

Two Metanarratives of Contemporary Business



TheCaseSolutions.com

*Presented by
Mike Dettinger &
Melvin (Fai) Jackson*

Two Metanarratives of Contemporary Business

TheCaseSolutions.com

*Presented by
Mike Dettinger &
Melvin (Fai) Jackson*

A Brief Introduction...

Lyotard analyzes how the legitimation of knowledge has changed in the computerized world.

Lyotard believes that computerized knowledge must be legitimated and made accessible in a just society.

TheCaseSolutions.com

Postmodernism

Lyotard defines Postmodernism as; The incredulity of Meta-narratives

1950



Entered into American societal thought.



1979



Became legitimate and a conscious term.

TheCaseSolutions.com

Metanarratives

Universal acceptable truths.

Meta-narratives is about the same as the everyday notion of what principles of society are founded on.

TheCaseSolutions.com

Develop Your Metanarrative



TheCaseSolutions.com

Epistemology

The epistemology of Postmodernism is narrative based. Information and knowledge is shared through narrative.

Hint of Metanarratives and legitimation of discourse.

Knowledge develops in two ways:

Within & Without a language game

Knowledge growth not governed by grand narrative

TheCaseSolutions.com

Legitimizing Knowledge

Analyzing how sub-cultures regulate behavior and rules through linguistic conduct.

With no Meta-narratives we rely on smaller narratives that are known as "language games".

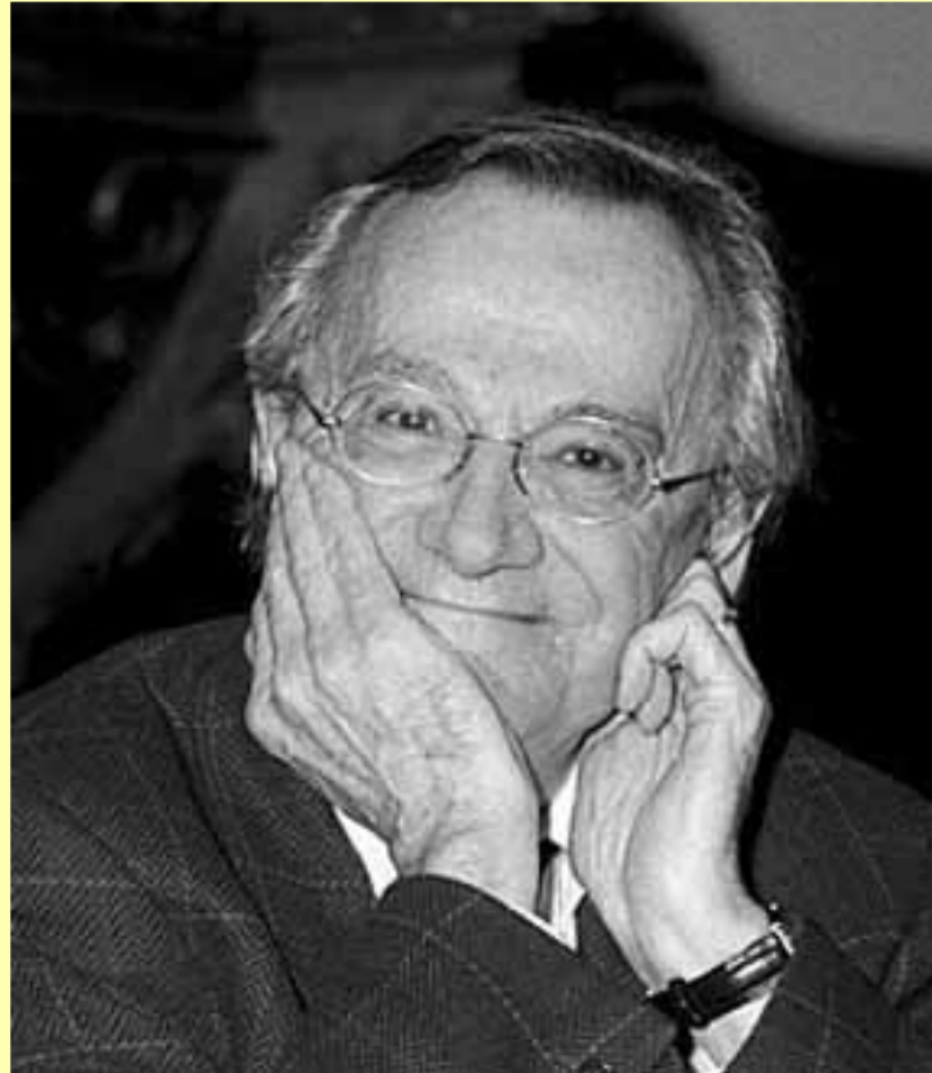
Smaller roles we play in life legitimate knowledge in those contexts.

By doing this we avoid the need for Meta-narratives
What legitimizes knowledge in the post modern condition is how it enables us to perform.

TheCaseSolutions.com

The Postmodern Condition

A Report on Knowledge



TheCaseSolutions.com