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	sweatshops of Hollywood; Muppetation and mediation; Demectomy; Action figures; Liberal Arts; Glee; Bunheads; Breaking Bad/Elective Affinities; Epilogue: How I met my mother (French Theory, by Francois Cusset); Notes; Bibliography; Videography; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; Q; R; S; T; U; V; W; Y; Acknowledgments
Sommario/riassunto	A phenomenological account of the forms of life characteristic of late capitalismincluding television, celebrity culture, and personal electronicsculminating in an ontology of the gadget-commodity that brings together Marxist theories of commodity fetishism and ideology with Heidegger's attempt to think truth as unconcealment.