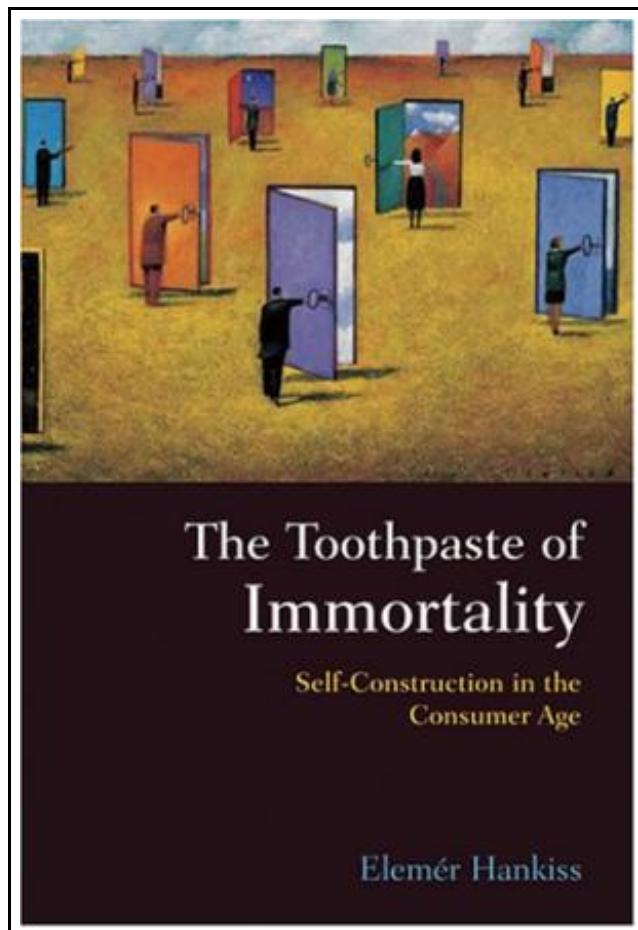


The Toothpaste of Immortality: Self-construction in the Consumer Age



Filesize: 9.69 MB

Reviews

Very good e-book and useful one. It is actually rally fascinating through studying period. I found out this publication from my i and dad recommended this ebook to understand.
(Kassandra Ledner)

THE TOOTHPASTE OF IMMORTALITY: SELF-CONSTRUCTION IN THE CONSUMER AGE

[DOWNLOAD](#)

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 stay young and beautiful forever; that we may defeat mortality; we may defeat decay and death." First published to great success in Hungarian, this entertaining and compelling book reveals surprising insights into the challenges and possibilities of self-fulfillment.

[Read The Toothpaste of Immortality: Self-construction in the Consumer Age Online](#)[Download PDF The Toothpaste of Immortality: Self-construction in the Consumer Age](#)

Relevant Books



Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Getting Your FREE Bonus Download this book, read it to the end and...

[Save PDF »](#)



Genuine] teachers in self-cultivation Books --- the pursue the education of Wutuobangbao into in J57(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2012-05-01 Pages: 212 Publisher: Jilin Publishing Title: teachers' self-cultivation Books ---...

[Save PDF »](#)



The Mystery of God s Evidence They Don t Want You to Know of

Createspace, United States, 2012. Paperback. Book Condition: New. 276 x 214 mm. Language: English . Brand New Book ***** Print on Demand *****.Save children s lives learn the discovery of God Can we discover God?...

[Save PDF »](#)



Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents...

[Save PDF »](#)



The Diary of a Goose Girl (Illustrated Edition) (Dodo Press)

Dodo Press, United Kingdom, 2007. Paperback. Book Condition: New. Claude A Shepperson (illustrator). Illustrated. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Kate Douglas Wiggin, nee Smith (1856-1923) was...

[Save PDF »](#)