

1. Record Nr.	UNINA9910459752803321
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Titolo	Fetishism and culture : a different theory of modernity // Hartmut Bohme ; translated by Anna Galt
Pubbl/distr/stampa	Berlin, [Germany] ; ; Boston, [Massachusetts] : , : De Gruyter, , 2014 ©2014
ISBN	3-11-037800-0 3-11-030345-0
Descrizione fisica	1 online resource
Disciplina	306
Soggetti	Fetishism Electronic books. Europe Civilization
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front matter -- Contents -- Translator's Note / Galt, Anna -- Introduction -- I. Now That's Some Thing - An Introduction to the World of Things -- II. Fetishism in Religion and Ethnography -- III. Commodity Fetishism -- IV. Fetishism, Sexuality and Psychoanalysis -- Conclusion -- Bibliography -- Index
Sommario/riassunto	Hartmut Bohme's study of fetishism spans all the way from Christian image magic in the Middle Ages to fetishistic practices in fashion, advertising, sport and popular culture today. In it he provides a thorough exploration of religion, magic, idolatry, sexuality and consumption, charting the mental, scientific and artistic processes through which fetishism became a central category in European culture's account of itself.