

TABLE OF CONTENTS

CHAPTER 1

Television Criticism and the Problem of Ground

Justification: Paradigmatic Mutation.....1
Divergent Interpretations of Ground.....4
The Ideological Divergence.....5
The Philosophical Divergence.....6
 The Kantian Turn.....7
 The Crisis in the Galilean World.....11
 Hume Vindicated.....15
 The Changing Critical Sense.....16
 Goals.....20
 Outline of Approach.....26
 An Irrefutable Tension.....30

CHAPTER 2

The Conflict of Ground and the
Hope of a Science of Signs

Positioning Semiology and Semiotics in Tradition.....31
Contingent and Nomothetic Force.....32
Communication Studies and the Drive for Nomothetic Force.....34
 The History of the Idea of Structure.....35
 Linguistics.....35
Logic or Rhetoric.....36
 Of Grammar, Logic, and Rhetoric.....37
Semiotics and Semiology.....40
 Ferdinand de Saussure.....41
The Reluctant Revolutionary.....42
 The Break with Classical Philology and the Neo-Grammarians.....43
 Diachronics and Synchronics.....44

The "Cartesian Anxiety".....	64
<u>Signs and the Limitation of the "Universal" Principle of Binary Opposition: The Aristotelian Lesson of Binary Distinction.....</u>	64
Binary Opposition (Contrariety) versus Binary Distinction (Contradiction).....	65
Dialectics and Synthetics.....	69
The Closure of Language.....	71
<u>De Saussure's Sign.....</u>	73
Charles Sanders Peirce.....	76
<u>Summary Conclusion.....</u>	83

CHAPTER 3

The Legacy of de Saussure: Levi-Strauss and Barthes

Paul Ricoeur's Designation.....	87
<u>Unconscious Structures: Dehumanized Social Studies.....</u>	88
Levi-Strauss and the Underlying Unconscious Coherence.....	89
<u>Levi-Strauss' Point-of-View.....</u>	92
<u>Three Characteristics of Strausseau Structuralism.....</u>	93
<u>Levi-Strauss' Universal Structuralism.....</u>	98
Seung and Two Kinds of Systems of Signification.....	98
The Limitation of Binary Opposition.....	99
<u>Levi-Strauss and Barthes as Reductionists: The Formalist Legacy and the Move from Linguistic to "Psychological" or Universal Mental Structures.....</u>	101
The Overextension of the Linguistic Paradigm.....	102
Strausseau Innatism and Historicism.....	103
Barthes' Universal Semantization.....	104
A False Start for a Science of Signs.....	108
Levi-Strauss' Definition(s) of "Structure".....	109
<u>Problems of Interpretation.....</u>	110
Levi-Strauss' and Freud's "Scientific" Analyses of the Oedipus Myth.....	111
The Endless Malleability of Levi-Strauss' and Freud's Associative Methods.....	113
Strausseau Laws of Inversion: The "Conventionalist Twist".....	114

<u>Jakobson as an Example of Artful Reductionism: Trivial Associations</u>	115
The Semantic <u>effects</u> of Syntactic Structures: Riffaterre, Culler, and Levin.....	118
Audience Expectation and Meaning.....	119
<u>Summary Conclusion</u>	120

CHAPTER 4

The Temporal Dimension of Interpretation:
Genetic Freedom versus Structural Determinism

<u>Structural Ontology and Time: Determinism</u>	125
<u>Techne versus Theoria: The Constriction of Significance</u>	127
Herbert Marcuse and "Quantitative Quality".....	127
The Technologization of Language: Jurgen Habermas and G. B. Vico's Responses.....	128
<u>Sartre's Point-of-View</u>	130
"Projects of Freedom" versus Structure (alienation).....	130
Praxis and Individual Agents of Change.....	131
Structure as Inevitable Alienation.....	132
Levi-Strauss' Structural Determinism.....	133
The Importance of Making History Move, Ever Again, Toward Emancipation.....	134
Freedom: The Engine of History (Dialectics).....	135
<u>The Struggle for the Subject</u>	137
Unconscious Laws of Signification.....	138
<u>The Missing Consciousness: Self and Other</u>	140
Levi-Strauss' Materialist Epistemology.....	141
Structure as Construct.....	142
<u>Consciousness as Myth</u>	143
"Objectivity" and Geographical Distance.....	144
Anti-Humanism.....	145
<u>Foucault's Anti-Consciousness Stance: Extending Levi-Strauss Against Sartre</u>	147
Communication without Subjects.....	148
The "System-Behind-the System": Not Tradition.....	149
Sartre versus Foucault and Levi-Strauss.....	150
Merleau-Ponty's Structures within Time.....	152

