



**Sovereign
Artificial Soul**

**Hobbes
Bosse**

Multitude

State



**Control
Artificial Intelligence**

Pattern

Machine Vision

Corporate

Artificial Intelligence is a metaphor and a machine. As a metaphor, its origins can be found in Hobbes's notion of the Artificial Soul - a construct he devises to describe the sovereign of the state as an amalgamation of natural persons (the multitude that makes the gigantic figure in the front piece made by Avraham Bosse for his Leviathan, 1651). For us, it is a metaphor of the corporate machine that controls us through pattern recognition. At the same time, as a machine, Artificial Intelligence is again a metaphor. By that, I mean that any machine is a metaphor, and AI is no exception. Technology is an outcome of the division of labour conditions - it would be a distraction to think that it precedes these conditions of division of labour. Therefore, any mechanic technological device or apparatus is a metaphor that encodes in it the tensions of the division of labour under capitalism that preceded it. What the technology then does is to amplify these conditions back to us as tensions that we then experience as the setting, the stage, the reality, upon which division of labour conditions are developing. In short, this is the distraction of AI and of any other technology for that matter - Not realizing that a machine is a metaphor and that a metaphor is a machine.