



La maquina de los Memes / The Meme Machine (Spanish Edition)

Susan Blackmore

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Los humanos somos muy extraños. De la misma forma en que lo hicieron los animales, nuestros cuerpos han evolucionado por selección natural y, no obstante, son tremendamente distintos de los cuerpos de los otros seres. Utilizamos el lenguaje para comunicarnos, declaramos la guerra, creemos en la religión, enterramos a nuestros muertos y nos avergüenza la sexualidad. Consumimos televisión, conducimos automóviles y comemos helados. ¿Por qué somos tan sumamente distintos? De entre todos los animales, los humanos somos los únicos seres capaces de imitar a nuestros semejantes y, por lo tanto, de copiar ideas, costumbres, habilidades, conducta, inventos, canciones e historias: memes, en suma. El término «meme» fue acuñado en 1976 por Richard Dawkins, en las últimas páginas de su obra *El gen egoísta*. Los memes, como los genes, son replicantes empeñados en introducirse en tantos cerebros como puedan y en iniciar una competición que da forma a nuestras mentes y a nuestra cultura, del mismo modo en que la selección natural ha diseñado nuestros cuerpos. Los memes nos hacen: todos los seres humanos somos máquinas de fabricar memes. Este fascinante y extraordinario libro concluye con una de las cuestiones más trascendentales con las que debe enfrentarse el ser humano: la naturaleza del ser, el meollo de la conciencia que siente emociones, que tiene recuerdos y creencias y que toma decisiones. Y así, el fascinante discurso de Susan Blackmore sostiene que ese meollo de la conciencia, el yo interior, no es más que una entelequia, una ilusión creada por los memes en su esfuerzo por autorreplicarse.

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