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The last few years have been marked by an inverted millenarianism in which premonitions of the future, catastrophic or redemptive, have been replaced by senses of the end of this or that (the end of ideology, art, or social class; the “crisis” of Leninism, social democracy, or the welfare state, etc., etc.); taken together, all of these perhaps constitute what is increasingly called postmodernism. The case for its existence depends on the hypothesis of some radical break or *coupure*, generally traced back to the end of the 1950s or the early 1960s.

As the word itself suggests, this break is most often related to notions of the waning or extinction of the hundred-year-old modern movement (or to its ideological or aesthetic repudiation). Thus abstract expressionism in painting, existentialism in philosophy, the final forms of representation in the novel, the films of the great *auteurs*, or the modernist school of poetry (as institutionalized and canonized in the works of Wallace Stevens) all are now seen as the final, extraordinary flowering of a high-modernist impulse which is spent and exhausted with them. The enumeration of what follows, then, at once becomes empirical, chaotic, and heterogeneous: Andy Warhol and pop art, but also photorealism, and beyond it, the “new expressionism”; the moment, in music, of John Cage, but also the synthesis of classical and “popular” styles found in composers like Phil Glass and Terry Riley, and also punk and new wave rock (the Beatles and the Stones now standing as the high-modernist moment of that more recent and rapidly evolving tradition); in film, Godard, post-Godard, and experimental cinema and video, but also a whole new type of commercial film (about which more below); Burroughs, Pynchon, or Ishmael Reed, on the one hand, and the French nouveau roman and its succession, on the other, along with alarming new kinds of literary criticism based on some new aesthetic of textuality or *écriture*. . . . The list might be extended indefinitely; but does it imply any more fundamental change or break than the periodic style and fashion changes determined by an older highmodernist imperative of stylistic innovation?

It is in the realm of architecture, however, that modifications in aesthetic production are most dramatically visible, and that their theoretical problems have been most centrally raised and articulated; it was indeed from architectural debates that my own conception of postmodernism—as it will be outlined in the following pages—initially began to emerge. More decisively than in the other arts or media, postmodernist positions in architecture have been inseparable from an implacable critique of architectural high modernism and of Frank Lloyd Wright or the so-called international style (Le Corbusier, Mies, etc), where formal criticism and analysis (of the high-modernist transformation of the building into a virtual sculpture, or monumental “duck,” as Robert Venturi puts it)¹ are at one with reconsiderations on the level of urbanism and of the aesthetic institution. High modernism is thus credited with the destruction of the fabric of the traditional city and its older neighborhood culture (by way of the radical disjunction of the new Utopian high-modernist building from its surrounding context), while the prophetic elitism and authoritarianism of the modern movement are remorselessly identified in the imperious gesture of the charismatic Master.

Postmodernism in architecture will then logically enough stage itself as a kind of aesthetic populism, as the very title of Venturi's influential manifesto, *Learning from Las Vegas*, suggests. However we may ultimately wish to evaluate this populist rhetoric,² it has at least the merit of drawing our attention to one fundamental feature of all the postmodernisms enumerated above: namely, the effacement in them of the older (essentially high-modernist) frontier between

high culture and so-called mass or commercial culture, and the emergence of new kinds of texts infused with the forms, categories, and contents of that very culture industry so passionately denounced by all the ideologues of the modern, from Leavis and the American New Criticism all the way to Adorno and the Frankfurt School. The postmodernisms have, in fact, been fascinated precisely by this whole “degraded” landscape of schlock and kitsch, of TV series and *Reader's Digest* culture, of advertising and motels, of the late show and the grade-B Hollywood film, of so-called paraliterature, with its airport paperback categories of the gothic and the romance, the popular biography, the murder mystery, and the science fiction or fantasy novel: materials they no longer simply “quote,” as a Joyce or a Mahler might have done, but incorporate into their very substance.

Nor should the break in question be thought of as a purely cultural affair: indeed, theories of the postmodern—whether celebratory or couched in the language of moral revulsion and denunciation—bear a strong family resemblance to all those more ambitious sociological generalizations which, at much the same time, bring us the news of the arrival and inauguration of a whole new type of society, most famously baptized “postindustrial society” (Daniel Bell) but often also designated consumer society, media society, information society, electronic society or high tech, and the like. Such theories have the obvious ideological mission of demonstrating, to their own relief, that the new social formation in question no longer obeys the laws of classical capitalism, namely, the primacy of industrial production and the omnipresence of class struggle. The Marxist tradition has therefore resisted them with vehemence, with the signal exception of the economist Ernest Mandel, whose book *Late Capitalism* sets out not merely to anatomize the historic originality of this new society (which he sees as a third stage or moment in the evolution of capital) but also to demonstrate that it is, if anything, a purer stage of capitalism than any of the moments that preceded it. I will return to this argument later; suffice it for the moment to anticipate a point that will be argued in chapter 2, namely, that every position on postmodernism in culture—whether apologia or stigmatization—is also at one and the same time, and necessarily, an implicitly or explicitly political stance on the nature of multinational capitalism today.