Prejudice as Challengable "Structures"/Blinders.....	152
<u>History as Myth: Levi-Strauss and History</u>	155
<u>Aleatorial and Rational Histories</u>	156
Coordiante/Subordinate Systems.....	157
Progressional/Nonprogressional History.....	158
<u>Foucault and History</u>	162
Foucault, Nietzsche, and Discontinuity.....	162
History as a Literary Manifestation of Will to Power.....	163
The Sturcture of Knowledge/Power (Epistemes and Discourses).....	166
Method as Genealogy, and Archeology.....	167
Foucault's Inadequate Explanation for Resistance to Structures -- Sartrean History as Revolution.....	169
<u>Nietzsche Contra Foucault (Foucault's "Embarrassment")</u>	170
Reflexive and Nonreflexive Relativism -- two Types of Paradox.....	172
Derrida's Acceptance of Paradox.....	174
<u>Derrida and History</u>	175
History versus Essentialism as Polar "Grounds".....	175
<u>The General Text</u>	177
The Groundless General Text (<u>le text general</u>).....	178
<u>Summary Conclusion</u>	180

CHAPTER 5

The Problem of Reading/Viewing

From Text to Interpretation.....	185
The Reader as the "Space" Where Making Sense Happens.....	187
Constitutive Consciousness versus "Inscription".....	188
The Failure of Barthes' "Four Readers" and Five Codes.....	189
Other Readers, Narrators, Narratees, and Audiences.....	191
<u>The Active Reader in the "Gap" of Indeterminacy: Completing the Text</u> ..	192
The Active Reader in the "Gap" of Indeterminacy -- William James, Roman Ingarden, Wolfgang Iser, and Umberto Eco.....	193
Reader as Producer (Completing the Text).....	194
<u>Stanley Fish: The "Suppression" of Idiosyncrasies</u>	196

"Community Assumptions".....	197
<u>Johnathan Culler's "Competent Reader"</u>	197
Christopher Norris' Defense Against "Conservative Kantian Structuralism".....	198
The "Trans-individual Community of Judgement" -- Culler, Karl-Otto Apel, and Wittgenstein.....	198
Culler's "Interpretive Constructs" as Interpretive Constraint.....	199
<u>Husserl's Parallism</u>	199
Noema-Noesis.....	200
Culler's Poetics — a "Double <u>a priori</u> ?".....	201
<u>Apel's Explanation</u>	201
Apel's Theory of Validity.....	201
<u>Fish's and Others' Explanations</u>	202
The Reemergence of the Text and the Weakening of Fish's Reader.....	203
Samuel Weber and Freud's Theory of <u>Witz</u> (the Joke).....	204
Norman Holland's Theory of the Reader's "Identity Theme".....	204
David Bleich's "Subjective Criticism" and "Automatic Objectification".....	204
The Problem of Prompted Response — Psychologizing Interpretation.....	205
John Reichert's Response to Reader Response Theory.....	205
Fish's Radical Monism.....	206
<u>Iser's Explanation</u>	208
Iser's "Eminently Sensible" Dualism.....	208
Fact versus Interpretation.....	209
<u>Hirsch's Explanation</u>	210
E. D. Hirsch: "Meaning" and "Significance".....	210
<u>Rorty's Explanation</u>	211
Thomas S. Kuhn: Discovery versus the Production of Facts.....	211
Richard Rorty: Absolutism as Explanatory Strategy.....	212
<u>Derrida's Critical Shadow</u>	213
<u>Geoffrey Hartman: Criticism on the Wild Side</u>	213
Criticism or/as Literature.....	214
The Rejection of the "Arnoldian Concordat".....	214
The Yale School versus the New Critics.....	214

