

THE CORE QUESTION

WHAT REALITY IS THIS LANGUAGE TRYING TO CREATE?

Every stage in this manual is a different way of asking this one question. If you retain nothing else, retain the question. It converts passive reading into active analysis on contact.

THE SIXTY-SECOND PASS • ONE QUESTION PER STAGE

01 WHY HERE? • 02 WHAT'S MISSING? • 03 WHOSE MATH? • 04 WHOSE WORDS? • 05 HOW HOT? • 06 WHY ME, WHY NOW?

THE FULL METHOD ON ONE PAGE

Cut this page out, photograph it, or memorize it. Run the stages in order. With practice the full pass takes under two minutes, and the first three questions become reflex.

STAGE	NAME	RUN THESE QUESTIONS	DONE WHEN YOU CAN SAY
01	Architecture	Why does this message exist here? Who owns the platform? What does the ranking reward? Who is the assumed audience?	"This message exists because..."
02	Filter	Compared to what? At what cost? What hard evidence? What context or perspective is absent?	"What it leaves out is..."
03	Numbers	What is the denominator? The baseline? Relative or absolute? Mean or median? Which nearby number went unreported?	"The numbers invite me to accept..."
04	Frame	Which terms are loaded? What would the rival vocabulary be? What is presupposed? Who disappears in the passive voice?	"These words permit... and exclude..."
05	Map	Where does this sit: neutral, framed, emotional, moralized, polarized, weaponized? What is it asking of me?	"Its position is... so I owe it..."
06	Machine	Why did this reach me, now? What about its construction made the system carry it? What reaction is it harvesting?	"The machine carried it because..."

THEN ASK THE CORE QUESTION • **WHAT REALITY IS THIS LANGUAGE TRYING TO CREATE?**

THE INCENTIVE STACK

Read any message from the bottom of the stack upward. Each layer constrains the one above it, and by the time words reach the surface, most of the important decisions have already been made.

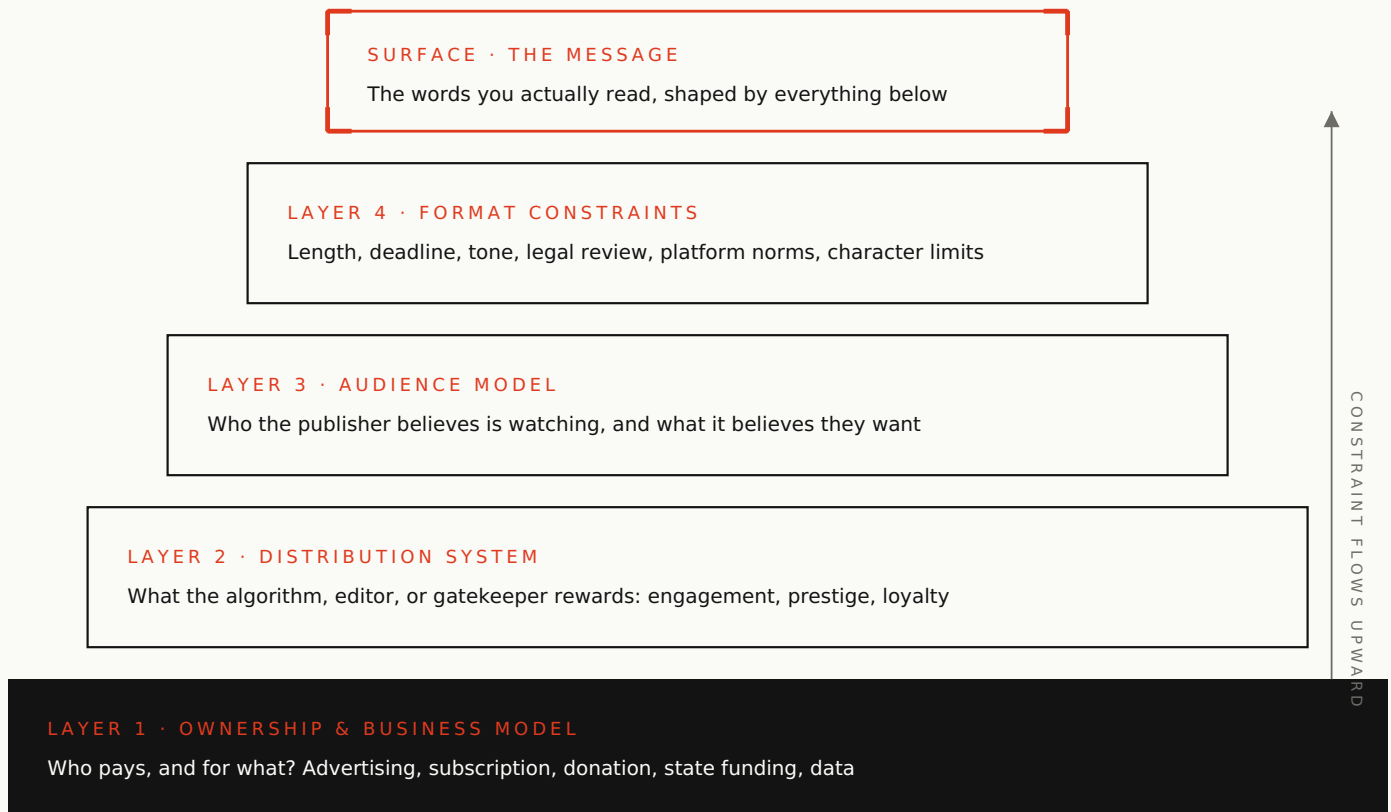


Fig. 02 · The incentive stack. The surface message is the smallest layer, and the last one decided. Architecture analysis reads the stack from the bottom up.

Field exercise: take today's most shared news story and write one sentence per layer. If any layer's sentence is a guess, that is where your analysis is thinnest, and where the message has the most room to work on you.

THE FILTER GATE

Run every consequential claim through three gates in order. A claim that clears all three with explicit answers is rare. Most claims stall at the first gate, which tells you where the persuasion is happening.



Fig. 03 · The filter gate. Where a claim stalls is diagnostic: it marks the exact location of the omission doing the persuasive work.

ANATOMY OF A PUBLISHED STATISTIC

Eight decisions separate reality from the number that reaches you. Each is a legitimate methodological choice, and each is also an opportunity to steer. The audit runs through all eight.



Fig. 04 · Eight authored decisions stand between reality and a published statistic. The audit asks how each was made, and how the number changes if it is made differently.

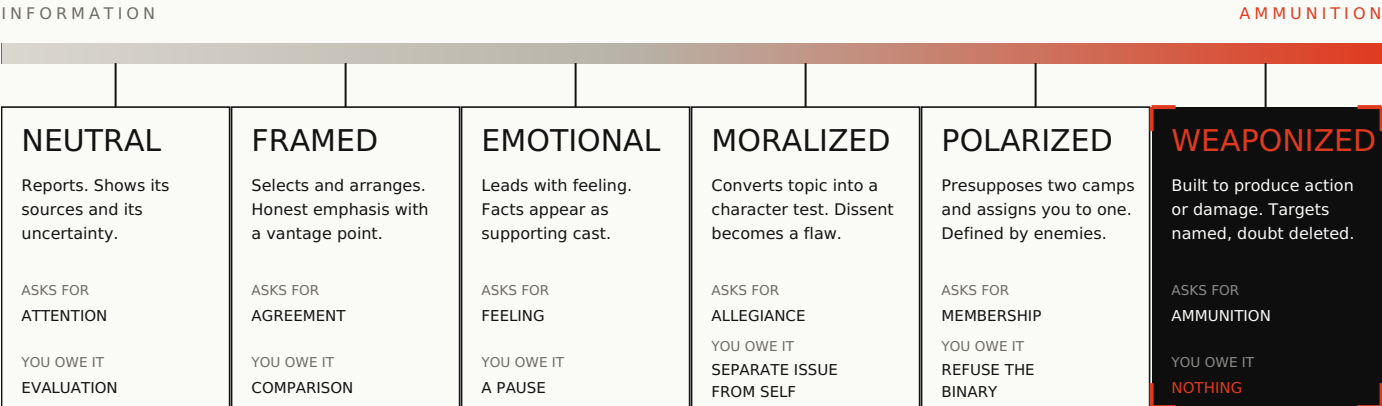
THE SUBSTITUTION TABLE

The fastest framing diagnostic: place the chosen term beside its living rivals. Each column below describes the same referent. Read across, and notice your own reaction shift. That shift is the frame's payload, measured directly.

REFERENT	ONE FRAME PERMITS...	THE RIVAL FRAME PERMITS...	WHAT THE CHOICE DECIDES
A tax on inherited wealth	"estate tax"	"death tax"	Whether the payer is a fortune or a family, and the event a transfer or a bereavement
A person in a country without legal status	"undocumented immigrant"	"illegal alien"	Whether the missing thing is paperwork or legitimacy, and the person a neighbor or an intruder
Ending a pregnancy	"pro-choice"	"pro-life"	Which value the debate is officially about; each side names itself after its strongest ground
Rising global temperatures	"climate change"	"climate crisis"	The urgency dial, set inside the noun before any evidence is discussed
Short-contract work platforms	"gig economy"	"precarious work"	Whether flexibility or insecurity is the defining feature of the same job
Workplace diversity programs	"inclusion and belonging"	"DEI bureaucracy"	Whether the program is culture or overhead, decided before any outcome data appears
Government spending	"investment"	"spending spree"	Whether money is planted or burned, before a single line item appears

Both columns are frames. There is no neutral row, and the table is not a guide to the correct term. It is an instrument for feeling the steering, which operates identically whether or not you agree with the destination.

THE SPECTRUM OF INFLUENCE



POSITION DRIFT · THE NORMAL LIFE OF A STORY



The same underlying facts heat up as they travel. Map the artifact in front of you, not the story in general.