A last preliminary word on method: what follows is not to be read as stylistic description, as the account of one cultural style or movement among others. I have rather meant to offer a periodizing hypothesis, and that at a moment in which the very conception of historical periodization has come to seem most problematical indeed. I have argued elsewhere that all isolated or discrete cultural analysis always involves a buried or repressed theory of historical periodization; in any case, the conception of the “genealogy” largely lays to rest traditional theoretical worries about so-called linear history, theories of “stages,” and teleological historiography. In the present context, however, lengthier theoretical discussion of such (very real) issues can perhaps be replaced by a few substantive remarks.

One of the concerns frequently aroused by periodizing hypotheses is that these tend to obliterate difference and to project an idea of the historical period as massive homogeneity (bounded on either side by inexplicable chronological metamorphoses and punctuation marks). This is, however, precisely why it seems to me essential to grasp postmodernism not as a style but rather as a cultural dominant: a conception which allows for the presence and coexistence of a range of very different, yet subordinate, features.

Consider, for example, the powerful alternative position that postmodernism is itself little more than one stage of modernism proper (if not, indeed, of the even older romanticism); it may indeed be conceded that all the features of postmodernism I am about to enumerate can be

detected, full-blown, in this or that preceding modernism (including such astonishing genealogical precursors as Gertrude Stein, Raymond Roussel, or Marcel Duchamp, who may be considered outright postmodernists, *avant la lettre*). What has not been taken into account by this view, however, is the social position of the older modernism, or better still, its passionate repudiation by an older Victorian and post-Victorian bourgeoisie for whom its forms and ethos are received as being variously ugly, dissonant, obscure, scandalous, immoral, subversive, and generally “antisocial.” It will be argued here, however, that a mutation in the sphere of culture has rendered such attitudes archaic. Not only are Picasso and Joyce no longer ugly; they now strike us, on the whole, as rather “realistic,” and this is the result of a canonization and academic institutionalization of the modern movement generally that can be traced to the late 1950s. This is surely one of the most plausible explanations for the emergence of postmodernism itself, since the younger generation of the 1960s will now confront the formerly oppositional modern movement as a set of dead classics, which “weigh like a nightmare on the brains of the living,” as Marx once said in a different context.

As for the postmodern revolt against all that, however, it must equally be stressed that its own offensive features—from obscurity and sexually explicit material to psychological squalor and overt expressions of social and political defiance, which transcend anything that might have been imagined at the most extreme moments of high modernism—no longer scandalize anyone and are not only received with the greatest complacency but have themselves become institutionalized and are at one with the official or public culture of Western society.

What has happened is that aesthetic production today has become integrated into commodity production generally: the frantic economic urgency of producing fresh waves of ever more novel seeming goods (from clothing to airplanes), at ever greater rates of turnover, now assigns an increasingly essential structural function and position to aesthetic innovation and experimentation. Such economic necessities then find recognition in the varied kinds of institutional support available for the newer art, from foundations and grants to museums and other forms of patronage. Of all the arts, architecture is the closest constitutively to the economic, with which, in the form of commissions and land values, it has a virtually unmediated relationship. It will therefore not be surprising to find the extraordinary flowering of the new postmodern architecture grounded in the patronage of multinational business, whose expansion and development is strictly contemporaneous with it. Later I will suggest that these two new phenomena have an even deeper dialectical interrelationship than the simple one-to-one financing of this or that individual project. Yet this is the point at which I must remind the reader of the obvious; namely, that this whole global, yet American postmodern culture is the internal and superstructural expression of a whole new wave of American military and economic domination throughout the world: in this sense, as throughout class history, the underside of culture is blood, torture, death, and terror.

The first point to be made about the conception of periodization in dominance, therefore, is that even if all the constitutive features of postmodernism were identical with and continuous to those of an older modernism—a position I feel to be demonstrably erroneous but which only an even lengthier analysis of modernism proper could dispel—the two phenomena would still remain utterly distinct in their meaning and social function, owing to the very different positioning of postmodernism in the economic system of late capital and, beyond that, to the transformation of the very sphere of culture in contemporary society.

I have felt, however, that it was only in the light of some conception of a dominant cultural logic or hegemonic norm that genuine difference could be measured and assessed. I am

very far from feeling that all cultural production today is “postmodern” in the broad sense I will be conferring on this term. The postmodern is, however, the force field in which very different kinds of cultural impulses—what Raymond Williams has usefully termed “residual” and “emergent” forms of cultural production—must make their way. If we do not achieve some general sense of a cultural dominant, then we fall back into a view of present history as sheer heterogeneity, random difference, a coexistence of a host of distinct forces whose effectivity is undecidable. At any rate, this has been the political spirit in which the following analysis was devised: to project some conception of a new systematic cultural norm and its reproduction in order to reflect more adequately on the most effective forms of any radical cultural politics today.

The exposition will take up in turn the following constitutive features of the postmodern: a new depthlessness, which finds its prolongation both in contemporary “theory” and in a whole new culture of the image or the simulacrum; a consequent weakening of historicity, both in our relationship to public History and in the new forms of our private temporality, whose “schizophrenic” structure (following Lacan) will determine new types of syntax or syntagmatic relationships in the more temporal arts; a whole new type of emotional ground tone—what I will call “intensities”—which can best be grasped by a return to older theories of the sublime; the deep constitutive relationships of all this to a whole new technology, which is itself a figure for a whole new economic world system; and, after a brief account of postmodernist mutations in the lived experience of built space itself, some reflections on the mission of political art in the bewildering new world space of late or multinational capital.