<u>Miller's Defense of the Critical Reader</u>	215
The Geneva School and J. Hillis Miller.....	215
The Dissolution of the Demarcation Between Text and Interpretation.....	216
<u>Paul de Man: Method as Transcendence of Text and Misreading</u>	217
<u>The Impossibility of Reading</u>	220
Harold Bloom's Pessimism: All Reading is Misreading.....	221
Paul de Man: Blindness and Insight.....	221
Paradox and Unreadability.....	221
Socrates, Rhetoric, and Derrida.....	223
Jacques Derrida and J. L. Austin.....	223
<u>Summary Conclusion</u>	224

CHAPTER 6

Deconstruction: Grammatology versus Semiology

<u>Booth versus "Methodical Craziness"</u>	229
<u>Jacques Derrida</u>	229
<u>"Humanistic" New Criticism versus "Scientific" Structuralism</u>	230
<u>The Post-Structuralistic Suspicion of Method (Structural)</u>	232
<u>The "Uncanny" versus "Happy Positivism"</u>	233
<u>Aporia -- Alogic</u>	234
<u>Pure Reason and Contingent Expression</u>	236
The Rhetoric of hierarchization and Supplementation as attempted Mastery.....	236
Deconstruction as a Strategy of Reversal and Displacement.....	237
<u>The Example of Nietzsche: Proto-Deconstruction</u>	238
Using "Causation" Against Itself.....	239
Nonoriginary Origin.....	241
<u>The Western Bias of Logocentrism -- Phonocentrism</u>	241
Logocentrism: Self-Sufficient Foundationalism.....	242
Phonocentrism: The Dominance of Speech Over Writing.....	242
The Western Metaphysics and Rhetoric of Presence.....	242
Derrida's Grammatology and Husserl's Category of Absence.....	243

The Autonomy of Signs.....	244
<u>E'criture</u> as Global Text Including Writing and Speech.....	244
<u>E'criture</u> , Barthes' Global Semantization, and the Universality of Hermeneutics.....	246
<u>Trace and Semiotic Independence</u>	247
Derrida's Radical Relativism.....	248
Gadamer's Relativism versus Apel's and Habermas' Critical Psychoanalytic Hermeneutics.....	248
<u>Phonocentrism and the Electronic Media</u>	250
Videocentrism as a Variation of Phonocentrism.....	251
Logocentrism as Already Construction — Not Ground.....	254
<u>Diffe'rance and the Constructive Process of Presence (Temporality) as Absence</u>	254
<u>Diffe'rance</u> (Difference and Defferal).....	255
Absence Equals Traces of <u>Diffe'rance</u>	256
<u>Derrida's Debt to Husserl</u>	256
Husserl's Theory of Signs.....	257
Expressive Signs and Eidetic Intuition (Universalism).....	257
Indicative Signs or Indices (Particularism).....	259
Derrida's Critique of Husserl via Internal-Time Consciousness.....	260
Derrida's Trace and the Structure of Husserlean Retention.....	261
Substitution as the Essence of Signification.....	264
Effacement (the "Pastness of Past").....	264
Two Definitions of "Presence" (The Epistemological and the Ontological).....	266
<u>Derrida's Spatialization of Presence -- "Difference Without Origin"</u>	267
Derrida's Rejection of the Husserlean Third Element -- Active Consciousness.....	268
Derrida's Rejection of Essentialism and Nominalism.....	268
Traces of Traces: Representations of Representation — The Infinite Regression.....	269
Noreconciliatory Dialectics in Adorno and Derrida.....	270
<u>Diffe'rance</u> and the Crisis of Interpretation (Structure and Event).....	270
Spacing.....	272
Critiquing Derrida: The Synthetic Third Element and "Spacing".....	273
The Fallacy of Closure.....	275
The Phonocentric Privileging of Speech.....	276
Video -- Closer to "Truth".....	277
<u>Supplement and Archi — e'criture</u>	281

