



Mythologies: The Complete Edition (Paperback)

By Roland Barthes

Hill Wang Inc., U.S., United States, 2013. Paperback. Book Condition: New. 2nd. 206 x 137 mm. Language: English . Brand New Book. No denunciation without its proper instrument of close analysis, Roland Barthes wrote in his preface to Mythologies. There is no more proper instrument of analysis of our contemporary myths than this book one of the most significant works in French theory, and one that has transformed the way readers and philosophers view the world around them. Our age is a triumph of codification. We own devices that bring the world to the command of our fingertips. We have access to boundless information and prodigious quantities of stuff. We decide to like or not, to believe or not, to buy or not. We pick and choose. We think we are free. Yet all around us, in pop culture, politics, mainstream media, and advertising, there are codes and symbols that govern our choices. They are the fabrications of consumer society. They express myths of success, well-being, or happiness. As Barthes sees it, these myths must be carefully deciphered, and debunked. What Barthes discerned in mass media, the fashion of plastic, and the politics of postcolonial France applies with equal force to today s...



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Reviews

It is fantastic and great. It is written in easy words and phrases instead of confusing. I am just delighted to explain how this is actually the best book I have got read through during my individual life and might be the finest publication for ever.

-- Prof. Murl Shanahan DDS

This book may be worth buying. I have read and I am confident that I am going to plan to go through once more once again in the future. It has been written in an exceptionally easy way and it is simply soon after I finished reading this publication in which it actually altered me, modified the way I believe.

-- Faye Shanahan