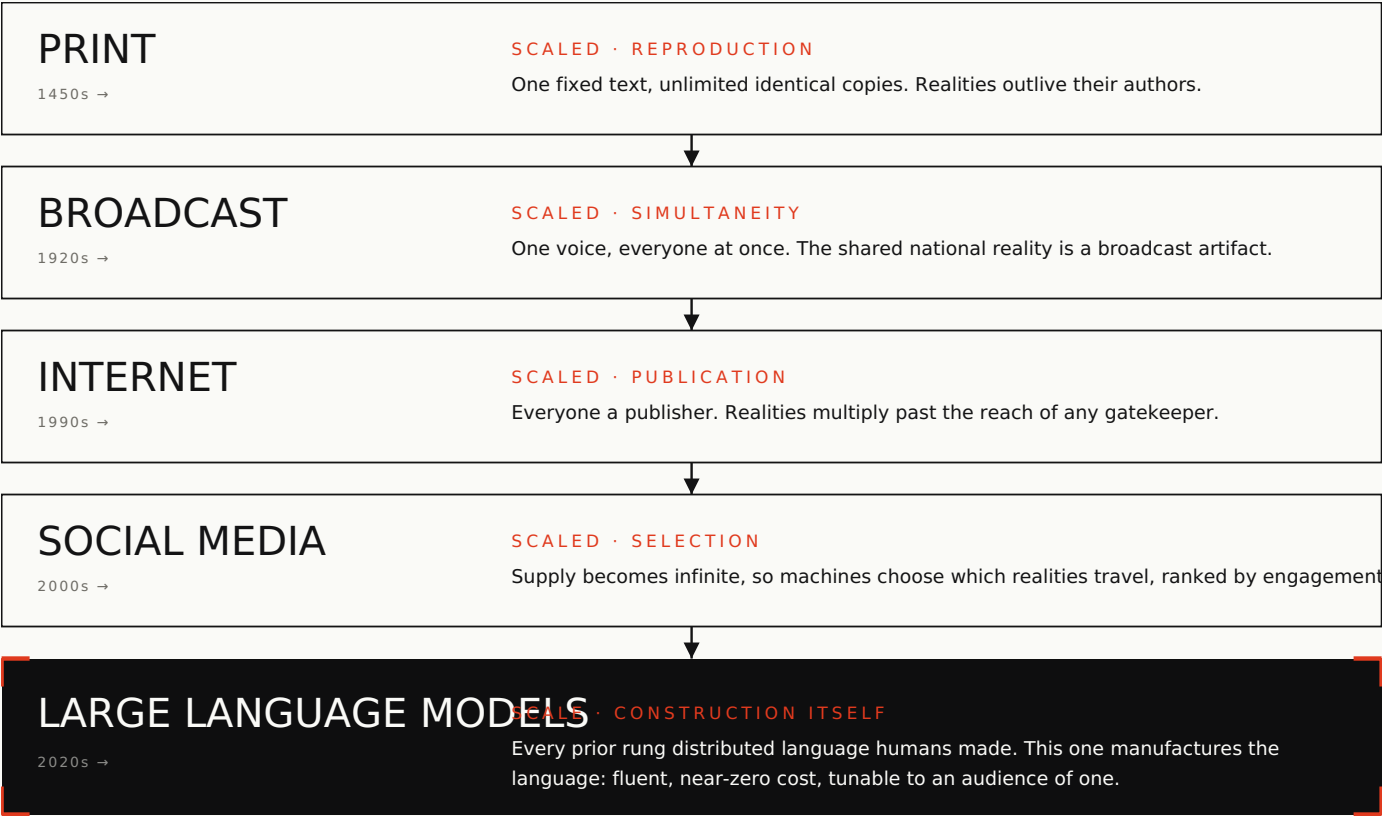
CALIBRATION RULE

Heat is not falsehood, and coolness is not truth. The spectrum reads what a message wants from you. Verify accuracy with Stages 02 and 03. Then let position decide how much of yourself to spend in response.

Fig. 05 · The Spectrum of Influence. Six positions, what each asks of you, and what you owe each in return.

THE SCALING LADDER

Five machines, one direction. Each rung increased humanity's capacity to construct and distribute shared realities, and each scaled a different variable. Nothing on the ladder has ever left it: every rung still runs, underneath the ones above.



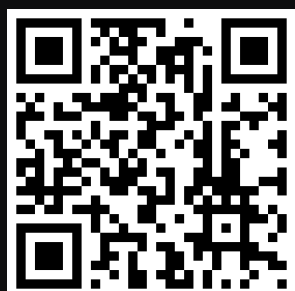
THE CONSTANT

Every technology that changes how language is produced changes how reality is produced.

Fig. 06 · The scaling ladder. Each rung increases the capacity to construct and distribute shared realities; the method applies unchanged on every rung. Field diagnostic: name the rung that produced a message before analyzing it. The rung sets the cost of production, and cost sets how much fluency and volume are worth as evidence.

CONTINUE ONLINE

RUN THE METHOD ON LIVE TEXT



Interactive analysis tools, the full field manual, and workshop inquiries.
Paste any message and see its construction.