The Logic of Supplementation.....	282
<u>The Cartesianism of the Doctrine S'entendre Parler.....</u>	283
World and Non-World: Inside and Outside.....	283
The Suppression of Difference = Consciousness as Self-Presence = The Origin of Presence.....	286
<u>Husserl's Aporia: Genetic versus Structural Foundation.....</u>	287
Theory: Always Inconsistent.....	288
Husserl: Torn Between Genetic and Structural Explanatory Models.....	288
Double, Aporetic Logics.....	289
<u>Derrida Contra Husserl.....</u>	291
Husserl's Final Structural Bias: The Timeless Transcendental Ego....	292
Derrida and The Temporal Power of Differance: The Constitution of Subjectivity Itself.....	293
<u>Summary Conclusion.....</u>	295

CHAPTER 7

Deconstruction and Interpretation

<u>Commercial Messages: Highly Efficient and Complex Forms of Communication.....</u>	303
Tony Schwartz's Theory of Resonance in (Commercial) Communication.....	304
<u>Polarities and Equivalances: Metaphor and Metonymy.....</u>	307
The Notion of Polarities.....	308
The Notion of Equivalence.....	308
Metaphor.....	309
Metonymy.....	309
Syntagmatic and Associative Processes.....	309
"Style".....	309
Mass Media as Predominately Metaphorical.....	310
Constructed Equivalances and the Displacement of "Reality" -- Iconic Analogies.....	310
Paradigm and Syntagm.....	312
The Denotative and the Connotative.....	313
"Shifters".....	316
<u>Realism in Television.....</u>	318
<u>Writerly and Readerly: Active and Passive Viewing.....</u>	319

Readerly versus Writerly Texts — Roland Barthes.....	319
<u>Ostranenie: Making Strange</u>	322
<u>Ostranenie</u> (non-Jaded perception).....	323
Anestheization, Narcotization, False Consciousness.....	326
Mystifying Realism.....	332
Television — Not Art.....	332
Foregrounding via Defamiliarization ("Poeticalness").....	334
<u>The Boundlessness of Context as Text and the Myth of Metalanguage</u>	336
Merleau-Ponty's Exploration of the "Fecund Moment" When Meaning Invests Itself with Structure and then Exceeds those Boundaries.....	338
<u>Temporalizing Interpretation</u>	339
The Failure of Historicity as Ground.....	339
The End of Interpretation as Traditionally Thought: Meaning as Infinite Implacation.....	340
<u>Deconstructive Displacement -- Not Nihilistic Destruction: Strategic Grafting</u>	343
The Demise of the Myth of Metalanguage.....	344
Displacement as an Interpretive Strategy: Disproportionate Interpretation.....	345
The Logic of Paleonymics.....	345
Richard Rorty's Critique of Deconstruction as "Gimmick".....	346
"Writing with Both Hands": Demonstrating the Universal with the Contingent.....	347
<u>Disrupting Oppositions</u>	348
The Metaphors of Metaphors.....	348
<u>Pragmatism and Deconstruction</u>	351
Pragmatic Truth: "Warrantable Assertion" and Endless Regression of Changing Consensus.....	351
Marginal "Truth" versus Consensus.....	352
Anti-Reflexive (Fatalistic) Pragmatics.....	353
"Edifying" versus "Systematic" Thinkers.....	353
<u>The End of Interpretation as Traditional Faith in Closure</u>	355
The Final Paradox of Logocentrism — Misreading.....	355
The Reversal of Understanding/Misunderstanding: Harold Bloom versus Wayne Booth.....	357
<u>Limiting Deconstruction</u>	360
The Figural Will to Power: The Limit to Deconstructive Skepticism...	361

Geoffrey Hartman: Saving the Text from Endless "Gamesmanship".....	361
"Inside"/"Outside": Truth as Representation (the Correspondence Theory).....	361
Bloom's Romantic Defense of Subjective Origin (the "Will to Expression").....	363
"Misprision" -- "Masterful Troping" -- The Transvaluation of Values.....	364
The Mistakes of the "Purest" Deconstructors, According to Bloom.....	366
The Failure to Contain Irony and Paradox in the Poem-Object.....	366
Reversing Oppositions.....	367
<u>Summary Conclusion</u>	367

