

1. Record Nr.	UNINA9910479933603321
Autore	Coccia Emanuele
Titolo	Goods : Advertising, Urban Space, and the Moral Law of the Image // Emanuele Coccia
Pubbl/distr/stampa	New York, NY : , : Fordham University Press, , [2018] ©2018
ISBN	0-8232-8156-6 0-8232-8024-1 0-8232-8025-X
Edizione	[First edition.]
Descrizione fisica	1 online resource
Collana	Commonalities
Altri autori (Persone)	GemmaMarissa
Disciplina	659.1
Soggetti	Advertising Consumer goods Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	This edition previously issued in print: 2018.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front matter -- CONTENTS -- PREFACE TO THE ENGLISH-LANGUAGE EDITION -- THE LAST NAME OF THE GOOD -- 1. WALLS -- 2. CITIES -- 3. THE BANALITY OF THE GOOD -- 4. TOTEM -- 5. THE WORLD OF THINGS -- 6. TOWARD A MORAL HYPERREALISM -- ACKNOWLEDGMENTS -- NOTES
Sommario/riassunto	Objects are all around us – and images of objects, advertisements for objects. Things are no longer merely purely physical or economic entities: within the visual economy of advertising, they are inescapably moral. Any object, regardless of its nature, can for at least a moment aspire to be “good,” can become not just an object of value but a complex of possible happiness, a moral source of perfection for any one of us. Our relation to things, Coccia, argues in this provocative book, is what makes us human, and the object world must be conceived as an ultimate artifact in order for it to be the site of what the philosophical tradition has considered “the good.” Thinking a radical political praxis against a facile materialist critique of things, Coccia shows how objects become the medium through which a city enunciates its ethos, making available an ethical life to those who live

among them. When we acknowledge that our notion of “the good” resides within a world of things, we must grant that in advertising, humans have revealed themselves as organisms that are ethically inseparable from the very things they produce, exchange, and desire. In the advertising imaginary, to be human is to be a moral cyborgs whose existence attains ethical perfection only via the universe of things. The necessary alienation which commodities cause and express is moral rather than economic or social; we need our own products not just to survive biologically or to improve the physical conditions of our existence, but to live morally. Ultimately, Coccia’s provocative book offers a radically political rethinking of the power of images. The problem of contemporary politics is not the anesthetization of words but the excess power we invest in them. Within images, we already live in another form of political life, which has very little to do with the one invented and formalized by the ancient and modern legal tradition. All we need to do is to recognize it. Advertising and fashion are just the primitive, sometimes grotesque, but ultimately irrepressible prefiguration of the new politics to come.

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UNINA9910793281903321

Bishop Michael <1938->

Earth and mind : : dreaming, writing, being : nine contemporary French poets - Yves Bonnefoy, Jacqueline Risset, Salah Stetie, Venus Khoury-Ghata, Tahar Ben Jelloun, Andre Velter, Marie-Claire Bancquart, Jean-Claude Pins

Leiden ; ; Boston : , : Brill Rodopi, , [2018]

90-04-36776-4

1 online resource (154 pages)

Chiasma, , 1380-7811 ; ; volume 44

BishopMichael <1938->

841/.9209

French poetry - 20th century - History and criticism

Inglese

Materiale a stampa

Monografia

Includes bibliographical references and index.

Front Matter -- Copyright Page -- Dedication -- Foreword --

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Consciousness, Presence, Naming1 -- Jacqueline Risset, *Les Instants: Epiphany, (Un)groundedness, Trial, Desire*21 -- Salah Stétié, *L'Être: Embodiment, Void, Unfiguredness, Uraeus*40 -- Vénus Khoury-Ghata, *Le Livre des Suppliques: Hauntedness, Vigilance, Fable, Circularity*55 -- Tahar Ben Jelloun, *Que la Blessure se Ferme: Light, Love, Passion, Paradox*71 -- André Velter, *L'amour Extrême: Absoluteness, Relativity, Fury, Marvel*91 -- Marie-Claire Bancquart, *Tracé du Vivant: Primordiality, Rites, Question, Rebirth*105 -- Jean-Claude Pinson, *Alphabet Cyrillique: Dailiness, Autobiopoiesis, Freedom, Resistance*119 -- Jacques Dupin, *Le Grésil: Ubac and Adret, Individuation and Pleroma*133 -- A Few Closing Remarks142 -- Back Matter -- Select Bibliography.

Sommario/riassunto

In *Earth and Mind : Dreaming, Writing, Being* Michael Bishop examines the very recent work of nine major contemporary French and Francophone writers : Yves Bonnefoy, Jacqueline Risset, Salah Stétié, Vénus Khoury-Ghata, Tahar Ben Jelloun, André Velter, Marie-Claire Bancquart, Jean-Claude Pinson and Jacques Dupin. The issue of writing's complex relation to the experience of the earth is of central pertinence, involving questions of dreaming, voice, figurativity, emotion, desire, revolt, metaphysics, meaning, poiein and being. Discussion entails close reading of works as well as broad contextualisation and a sensitivity to interrelevancies from writer to writer. Bishop's book is intended as a companion to his 2014 *Dystopie et poiein, agnose et reconnaissance. Seize études sur la poésie française et francophone contemporaine* .