

Compensations and Reversions

Consumption and Dispersion

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Cult of the Past

- Not initially a reaction to the machine
 - Renaissance
- Reaction appeared in 18th century
 - Attempt to escape machine
 - Architects
 - Poets
 - Fear of external manipulation
- Response was solidified in regionalism

Regionalism

- Brought about a national consciousness
 - Fairy Tales
 - Languages
 - “It is much more likely that bi-lingualism will become universal-that is, an arranged and purely artificial world-language for pragmatic and scientific uses, and a cultural language for local communication.”
- Introduction of coal to compete
- Reaction eventually becomes counterproductive – how?

The Return to Nature

- Necessity arises from urban migration
- Resulted in expansion to 'primitive' areas
 - U.S. Pioneers/Settlers
 - Africa
 - South America
- Proliferation of the machine after territory was settled and 'tamed'
- Desire to return to nature impossible without complete rejection of the machine-why?

Organic and Mechanical Polarities

- Invigorated interest in the primitive
- Primitive urges expressed in new outlets:
 - Sexual compensation in eroticism
- Primitivism did not halt the machine
 - The tabloid press
 - “Mechanical instruments, potentially a vehicle of rational human purposes, are scarcely a blessing when they enable the gossip of the village idiot and the deeds of the thug to be broadcast to a million people each day.”
- Primitive rejections taken too far, lead to imperialism and other promotions of the machine

Sport and the “Bitch-goddess”

- Mass-sport is a spectacle
 - Amateurs attempt vicarious success
 - Like eroticism – based in fantasy
 - Amazon/Mars complex
- Driven by competition
 - “Instead of ‘Fair-play’ the rule becomes ‘Success at any Price.’”
 - Mock war
- Least effective compensation next to war

The Cult of Death

- War is most destructive of the compensations
- Provides a relief from the machine and seemingly gives life purpose
 - Honor, duty, courage
- Caused mainly by inability among individuals to compromise
- Stems from primitivism/regionalism
- “War, like a neurosis, is the destructive solution of an unbearable tension and conflict between organic impulses and the code and circumstances that keep one from satisfying them.”

The Minor Shock-Absorbers

- Minor attempts to adjust to industrial society
- Antiquarianism – anything old was valuable
 - Old items became desirable and were poorly reproduced on a large scale
- Fashion – change for the sake of change
- Escape through fiction – the amusement business
 - “Too dull to think, people might read: too tired to read, they might look at the moving pictures: unable to visit the picture theater they might turn on the radio: in any case, they might avoid the call to action.”
- Again, compensation leads to proliferation

Resistance and Adjustment

- Falseness abounds in reaction to industrialism
- Most compensations backfire and result in promotion of machine
- Man is ultimately to blame for his slavery
 - “But even in these perversions there is an acknowledgement that man himself in part creates the conditions under which he lives, and is not merely the impotent prisoner of circumstances.”

Technics and Civilization Chapter 6:
Compensations and Reversions
and
Consuming Power Chapter 6:
Consumption and Dispersion

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Summary of Social Reactions

- Changes in Society
- Mechanical Civilization
- The Machine Age?
- Resistance to the Machine



- (www.machineage.com)

The Mechanical Routine

- Temporal Regularity



- (www.stanford.edu/group/itss/year2000/)
- Efficiency in regularity
- Drawbacks to Efficiency
- Interruptions!!!

Purposeless Materialism

- The production of material goods.
- The relationship between well being and material goods.
- Loss of Imagination
- Consumptive Cycle
- Power and Production
- Social Inefficiency
- Uniformity, Standardization, and Replaceability

Co-operation vs. Slavery

- