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	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 GateEpilogue: 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