

AN ALTERNATIVE TO BIG TECH AI · ESSAY 7 OF 7

# The Words We're Taking Back

We spent six essays not saying a word. Here is why, and why we can say it now.

# Why we set the word aside

There's a precise word for all of this — sovereignty — and we deliberately didn't lead with it.

- The word has been politicised; people flinch before the meaning arrives.
- Our wager: lead with the plain words, earn the heavy one by showing.
- This closing essay settles that wager.

# Why we held the word back

Leading with a loaded word asks for assent before showing anything — the very "trust us" move we refuse.

- A big word up front is a promise the reader can't yet check.
- A politicised word sorts the room by politics, not by who has the problem.
- The rule: demonstration first, vocabulary second — never the reverse.

# What each plain word was carrying

Custody, bounded, defensible, situated, federated, self-restrained — six plain words, one word taken apart.

- Each essay earned a piece: you hold it; it knows its place; the record proves itself.
- Your model not the average; connect without being absorbed; oversight that polices itself.
- Side by side they aren't six features — they're one word, shown one piece at a time.

# The older words

Rangatiratanga, kaitiakitanga, mana, whanaungatanga named this centuries before the cloud — we follow, not lead.

- The indigenous prior art is load-bearing, not ornament.
- The kaitiaki travelling with the record is an exact description, not a metaphor.
- The industry is rediscovering what these communities held as first principle.

# Taking it back

We can say "sovereignty" now because we earned it — anchored every time to something you can inspect.

- Reclaim the word by attaching it to a real mechanism, not by shouting it.
- An earned word is hard to ruin: it's a fact you can check, not a feeling.
- We've been open about the strategy throughout — a strategy you must hide is one you shouldn't run.

# The bottom line

A word is reclaimed by being made true so often that the old associations lose their grip.

- Better to hold your own record and never say the word than say it and hold nothing.
- For those who do want the word, make it mean something they can stand on.
- You don't have to choose between Big Tech AI and no AI — you can hold your own.

## See it for yourself

- The demo Villages — [mysovereignty.digital/demos.html](https://mysovereignty.digital/demos.html)
- The free Governance course — [mysovereignty.digital/course.html](https://mysovereignty.digital/course.html)
- Read the essay — [agenticgovernance.digital/papers/the-words-were-taking-back.html](https://agenticgovernance.digital/papers/the-words-were-taking-back.html)

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