This is perhaps the moment to say something about contemporary theory, which has, among other things, been committed to the mission of criticizing and discrediting this very hermeneutic model of the inside and the outside and of stigmatizing such models as ideological and metaphysical. But what is today called contemporary theory—or better still, theoretical discourse—is also, I want to argue, itself very precisely a postmodernist phenomenon. It would therefore be inconsistent to defend the truth of its theoretical insights in a situation in which the very concept of “truth” itself is part of the metaphysical baggage which poststructuralism seeks to abandon. What we can at least suggest is that the poststructuralist critique of the hermeneutic, of what I will shortly call the depth model, is useful for us as a very significant symptom of the very postmodernist culture which is our subject here.

Overhastily, we can say that besides the hermeneutic model of inside and outside.... at least four other fundamental depth models have generally been repudiated in contemporary theory: (1) the dialectical one of essence and appearance (along with a whole range of concepts of ideology or false consciousness which tend to accompany it); (2) the Freudian model of latent, and manifest, or of repression (which is, of course, the target of Michel Foucault's programmatic and symptomatic pamphlet *La Volonté de savoir [The History of Sexuality]*); (3) the existential model of authenticity and inauthenticity whose heroic or tragic thematics are closely related to that other great opposition between alienation and disalienation, itself equally a casualty of the poststructural or postmodern period; and (4) most recently, the great semiotic opposition between signifier and signified, which was itself rapidly unraveled and deconstructed during its brief heyday in the 1960s and 1970s. What replaces these various depth models is for the most part a conception of practices, discourses, and textual play, whose new syntagmatic structures we will examine later on; let it suffice now to observe that here too depth is replaced by surface, or by multiple surfaces (what is often called intertextuality is in that sense no longer a matter of depth).

[...]

Such terms [the alienation of the subject displaced by the Tatter's fragmentation] inevitably recall one of the more fashionable themes in contemporary theory, that of the “death” of the subject itself—the end of the autonomous bourgeois monad or ego or individual—and the accompanying stress, whether as some new moral ideal or as empirical description, on the decentering of that formerly centered subject or psyche. (Of the two possible formulations of this notion—the historicist one, that a once-existing centered subject, in the period of classical capitalism and the nuclear family, has today in the world of organizational bureaucracy dissolved; and the more radical poststructuralist position, for which such a subject never existed in the first place but constituted something like an ideological mirage—1 obviously incline toward the former; the latter must in any case take into account something like a “reality of the appearance.”)

We must however add that the problem of expression is itself closely linked to some conception of the subject as a monadlike container, within which things felt are then expressed by projection outward. What we must now stress, however, is the degree to which the high-modernist conception of a unique style (along with the accompanying collective ideals of an artist or political vanguard or avant-garde), themselves stand or fall along with that older notion (or experience) of the so-called centered subject.

[...]

The end of the bourgeois ego, or monad, no doubt brings with it the end of the psychopathologies of that ego—what I have been calling the waning of affect. But it means the end of much more the end, for example, of style, in the sense of the unique and the personal, the end of the distinctive individual brush stroke (as symbolized by the emergent primacy of mechanical reproduction). As for expression and feelings or emotions, the liberation, in contemporary society, from the older anomie of the centered subject riation from anxiety but a liberation from every other kind of feeling as well, since there is no longer a self present to do the feeling. This is not to say that the cultural products of the postmodern era are utterly devoid of feeling, but rather that such feelings—which may be better and more accurate, following J-F. Lyotard, to call “intensities”—are not free-floating and impersonal and tend to be dominated by a peculiar kind of euphoria, a matter to which we will want to return later on.

The waning of affect, however, might also have been characterized, in the narrower context of literary criticism, as the waning of the great high modernist thematics of time and temporality, the elegiac mysteries of *durée* and memory (something to be understood fully as much as a category of the literary criticism associated with high modernism a with the works themselves). We have often been told, however, that we now inhabit the synchronic rather than the diachronic, and I think it is at least empirically arguable that our daily life, or psychic experience, our cultural languages, are today dominated by categories of space rather than by categories of time, as in the preceding period of high modernism.³

The disappearance of the individual subject, along with its foras in the increasing unavailability of the personal style, engender the well-nigh universal practice today of what may be called pastiche. This concept, which we owe to Thomas Mann (in *Doktor Faustus*), who owed it in turn to Adorno's great work on the two paths of advanced musical experimentation (Schoenberg's innovative planification and Stravinsky's irrational eclecticism), is to be sharply distinguished from the more readily received idea of parody.