CHAPTER 8

The Hermeneutic Response

Mans-Georg Gadamer Contra the Psychologism of Wilhelm Dilthey, Friedrich Schleiermacher, and E. D. Hirsch.....	375
The Dissolution of the Hermeneutic "Gap".....	375
<u>Subtilitas Intelligendi</u> and <u>Subtilitas Explicandi</u>	376
Historicity.....	376
The Split in Hermeneutics Between Belief and Suspicion.....	379
The "Appropriateness" of an Interpretation Measured in Terms of "Openness" and the Situation.....	380
Gadamer's Notion of <u>das Wirkungsgeschichtliche Bewusstsein</u> Contra Naive Objectivism.....	381
Understanding is Interpretation.....	381
Universal Linguisticity versus the Cartesian Gap.....	382
D. C. Hoy's Reception Theory.....	383
Tradition.....	383
<u>Language and World</u>	385
Paul Ricoeur's Initial Rejection of the Dialogical Model and "Immanent Texts" as the "Ideology of the Absolute Text".....	385
The Human "Habitat": Not a Linguistic Prison.....	386
Commercials and Their Ontological Force.....	387
<u>Authentic Dialogue: Genuine Discourse</u>	390
<u>Docta Ignorantia</u>	391
<u>Docta Ignorantia</u> : The Socratic Attitude Toward Performed Opinion (<u>doxa</u>).....	391
Gadamer and Betti: The Issue of Method.....	392
Authentic Questions.....	394
Inauthentic Strategic Communication.....	396
<u>Gadamer's Logocentrism</u>	404

<u>Applicatio, Phronesis, Context</u>	408
<u>Applicatio</u> (Application): Rational and Irrational Relativism.....	408
<u>Knowledge and Prejudice</u>	411
<u>Pre-Understanding/Prejudice</u>	412
Prejudices: Essential to Communicaiton.....	413
Blind and Enabling Prejudices.....	415
<u>Phronesis</u>	416
Belongingness (<u>Zugehörigkeit</u>).....	417
The Fusion of Horizons: The Way to Knowledge.....	418
Authority.....	419
Gadamer's Optimism versus Heidegger's Pessimism.....	425
<u>Summary Conclusion</u>	426

CHAPTER 9

The Linguistic Analysis of Myth

Roland Barthes' Structural Approach.....	432
All Communication is Mythic.....	432
The Structure of Myth.....	433
The Circular Self-Generative Nature of Ideology.....	435
Mythic Motive.....	436
Myth Hides Nothing: The Communicative "Alibi".....	438
Global Association.....	439
The Direction of Intentionality -- Focus: Three Ways to Read a Myth.....	441
Mythic Guidance.....	443
Myth in the Service of Ideology.....	444
<u>Myth(ic) and Interpretation</u>	448
Myth as "Robbery by Colonization" — Signification as "Parasite"....	449
The Stolen Sign or "Speaking Corpse".....	449
Artificial Myth.....	450
Fourth Order Myth — Stealing the Unreliable Referent.....	451
The Inevitability of Myth.....	451
Style as Excessive Dissmination.....	452
Mythic Justification of Reality — "Pseudo-Physis" as "Fact".....	452
A World Without Depth.....	452
Deconstructing Barthes and Foregrounding Ethics.....	453
<u>Summary Conclusion</u>	456

CHAPTER 10

Mythic Structure

Jean Gebser and the Consciousness Structures.....460

 Rejection of Eschatological and Teleological Thinking.....460

 Mutation.....461

 Leonardo da Vinci and the Full Emergence of the Perspectival World.....461

 Gebser Contra Positivism.....462

 Myth Here and Now.....463

 Mircea Eliade.....463

 History as "Camouflaged" Myth.....463

 "Aryanism" as Myth on the Political "Right".....463

 The "Just Man" (Proletarian Hero) Myth of the Political "Left".....464

Roland Barthes and Myth Today.....466

 Semiotic Exchange-Value.....466

 The Structure of the alibi.....466

 Tony Schwartz: Ads as Irrational Messages.....467

 Myth as "Innocent" Speech.....469

 Draining History: The Naturalization of Myth.....469

 Signification as Currency (Linguistic Equivalencies).....469

 The Process of Differentiation.....470

 Examples of Differentiation and Apposition.....472

 Surveillance and Psychographics.....473

 Advertising Analysis.....479

 Object Correlative.....483

 Advertising "Worlds".....483

 "Marlboro Land".....483

 Ad-Work.....485

 Anthropomorphism.....486

 Totemism.....487

 False Totemism.....488

 Reverse Totemism.....489

 Product as "Generator".....491

 Appellation: The creation of Subject.....494

 Ideology.....494

 Louis Althusser and Jacques Lacan's Translation of Freud into Linguistics: Condensation Becomes Metaphor and Displacement Becomes Metonymy.....494

 Hegemony: Antonio Gramsci's Deep View.....495

 Jacques Ellul and Tony Schwartz: No Need to Lie.....497

 Facts as Value-Neutral: The Myth of Objectivity in the Service of Ideology.....498

 Ads as Non-Genuine Dialogue.....498

 Value.....499

 Alreadiness.....499

Transformational Space: Not a Diacritical Vacuum but a Dialectical Synthesizing/Associating.....499

The Subject/Ideology: Paradox of Appellation.....	500
"Intermeshing".....	505
<u>Summary Conclusion</u>	506
Print ads.....	513-549

CHAPTER 11

The Structure of Consciousness and the Constitution of Myth

Advertising as Efficient Communication.....	551
Advertising as Meta-System.....	551
Fine Techniques for Linking Systems.....	552
Technique: The "One Best Way" — 3 Types.....	555
Standardization.....	555
The "Cult of Efficiency": A Manifestation of Temporal Anxiety.....	556
Prerational Consciousness in the Service of Temporal Compression....	556
Ellul's Confusion of Conditioned Reflex and Cognitive Response.....	562
The "Power" of Advertising Reconsidered: M. Schudson's "Implied Viewer" Argument.....	563
Literal and Metaphorical: A Matter of Degrees.....	565
Advertising: Cooptation of Myths.....	565
Trick -- Not Persuasion.....	567
<u>How Advertising Does WHAT it Does</u>	568
Apel and the Linguistic Constitution of Empirical Data.....	569
The Fallacy of Degree Zero Expression.....	571
Creating the Consumer Creating Herself.....	572
<u>Myth and Hermeneutics</u>	573
The Three Directions of Hermeneutics: R. E. Palmer's, Definition of Hermeneutics.....	575
<u>Jean Gebser's Project and the HOW of Communication (Advertising): A Deconstructive Reading</u>	577
Aperspectivity.....	577
Picasso: A Beginning or an Ending?.....	579
Gebser's Logocentrism: "Presentiation".....	583
Historicity and Presentiation.....	583
Gebser Contra Comtean Positivism.....	584
Gebser's Ambiguity Toward "Evolution" and "Mutation".....	588
"Unfolding".....	588
The Issue of Volition and Freedom (Authenticity).....	589
The Danger of the "Deficient" Gloom.....	591
The Call to Authentic Communication: Dialogical Light.....	591
Pushing Out the "Clean Well Lit" Space, The Horizon of Language/World: The Pragmatics of Emerging From Plato's Cave.....	592

The Limitation to Total Illumination/Aperspectivity.....	593
<u>Heidegger and Care</u>	594
Clarity About the Role of Will, Volition, and Resolve.....	595
<u>Summary Conclusion</u>	599

