

# CONTENTS

|           |   |            |
|-----------|---|------------|
| <b>1</b>  | <b>The Reality of Technology</b>              | <b>1</b>   |
| <b>2</b>  | <b>Narrative and Myth</b>                     | <b>21</b>  |
| <b>3</b>  | <b>The Dominant Narrative</b>                 | <b>41</b>  |
| <b>4</b>  | <b>A Counter-Narrative</b>                    | <b>75</b>  |
| <b>5</b>  | <b>Literary Narratives</b>                    | <b>111</b> |
| <b>6</b>  | <b>Faust and Technological Fulfillment</b>    | <b>151</b> |
| <b>7</b>  | <b>Frankenstein and Technological Failure</b> | <b>169</b> |
| <b>8</b>  | <b>Movies, Machines, and Human Beings</b>     | <b>187</b> |
| <b>9</b>  | <b>Advertising Technology</b>                 | <b>203</b> |
| <b>10</b> | <b>The Transformation of Narrative</b>        | <b>221</b> |

|                     |     |
|---------------------|-----|
| <b>Bibliography</b> | 237 |
|---------------------|-----|

|              |     |
|--------------|-----|
| <b>Index</b> | 257 |
|--------------|-----|