To be sure, parody found a fertile area in the idiosyncrasies of the moderns and their “inimitable” styles: the Faulknerian long sentence, for example, with its breathless gerundives; Lawrentian nature imagery punctuated by testy colloquialism; Wallace Stevens's inveterate hypostasis of nonsubstantive parts of speech (“the intricate evasions of as”); the fateful (but finally predictable) swoops in Mahler from high orchestral pathos into village accordion sentiment; Heidegger's meditative-solemn practice of the false etymology as a mode of “proof”... All these strike one as somehow characteristic, insofar as they ostentatiously deviate from a norm which then reasserts itself, in a not necessarily unfriendly way, by a systematic mimicry of their willful eccentricities.

Yet in the dialectical leap from quantity to quality, the explosion of modern literature into a host of distinct private styles and mannerisms has been followed by a linguistic fragmentation of social life itself to the point where the norm itself is eclipsed: reduced to a neutral and reified media speech (far enough from the Utopian aspirations of the inventors of Esperanto or Basic English), which itself then becomes but one more idiolect among many. Modernist styles thereby become postmodernist codes. And that the stupendous proliferation of social codes today into professional and disciplinary jargons (but also into the badges of affirmation of ethnic, gender, race, religious, and class-factional adhesion) is also a political phenomenon, the problem of micropolitics sufficiently demonstrates. If the ideas of a ruling class were once the dominant (or hegemonic) ideology of bourgeois society, the advanced capitalist countries today are now a field of stylistic and discursive heterogeneity without a norm. Faceless masters continue to inflect the economic strategies which constrain our existences, but they no longer need to impose their speech (or are henceforth unable to); and the postliteracy of the late capitalist world reflects not only the absence of any great collective project but also the unavailability of the older national language itself.

In this situation parody finds itself without a vocation; it has lived, and that strange new thing pastiche slowly comes to take its place. Pastiche is, like parody, the imitation of a peculiar or unique, idiosyncratic style, the wearing of a linguistic mask, speech in a dead language. But it is a neutral practice of such mimicry, without any of parody's ulterior motives, amputated of the satiric impulse, devoid of laughter and of any conviction that alongside the abnormal tongue you have momentarily borrowed, some healthy linguistic normality still exists. Pastiche is thus blank parody, a statue with blind eyeballs; it is to parody what that other interesting and historically original modern thing, the practice of a kind of blank irony is to what Wayne Booth calls the “stable ironies” of the eighteenth century.

It would therefore begin to seem that Adorno's prophetic diagnosis has been realized, albeit in a negative way: not Schonberg (the sterility of whose achieved system he already glimpsed) but Stravinsky is the true precursor of postmodern cultural production. For with the collapse of the high-modernist ideology of style—what is as unique and unmistakable as your own fingerprints, as incomparable as your own body (the very source, for an early Roland Barthes, of stylistic invention and innovation)—the producers of culture have nowhere to turn but to the past: the imitation of dead styles, speech through all the masks and voices stored up in the imaginary museum of a now global culture.

This situation evidently determines what the architecture historians call “historicism,” namely, the random cannibalization of all the styles of the past, the play of random stylistic allusion, and in general what Henri Lefebvre has called the increasing primacy of the “neo.” This omnipresence of pastiche is not incompatible with a certain humor, however, nor is it innocent of all passion: it is at the least compatible with addiction—with a whole historically original

consumers' appetite for a world transformed into sheer images of itself and for pseudo-events and “spectacles” (the term of the situationists). It is for such objects that we may reserve Plato's conception of the “simulacrum,” the identical copy for which no original has ever existed.

Appropriately enough, the culture of the simulacrum comes to life in a society where exchange value has been generalized to the point at which the very memory of use value is effaced, a society of which Guy Debord has observed, in an extraordinary phrase, that in it “the image has become the final form of commodity reification” (*The Society of the Spectacle*).

The new spatial logic of the simulacrum can now be expected to have a momentous effect on what used to be historical time. The past is thereby itself modified: what was once, in the historical novel as Lukács defines it, the organic genealogy of the bourgeois collective project—what is still, for the redemptive historiography of an E. P. Thompson or of American “oral history,” for the resurrection of the dead of anonymous and silenced generations, the retrospective dimension indispensable to any vital reorientation of our collective future—has meanwhile itself become a vast collection of images, a multitudinous photographic simulacrum. Guy Debord's powerful slogan is now even more apt for the “prehistory” of a society bereft of all historicity, one whose own putative past is little more than a set of dusty spectacles. In faithful conformity to poststructuralist linguistic theory, the past as “referent” finds itself gradually bracketed, and then effaced altogether, leaving us with nothing but texts.

Yet it should not be thought that this process is accompanied by indifference: on the contrary, the remarkable current intensification of an addiction to the photographic image is itself a tangible symptom of an omnipresent, omnivorous, and well-nigh libidinal historicism. As I have already observed, the architects use this (exceedingly polysemous) word for the complacent eclecticism of postmodern architecture, which randomly and without principle but with gusto cannibalizes all the architectural styles of the past and combines them in over stimulating ensembles. Nostalgia does not strike one as an altogether satisfactory word for such fascination (particularly when one thinks of the pain of a properly modernist nostalgia with a past beyond all but aesthetic retrieval), yet it directs our attention to what is a culturally far more generalized manifestation of the process in commercial art and taste, namely the so-called nostalgia film (or what the French call *la mode retro*).