CHAPTER 12

Applying the Remaining Gems of Gebser's Thought

Myth and Magic: Ever-Present.....	603
The Supplementation of "The Deficient".....	604
The Electronic Mass Media as a Cross-Section Through the Structures.....	606
Gebser's Situatedness as Perspective-Centric.....	607
Guilt About Time.....	607
<u>The Perspectival Condition</u>	608
Hypertrophy and Blindness.....	608
Expansion and Over Determination of the "Ego Sphere".....	610
"Universal Intolerance," or Newtonian Subjects as Objects Including Thoughtless Equal and Opposite Reacting: Totalitarian Structuralism and the Surrender of Consciousness/Prudence.....	611
<u>Gebser and McLuhan</u>	612
The Striking Agreement between McLuhan and Gebser.....	612
The Ear and the Depth of Entangled, Dark, Mythic, Unidimensional Being.....	613
Gebser as a Sophisticating Complement to McLuhan.....	614
McLuhan's Clumsy Critique of Individualism.....	616
Television as a Technology: Highly Perspectival.....	617
Television Contents: Highly Mythic and Magic.....	618
<u>The Unperspectival Magic Condition</u>	619
The Misplaced Newtonian Interpretation.....	619
Associative Equivalences: Spaceless, Timeless.....	620
Unitary Being.....	621
Dream Work, Advertising Work.....	625
Associative Imagery: A Dangerous Retrogression.....	631
"Detachment".....	632
<u>Gebser and Commercial Magic</u>	634
Gebser's Warning about Unconscious Structures: Determinism.....	636
<u>The Unperspectival Magic Condition</u>	637

Television Commercial: "Super-Icon".....	637
Five Characteristics of Magic Man.....	638
"Will-Power-Drive".....	639
Schwartz's Analysis of the Auditory Mode of Advertising.....	641
"Relapse" into Tribalism.....	642
Mnemonic Speech.....	644
The Power of Rhythmically Designed and Mass Mediated Repetition.....	648
"Doing Without Knowing".....	651
Contemporary Man's Obsession With Time.....	653
"Resonance" and "Mass Attunement".....	654
The "Vital" and "Causal" Nexi.....	655
<u>The Pre-Perspectival Mythic Condition</u>	657
The Presence of "Exhausted Residua".....	657
<u>Summary Conclusion</u>	659
<u>BIBLIOGRAPHY</u>	667

APPENDICES

Appendix A	
Dasein and Truth (Heidegger's "Definition" of Truth.....)	748
Appendix B	
Wittgenstein on Arbitrariness.....	770
Appendix C	
Parsons and Levi-Strauss.....	782
Appendix D	
Parsonian Humanism (The Active Agent).....	785
Appendix E	
Derrida's Critique of J. L. Austin.....	788
Appendix F	
Merleau-Ponty: The Greatest "Structuralist" or the First "Post-Structuralist".....	792
Appendix G	
Jakobson's Theory of Foregrounding.....	822
Appendix H	
Adorno as Proto-Deconstructor.....	824
Appendix I	
Roland Barthes: Canny Methodologist or Uncanny Post-Structuralist....	826

Appendix J	
Television and Children's Cognitive and Attitudinal Responses.....	835
Appendix K	
Husserl and the Frankfurt School.....	851
Appendix L	
The Issue of Writing and Reason: The Example of Philosophy.....	854
Appendix M	
Recall and Learning.....	859
Appendix N	
Youth and Distrust.....	863
Appendix O	
Advertising and Entry Barrier.....	867
Appendix P	
Commercial Content and Gender Portrayal.....	872
Appendix Q	
Althusser's Notion of Appellation (Creating the Subject).....	895
Appendix R	
Science as a Responsible Vocation: The Value-Judgement Controversy..	897
Appendix S	
The "Very Present Danger of Technocracy".....	901
Appendix T	
Linguistic Structuralism and Reductionism.....	905
Appendix U (abstract)	

TABLE OF DIAGRAMS

De Saussure's Tree Diagram.....	74
De Saussure's and Peirce's Linguistic Designations Compared.....	76
Paradigmatic Choice.....	311
Associative and Metaphoric Transposition.....	311
Metaphoric and Metonymic Axes.....	312
Jakobson's Communicative Event.....	317
Sign and Myth.....	433

Demythified Speech: Artificial Myth.....	451
Product Positioning and the Structure of Ads.....	481, 482
Paradigmatic and Syntagmatic Axes.....	485
Print Advertisements.....	513-549
Semiotic Diagram of Advertising.....	566
The Robertson and Rossiter Effects Flow Diagram.....	837