

1. Record Nr.	UNINA9910462377403321
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Titolo	Modern Occult Rhetoric [[electronic resource]] : Mass Media and the Drama of Secrecy in the Twentieth Century
Pubbl/distr/stampa	Tuscaloosa, : University of Alabama Press, 2010
Descrizione fisica	1 online resource (372 p.)
Collana	Albma Rhetoric Cult & Soc Crit
Disciplina	130.14 130/.1/4
Soggetti	Language and languages Mass media Mass media -- History -- 20th century Occultism -- History -- 20th century Occultism - Social aspects Popular culture - History - 20th century Popular culture -- History -- 20th century Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Contents; List of Illustrations; Acknowledgments; Introduction; Part I: Esoterica; 1. What Is the Occult?; Interlude: Erasing the Grooves: On Cold Feet; 2. Toward an Occult Poetics; Interlude: Mysteries of the Unknown; 3. H. P. Blavatsky and the Magic of Esoteric Language; 4. On Textual Occultism; Part II: Exoterica; Interlude: Re-membering Crowley; 5. Aleister Crowley and the Hermeneutic of Authority; Interlude: On Stolen Letters and Lettered Secrets; 6. The Death of the Modern Magus: "The Masses" and Irony's Other; 7. Prime-Time Satanism: Stock Footage and the Death of Modern Occultism 8. The Allegory of The Ninth Gate Epilogue: The Fool's Yapping Cur; Appendix 1: Scholarship on Occultism; Appendix 2: Aleister Crowley's The Book of the Law; Notes; Selected Bibliography; Index
Sommario/riassunto	A broadly interdisciplinary study of the pervasive secrecy in America cultural, political, and religious discourse. The occult has traditionally

been understood as the study of secrets of the practice of mysticism or magic. This book broadens our understanding of the occult by treating it as a rhetorical phenomenon tied to language and symbols and more central to American culture than is commonly assumed. Joshua Gunn approaches the occult as an idiom, examining the ways in which acts of textual criticism and interpretation are occultic in nature, as evident in prac
