



The Toothpaste of Immortality: Self-construction in the Consumer Age

By Elemer Hankiss

Johns Hopkins University Press. Paperback. Book Condition: new. BRAND NEW, The Toothpaste of Immortality: Self-construction in the Consumer Age, Elemer Hankiss, This lively and insightful account reveals the profound ways in which everyday acts and artifacts of consumer civilization shape our sense of self. Elemer Hankiss shows how human beings act simultaneously in two plays. On the "trivial" surface of their everyday lives they work, make money, raise children, build houses, and do a lot of other things. At the same time, they also act in the "existential" drama of their lives-even if they are not aware of doing so. They construct and reconstruct their selves each day by striving for authenticity, the intense experience of being, dignity, meaning, and the hope of immortality. Hankiss explores this interaction between the trivial and existential, in the process unfolding its context in "consumer civilization." This concept is brilliantly illustrated in a section entitled "the toothpaste of immortality": "If we watch enough commercials, we believe that this or that special brand of toothpaste preserves our teeth, and- per metonymiam-ourselves, young and beautiful indefinitely. And then, for a fleeting moment, there, in our bathrooms, we experience the sweet and melancholy illusion that we may..."



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Reviews

Completely essential read book. I could possibly comprehend every little thing using this written e book. You wont sense monotony at at any moment of your own time (that's what catalogues are for relating to if you ask me).

-- Rosendo Douglas DVM

A very awesome publication with perfect and lucid information. It is probably the most awesome book i have read. You may like how the author publish this pdf.

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