[...]

Faced with these ultimate objects—our social, historical, and existential present, and the past as “referent”—the incompatibility of a postmodernist “nostalgia” art language with genuine historicity becomes dramatically apparent. The contradiction propels this mode, however, into complex and interesting new formal inventiveness; it being understood that the nostalgia film was never a matter of some old-fashioned “representation” of historical content, but instead approached the “past” through stylistic connotation, conveying “pastness” by the glossy qualities of the image, and “1930s-ness” or “1950s-ness” by the attributes of fashion (in that following the prescription of the Barthes of *Mythologies*, who saw connotation as the purveying of imaginary and stereotypical idealities: “Sinite,” for example, as some Disney-EPCOT “concept” of China). The crisis in historicity now dictates a return, in a new way, to the question of temporal organization in general in the postmodern force field, and indeed, to the problem of the form that time, temporality, and the syntagmatic will be able to take in a culture increasingly dominated by space and spatial logic. If, indeed, the subject has lost its capacity actively to extend its pro-tensions and re-tensions across the temporal manifold and to organize its past and future into

coherent experience, it becomes difficult enough to see how the cultural productions of such a subject could result in anything but “heaps of fragments” and in a practice of the randomly heterogeneous and fragmentary and the aleatory. These are, however, very precisely some of the privileged terms in which postmodernist cultural production has been analyzed (and even defended, by its own apologists). They are, however, still privative features; the more substantive formulations bear such names as textuality, *écriture*, or schizophrenic writing, and it is to these that we must now briefly turn.

I have found Lacan's account of schizophrenia useful here not because I have any way of knowing whether it has clinical accuracy but chiefly because—as description rather than diagnosis—it seems to me to offer a suggestive aesthetic model.⁴ I am obviously very far from thinking that any of the most significant postmodernist artists—Cage, Ashbery, Sollers, Robert Wilson, Ishmael Reed, Michael Show, Warhol, or even Beckett himself—are schizophrenics in any clinical sense. Nor is the point some culture-and-personality diagnosis of our society and its art, as in psychologizing and moralizing culture critiques of the type of Christopher Lasch's influential *The Culture of Narcissism*, from which I am concerned to distance the spirit and the methodology of the present remarks: there are, one would think, far more damaging things to be said about our social system than are available through the use of psychological categories. Very briefly, Lacan describes schizophrenia as a breakdown in the signifying chain, that is, the interlocking syntagmatic series of signifiers which constitutes an utterance or a meaning. I must omit the familial or more orthodox psychoanalytic background to this situation, which Lacan transcodes into language by describing the Oedipal rivalry in terms not so much of the biological individual who is your rival for the mother's attention but rather of what he calls the Name-of-the-Father, paternal authority now considered as a linguistic function.⁵ His conception of the signifying chain essentially presupposes one of the basic principles (and one of the great discoveries) of Saussurean structuralism, namely, the proposition that meaning is not a one-to-one relationship between signifier and signified, between the materiality of language, between a word or a name, and its referent or concept. Meaning on the new view is generated by the movement from signifier to signifier. What we generally call the signified—the meaning or conceptual content of an utterance—is now rather to be seen as a meaning-effect, as that objective mirage of signification generated and projected by the relationship of signifiers among themselves. When that relationship breaks down, when the links of the signifying chain snap, then we have schizophrenia in the form of a rubble of distinct and unrelated signifiers. The connection between this kind of linguistic malfunction and the psyche of the schizophrenic may then be grasped by way of a twofold proposition: first, that personal identity is itself the effect of a certain temporal unification of past and future with one's present; and, second, that such active temporal unification is itself a function of language, or better still of the sentence, as it moves along its hermeneutic circle through time. If we are unable to unify the past, present, and future of the sentence, then we are similarly unable to unify the past, present, and future of our own biographical experience or psychic life. With the breakdown of the signifying chain, therefore, the schizophrenic is reduced to an experience of pure material signifiers, or, in other words, a series of pure and unrelated presents in time. We will want to ask questions about the aesthetic or cultural results of such a situation in a moment.

[...]

What happens in textuality or schizophrenic art is strikingly illuminated by ... clinical accounts, although in the cultural text, the isolated signifier is no longer an enigmatic state of the world or an incomprehensible yet mesmerizing fragment of language but rather something closer to a sentence in free-standing isolation. Think, for example, of the experience of John Cage's music, in which a cluster of material sounds (on the prepared piano, for example) is followed by a silence so intolerable that you cannot imagine another sonorous chord coming into existence and cannot imagine remembering the previous one well enough to make any connection with it if it does. Some of Beckett's narratives are also of this order, most notable Watt, where a primacy of the present sentence in time ruthlessly disintegrates the narrative fabric that attempts to reform around it.

But I mainly wanted to show the way in which what I have been calling schizophrenic disjunction or *écriture*, when it becomes generalized as a cultural style, ceases to entertain a necessary relationship to the morbid content we associate with terms like schizophrenia and becomes available for more joyous intensities, for precisely that euphoria which we saw displacing the older affects of anxiety and alienation.

[...]

