

EYECORNER PRESS

NEW RELEASE

THE WAY OF THE SIGN

CULTURAL TEXT THEORY
IN TWO STEPS



CAMELIA ELIAS

THE WAY OF THE SIGN

(criticism, culture theory)

by

CAMELIA ELIAS

August 22, 2011

ISBN: 978-8792633101

Editor-in-chief
CAMELIA ELIAS
camelia@ruc.dk

Managing editor
FILIPPO MILLER
filippo.miller@gmail.com

website:
http://
eyecornerpress.com/

Location
Denmark

ALL BOOK ORDERS
SHOULD BE PLACED
WITH EITHER

AMAZON.COM
or
AMAZON.CO.UK

Does reading theory make us feel confused?

Not anymore.

THE BOOK

The Way of the Sign is a book about extraction, about reducing methods of inquiry to the bare bones. It guides students through 10 schools of theory and criticism. The focus is on 'asking' each theory to give its best in the simplest way, by making us see what is at stake and how we might respond to it.

In simple Socratic dialogues, Elias invents scenarios: 'What is happening?' Deconstruction asks. And we answer with it: 'We are buying a mythology.' 'How does it make us feel?' 'Dumb.' 'What is happening?' Marxism asks. And we answer with it: 'The rich cheat us.' 'How does it make us feel?' 'Angry'.

'What is happening?' Feminism asks. And we answer with it: 'Nobody sees us.' 'How does it make us feel?' 'Invisible.'

By posing such simple questions, the book brings out the complexity of the ideas formulated in different approaches to texts, and the joy at discovering that some theories are mighty simple, and therefore also beautiful. The book's aim is thus to contribute to every student's 'aha' experience. Make it richer, so that they themselves can start asking questions.

Request a Review Copy:
editor@eyecornerpress.com

THE AUTHOR

Camelia Elias is an Associate Professor of American Studies at Roskilde University, DK. She has published several academic books: on the concept of fragment, on the gaze in feminist, queer, and postcolonial films, on poetry, and on theory. She has also edited books within cultural studies, poetry criticism, and a special volume on the work of Raymond Federman.

Currently she's working on a book on epistemologies of creative writing along researching into Gnosticism and hermeticism, late antiquity, and the history of Hermetic philosophy during the early Renaissance.