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John Xiros Cooper

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OF MARKET SOCIETY

Many critics argue that the modernist avant-garde were always in opposition to the commercial values of market-driven society. For John Xiros Cooper, the avant-garde bears a more complex relation to capitalist culture than previously acknowledged. He argues that in their personal relationships, gender roles, and sexual contacts, the modernist avant-garde epitomized the impact of capitalism on everyday life. Cooper shows how the new social, cultural, and economic practices aimed to defend cultural values in a commercial age, but, in this task, modernism became the subject of a profound historical irony. Its own characterizing techniques, styles, and experiments, deployed to resist the new nihilism of the capitalist market, eventually became the preferred cultural style of the very market culture which the first modernists opposed. In this broad-ranging study John Xiros Cooper explores this provocative theme across a wide range of Modernist authors, including Joyce, Eliot, Stein, and Barnes.

JOHN XIROS COOPER is Professor of English Literature at the University of British Columbia. He is the author of *T. S. Eliot and the Politics of Voice: The Argument of The Waste Land* (1987), *T. S. Eliot and the Ideology of Four Quartets* (Cambridge, 1995), and *The Modern British Novel* (1998).

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Frontmatter

[More information](#)

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*For Kelly, David, Alexandra, and Jack*

Contents

<i>Acknowledgements</i>	<i>page</i> ix
Introduction The modernist avant-garde and the culture of market society	i
PART I THE POSTHUMAN SCENE	35
1 Approaching modernism	37
2 Ideology	53
3 Permanent revolution	58
4 Epistemology of the market	76
PART II THE REGIME OF UNREST: FOUR PRECURSORS	91
5 Bloody farce	93
6 A variegated daguerreotype	112
7 The unnameable	130
8 Childhood as resistance	148
PART III THE MARGIN IS THE MAINSTREAM	161
9 Artisanal production, <i>Ulysses</i> , and the circulation of goods	163
10 History and the postpsychological self in <i>The Waste Land</i>	194

Cambridge University Press  
0521834864 - Modernism and the Culture of Market Society  
John Xiros Cooper  
Frontmatter  
[More information](#)

viii	<i>Contents</i>	
11	<i>La bohème</i> : Lewis, Stein, Barnes	215
12	Bloomsbury nation	243
	<i>Notes</i>	256
	<i>Bibliography</i>	268
	<i>Index</i>	281

Cambridge University Press

0521834864 - Modernism and the Culture of Market Society

John Xiros Cooper

Frontmatter

[More information](#)

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0521834864 - Modernism and the Culture of Market Society

John Xiros Cooper

Frontmatter

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