This account of schizophrenia and temporal organization might, however, have been formulated in a different way, which brings us back to Heidegger's notion of a gap or rift between Earth and World, albeit in a fashion that is sharply incompatible with the tone and high seriousness of his own philosophy. I would like to characterize the postmodernist experience of form with what will seem, I hope, a paradoxical slogan: namely, the proposition that "difference relates." Our own recent criticism, from Macherey on, has been concerned to stress the heterogeneity and profound discontinuities of the work of art, no longer unified or organic, but now a virtual grab bag or lumber room of disjointed subsystems and random raw materials and impulses of all kinds. The former work of art, in other words, has now turned out to be a text, whose reading proceeds by differentiation rather than by unification. Theories of difference, however, have tended to stress disjunction to the point at which the materials of the text, including its words and sentences, tend to fall apart into random and inert passivity, into a set of elements which entertain separations from one another.

In the most interesting postmodernist works, however, one can detect a more positive conception of relationship, which restores its proper tension to the notion of difference itself. This new mode of relationship through difference may sometimes be an achieved new and original way of thinking and perceiving; more often it takes the form of an impossible imperative to achieve that new mutation in what can perhaps no longer be called consciousness. I believe that the most striking emblem of this new mode of thinking relationships can be found in the work of Nam June Paik, whose stacked or scattered television screens, positioned at intervals within lush vegetation, or winking down at us from a ceiling of strange new video stars, recapitulate over and over again prearranged sequences or loops of images which return at dyssynchronous moments on the various screens. The older aesthetic is then practiced by viewers, who, bewildered by this discontinuous variety, decided to concentrate on a single screen, as though the relatively worthless image sequence to be followed there had some organic value in its own right. The postmodernist viewer, however, is called upon to do the impossible, namely, to see all the screens at once, in their radical and random difference; such a viewer is asked to follow the evolutionary mutation of David Bowie in *The Man Who Fell to Earth* (who

watches fifty-seven television screens simultaneously) and to rise somehow to a level at which the vivid perception of radical difference is in and of itself a new mode of grasping what used to be called relationship: something for which the word collage is still only a very feeble name.

Now we need to complete this exploratory account of postmodernist space and time with a final analysis of that euphoria or those intensities which seem so often to characterize the newer cultural experience. Let us reemphasize the enormity of a transition which leaves behind it the desolation of Hopper's buildings or the stark Midwest syntax of Sheeler's forms, replacing them with the extraordinary surfaces of the photorealist cityscape, where even the automobile wrecks gleam with some new hallucinatory splendor. The exhilaration of these new surfaces is all the more paradoxical in that their essential content—the city itself—has deteriorated or disintegrated to a degree surely still inconceivable in the early years of the twentieth century, let alone in the previous era.

[...]

It has proved fruitful to think of such experiences in terms of what Susan Sontag, in an influential statement, isolated as “camp.” I propose a somewhat different cross-light on it, drawing on the equally fashionable current theme of the “sublime,” as it has been rediscovered in the works of Edmund Burke and Kant; or perhaps one might want to yoke the two notions together in the form of something like a camp or “hysterical” sublime. The sublime was for Burke an experience bordering on terror, the fitful glimpse, in astonishment, stupor, and awe, of what was so enormous as to crush human life altogether: a description then refined by Kant to include the question of representation itself, so that the object of the sublime becomes not only a matter of sheer power and of the physical incommensurability of the human organism with Nature but also of the limits of figuration and the incapacity of the human mind to give representation to such enormous forces. Such forces Burke, in his historical moment at the dawn of the modern bourgeois state, was only able to conceptualize in terms of the divine, while even Heidegger continues to entertain a phantasmatic relationship with some organic precapitalist peasant landscape and village society, which is the final form of the image of Nature in our own time.

Today, however, it may be possible to think of all this in a different way, at the moment of a radical eclipse of Nature itself: Heidegger's “field path” is, after all, irredeemably and irrevocably destroyed by late capital, by the green revolution, by neocolonialism and the megalopolis, which runs its superhighways over the older fields and vacant lots and turns Heidegger's “house of being” into condominiums, if not the most miserable unheated, rat-infested tenement buildings. The *other* of our society is in that sense no longer Nature at all, as it was in precapitalist societies, but something else which we must now identify.

I am anxious that this other thing not overhastily be grasped as technology per se, since I will want to show that technology is here itself a figure for something else. Yet technology may well serve as adequate shorthand to designate that enormous properly human and anti-natural power of dead human labor stored up in our machinery—an alienated power, what Sartre calls the counterfinality of the practico-inert, which turns back on and against us in unrecognizable forms and seems to constitute the massive dystopian horizon of our collective as well as our individual praxis.

Technological development is however on the Marxist view the result of the development of capital rather than some ultimately determining instance in its own right. It will therefore be appropriate to distinguish several generations of machine power, several stages of technological

revolution within capital itself. I here follow Ernest Mandel, who outlines three such fundamental breaks or quantum leaps in the evolution of machinery under capital:

The fundamental revolutions in power technology—the technology of the production of motive machines by machines thus appears as the determinant moment in revolutions of technology as a whole. Machine production of steam-driven motors since 1848; machine production of electric and combustion motors since the 90s of the 19th century; machine production of electronic and nuclear-powered apparatuses since the 40s of the 20th century—these are the three general revolutions in technology engendered by the capitalist mode of production since the “original” industrial revolution of the later 18th century.⁶

This periodization underscores the general thesis of Mandel's book *Late Capitalism*; namely, that there have been three fundamental moments in capitalism, each one marking a dialectical expansion over the previous stage. These are market capitalism, the monopoly stage or the stage of imperialism, and our own, wrongly called postindustrial, but what might better be termed multinational, capital. I have already pointed out that Mandel's intervention in the postindustrial debate involves the proposition that late or multinational or consumer capitalism, far from being inconsistent with Marx's great nineteenth-century analysis, constitutes, on the contrary, the purest form of capital yet to have emerged, a prodigious expansion of capital into hitherto uncommodified areas. This purer capitalism of our own time thus eliminates the enclaves of precapitalist organization it had hitherto tolerated and exploited in a tributary way. One is tempted to speak in this connection of a new and historically original penetration and colonization of Nature and the Unconscious: that is, the destruction of precapitalist Third World agriculture by the Green Revolution, and the rise of the media and the advertising industry. At any rate, it will also have been clear that my own cultural periodization of the stages of realism, modernism, and postmodernism is both inspired and confirmed by Mandel's tripartite scheme. We may therefore speak of our own period as the Third Machine Age; and it is at this point that we must reintroduce the problem of aesthetic representation already explicitly developed in Kant's earlier analysis of the sublime, since it would seem only logical that the relationship to and the representation of the machine could be expected to shift dialectically with each of these qualitatively different stages of technological development.

[...]

It is immediately obvious that the technology of our own moment no longer possesses this same capacity for representation: not the turbine, nor even Sheeler's grain elevators or smokestacks, not the baroque elaboration of pipes and conveyor belts, nor even the streamlined profile of the railroad train—all vehicles of speed still concentrated at rest—but rather the computer, whose outer shell has no emblematic or visual power, or even the casings of the various media themselves, as with that home appliance called television which articulates nothing but rather implodes, carrying its flattened image surface within itself.

Such machines are indeed machines of reproduction rather than of production, and they make very different demands on our capacity for aesthetic representation than did the relatively mimetic idolatry of the older machinery of the futurist moment, of some older speed-and-energy sculpture. Here we have less to do with kinetic energy than with all kinds of new reproductive

processes; and in the weaker productions of postmodernism the aesthetic embodiment of such processes often tends to slip back more comfortably into a mere thematic representation of content-into narratives which are about the processes of reproduction and include movie cameras, video, tape recorders, the whole technology of the production and reproduction of the simulacrum. (The shift from Antonioni's modernist *Blow-Up* to DePalma's postmodernist *Blowout* is here paradigmatic.) When Japanese architects, for example, model a building on the decorative imitation of stacks of cassettes, then the solution is at best thematic and allusive, although often humorous.

Yet something else does tend to emerge in the most energetic postmodernist texts, and this is the sense that beyond all thematics or content the work seems somehow to tap the networks of the reproductive process and thereby to afford us some glimpse into a postmodern or technological sublime, whose power or authenticity is documented by the success of such works in evoking a whole new postmodern space in emergence around us. Architecture therefore remains in this sense the privileged aesthetic language; and the distorting and fragmenting reflections of one enormous glass surface to the other can be taken as paradigmatic of the central role of process and reproduction in postmodernist culture.

As I have said, however, I want to avoid the implication that technology is in any way the “ultimately determining instance” either of our present-day social life or of our cultural production: such a thesis is, of course, ultimately at one with the post-Marxist notion of a postindustrial society. Rather, I want to suggest that our faulty representations of some immense communicational and computer network are themselves but a distorted figuration of something even deeper, namely, the whole world system of a present-day multinational capitalism. The technology of contemporary society is therefore mesmerizing and fascinating not so much in its own right but because it seems to offer some privileged representational shorthand for grasping a network of power and control even more difficult for our minds and imaginations to grasp: the whole new decentered global network of the third stage of capital itself. This is a figural process presently best observed in a whole mode of contemporary entertainment literature—one is tempted to characterize it as “high tech paranoia”—in which the circuits and networks of some putative global computer hookup are narratively mobilized by labyrinthine conspiracies of autonomous but deadly interlocking and competing information agencies in a complexity often beyond the capacity of the normal reading mind. Yet conspiracy theory (and its garish narrative manifestations) must be seen as a degraded attempt—through the figuration of advanced technology—to think the impossible totality of the contemporary world system. It is in terms of that enormous and threatening, yet only dimly perceivable, other reality of economic and social institutions that, in my opinion, the postmodern sublime can alone be adequately theorized.

Such narratives, which first tried to find expression through the generic structure of the spy novel, have only recently crystallized in a new type of science fiction, called cyperepunk, which is fully as much an expression of transnational corporate realities as it is of global paranoia itself: William Gibson's representational innovations, indeed, mark his work as an exceptional literary realization within a predominantly visual or aural postmodern production.

[...]

