

# Central Florida Pulse: The Tragedy of Place and the Power of Activism

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## Project Background

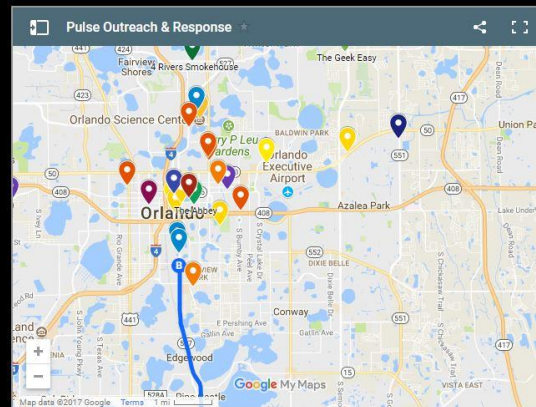
*Central Florida Pulse* was created in Spring 2017 by Carys O'Neill, Mia Tignor, & Savannah Bitto during ENG 6939: Special Topics in Texts & Technology. The project is part of the Citizen Curator Project of Central Florida, an initiative that "encouraged projects that explored strategies for combating racism, discrimination, eliminationism, and other social practices that seek to marginalize others" ([Citizen Curator](#), 2017). The Pulse massacre was chosen as a unifying theme for the exhibits created within the course. The Citizen Curator Project is supported by an IMLS grant.

## Gregory Ulmer's 'mystory'

The Popcycle is what [Gregory Ulmer](#) refers to as a transverse abstract machine, or a generative idea that crosses existing levels. With four major identity-shaping institutions (family, entertainment, school and discipline/career) coming together to paint a picture of our own central worldview, the Popcycle is the mechanism through which the [mystory](#) reveals our sense-making machinery to us. Each section of the Popcycle represents a different entity of subject formation, and the point at which all four intersect, known as the image of wide scope, is where we find ourselves. The process of mapping the Popcycle results in attunement, or a sense of how the world works. This revelation is crucial in gaining a better understanding of how our own life experiences shape perceptions of the world around us, particularly following major episodes of social upheaval.



*Central Florida Pulse* begins with the above grid of images taken from archival collections and a short paragraph of explanatory text that encourages visitors to enter the exhibit through a number of different starting points.



The exhibit ends with a color-coded map of organizations that participated in outreach events associated with Pulse. Visitors were then invited to "pin" their own site of activism and add a video, story, or other content to the map.

## Exhibit Design

Taking inspiration from Ulmer's concept of the mystory, visitors not only learn about Ulmer's theory itself but also work their way through scenes of instruction experienced by the exhibit creators. These scenes are linked to archival images that create the "image of wide scope", which serves as the front page and entrance to the exhibit. Throughout the exhibit visitors are also introduced to the concept of the puncept, which further links the scenes to the main concepts of eliminationism, the Pulse massacre, and gun violence. The exhibit was created using Twine, an "open-source tool used to create non-linear stories" ([Twine](#), n.d.).

## Outcomes & Future Goals

The project was made available to the public as part of the Citizen Curator Project. Although the website was available, the exhibit did not receive any community contributions to the Pulse Outreach Map that ended the exhibit. Future considerations for the exhibit include focused marketing for the program and outreach to local community groups, as well as a reevaluation of exhibit content and domain.

## Contact Information

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The complete exhibit can be found at:  
<http://www.miatignor.com/pulse.html>