She uses this idea to convey an aspect of truth, devolved from the context in which we live in.

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