The conception of postmodernism outlined here is a historical rather than a merely stylistic one. I cannot stress too greatly the radical distinction between a view for which the postmodern is one (optional) style among many others available and one which seeks to grasp it

as the cultural dominant of the logic of late capitalism: the two approaches in fact generate two very different ways of conceptualizing the phenomenon as a whole: on the one hand, moral judgments (about which it is indifferent whether they are positive or negative), and, on the other, a genuinely dialectical attempt to think our present of time in History.

Of some positive moral evaluation of postmodernism little needs to be said: the complacent (yet delirious) camp-following celebration of this aesthetic new world (including its social and economic dimension, greeted with equal enthusiasm under the slogan of “postindustrial society”) is surely unacceptable, although it may be somewhat less obvious that current fantasies about the salvational nature of high technology, from chips to robots-fantasies entertained not only by both left and right governments in distress but also by many intellectuals—are also essentially of a piece with more vulgar apologies for postmodernism.

But in that case it is only consequent to reject moralizing condemnations of the postmodern and of its essential triviality when juxtaposed against the Utopian “high seriousness” of the great modernisms: judgments one finds both on the Left and on the radical Right. And no doubt the logic of the simulacrum, with its transformation of older realities into television images, does more than merely replicate the logic of late capitalism; it reinforces and intensifies it. Meanwhile, for political groups which seek actively to intervene in history and to modify its otherwise passive momentum (whether with a view toward channeling it into a socialist transformation of society or diverting it into the regressive reestablishment of some simpler fantasy past), there cannot but be much that is deplorable and reprehensible in a cultural form of image addiction which, by transforming the past into visual mirages, stereotypes, or texts, effectively abolishes any practical sense of the future and of the collective project, thereby abandoning the thinking of future change to fantasies of sheer catastrophe and inexplicable cataclysm, from visions of “terrorism” on the social level to those of cancer on the personal. Yet if postmodernism is a historical phenomenon, then the attempt to conceptualize it in terms of moral or moralizing judgments must finally be identified as a category mistake. All of which becomes more obvious when we interrogate the position of the cultural critic and moralist; the latter, along with all the rest of us, is now so deeply immersed in postmodernist space, so deeply suffused and infected by its new cultural categories, that the luxury of the old-fashioned ideological critique, the indignant moral denunciation of the other, becomes unavailable.

NOTES

¹ Robert Venturi and Denise Scott-Brown, *Learning from Las Vegas*, (Cambridge, Mass. 1972).

² The originality of Charles Jencks's pathbreaking *Language of Post-Modern Architecture* (1977) lay in its well-nigh dialectical combination of postmodern architecture and a certain kind of semiotics, each being appealed to justify the existence of the other. Semiotics becomes appropriate as a mode of analysis of the newer architecture by virtue of the latter's populism, which does emit signs and messages to a spatial “reading public,” unlike the monumentality of the high modern. Meanwhile, the newer architecture is itself thereby validated, insofar as it is accessible to semiotic analysis and thus proves to be an essentially aesthetic object (rather than the transaesthetic constructions of the high modern). Here, then, aesthetics reinforces an ideology of communication (about which more will be observed in the concluding chapter), and vice versa. Besides Jencks's many valuable contributions, see also Heinrich Klotz, *History of Postmodern Architecture* (Cambridge, Mass., 1988); Pier Paolo Portoghesi, *After Modern Architecture* (New York, 1982).

³ This is the moment to confront a significant translation problem and to say why, in my opinion, the notion of a postmodern spatialization is not incompatible with Joseph Frank's influential attribution of an

essentially “spatial form” to the high modern. In hindsight, what he describes is the vocation of the modern work to invent a kind of spatial mnemonics reminiscent of Frances Yates's *Art of Memory*, a “totalizing” construction in the stricter sense of the stigmatized, autonomous work, whereby the particular somehow includes a battery of re- and pre-tensions linking the sentence or the detail to the Idea of the total form itself. Adorno quotes a remark about Wagner by the conductor Alfred Lorenz in precisely this sense: “If you have completely mastered a major work in all its details, you sometimes experience moments in which your consciousness of time suddenly disappears and the entire work seems to be what one might call ‘spatial,’ that is, with everything present simultaneously in the mind with precision” (W. 36/33). But such mnemonic spatiality could never characterize postmodern texts, in which “totality” is eschewed virtually by definition. Frank's modernist spatial form is thus synecdochic, whereas it is scarcely even a beginning to summon up the word metonymic for postmodernism's universal urbanization, let alone its nominalism of the here-and-now.

⁴ The basic reference, in which Lacan discusses Schreber, is “D'Une Question Preliminaire a Tout Traitement Possible de la Psychoses” in *Ecrits*, Alan Sheridan, trans. (New York, 1977), pp. 179-225.

Most of us have received this classical view of psychosis by way of Deleuze and Guattari's *Anti-Oedipus*.

⁵ See my “Imaginary and Symbolic in Lacan,” in *The Ideologies of Theory*, volume I (Minnesota, 1988), pp. 75-115.

⁶ Ernest Mandel, *Late Capitalism* (London, 1978), p. 118.