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# Beyond Fetishism and Other Excursions in Psychopragmatics

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St. Martin's Press (2000)

## Abstract

Do the meanings of the innumerable fetish-signs appearing in recent artworks depend on the senders' intentions? Is the meaning of postfeminist glamour the celebration of femininity that its practitioners tout to counter ersatz macho posturing? To fully examine and clarify these and other issues involving gender, postcolonial, and artistic otherness, this book argues for a more adequate view of performativity than presently available from speech-act theory and certain strains of linguistic pragmatics. In drawing simultaneously on Charles Sander Peirce's pragmatic analysis of signs, Freudian and post-Freudian psychoanalytic inquiry, and radical feminist thought, the concern of *Beyond Fetishism* is with the ethical and aesthetic import of the psychopragmatics resulting from this intermingling.

## Keywords

[Psychoanalysis and culture](#) [Symbolism \(Psychology Semiotics\)](#)

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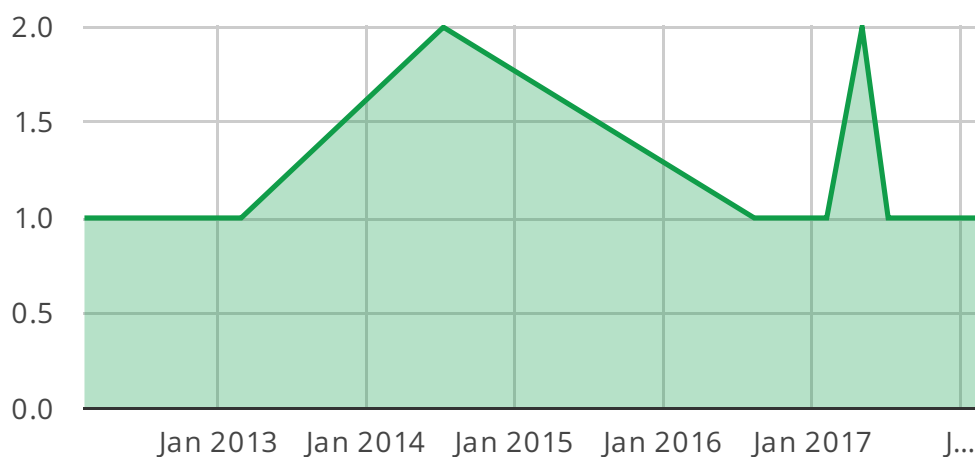
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