

Fredric Jameson – Postmodernism and consumer society

- Defines postmodernism as reactions against established forms of high modernism to create new, dominant postmodernisms; as the erosion of the older distinctions by becoming incorporated into new culture to the point where they become unoriginal cliché; as lack of distinction between consumerism and high quality art, as it is now so easily attainable.
- Two significant features:

Pastiche

- Parody that has lost its sense of humour – involving the mimicry of established forms.
- The death of the subject – end of individualism.
- Poststructuralist position – individual subject is not only dead, but also a myth.
- Failure of art and imprisonment of the past.

eg. 'nostalgia film', ie in the case of star wars, by reinventing the feel and shape of characteristic art objects of an older past (the serials), it reawakens a sense of the past associated with those objects.

Schizophrenia

- French psychoanalyst, Jacques Lacan, considered it as a language disorder.
- Emerged from an oedipal rivalry pertaining to paternal authority considered as a linguistic function through the 'name of the father'.
- Having two or three components – relationship between a signifier (material object, script of a text) and a signified (meaning of that material word or text); third component - the 'real' object in the 'real' world to which the sign refers – the breakdown of the relationship is schizophrenia.
- Isolated, disconnected, discontinuous material signifiers fail to link up into a coherent sequence.
- More intense experience of any given present in the world.
- No personal identity and no purpose create an unpleasant experience, due to breakdown of temporal continuity.

e.g John Cage's minimalistic music – the hearing of a single chord followed by such a long silence that memory cannot hold onto what went before.