

Contents

PREFACE ix

INTRODUCTION xiii

A NOTE ON ACRONYMS AND REFERENCE STYLE xxiii

- 1 The Poetic Body in the New Culture of Time and Space:
Communication, Art, and Technology in the Twentieth Century 3
- 2 The Micro as the Medium and the Message: Synaesthesia, the
Harmonization of the Senses, and the Mechanics of Art 21
- 3 From Sense to Nonsense: Gesture, the Body, and
Communication 39
- 4 The Joyce Era: Modernity and Poetics 56
- 5 The Book, the Press, Eisenstein, and Joyce: Changing Relations in
Culture, Technology, and Communication 74
- 6 Beyond Media 91
- 7 The Comic, Wit, and Laughter: Dramatic Engineering of
Communication 109
- 8 A Dramatic Theory of Communication 126
- 9 Communication and Comedy: Negativity, Satire, and Secular
Communion 142

viii Contents

- 10 Tactility and the Intersensory: Body, Dance, and Communication 157
- 11 Electro-Mechanization and the Global City: Poetic Engineering and the Open Text 171
- 12 Memory: The Crux of Communication 191
- 13 History of the Poetic: A Major Aspect of the History of Communication 207
- 14 High Decibel Dialogue of the Electronic Fairground: Mediating Communication by Talking about It 222
- 15 The Ambivalence of the Poetic as Critique: Science Fiction and Fellini Films 242
- 16 Conclusion 261

NOTES 277

BIBLIOGRAPHY 305

INDEX 317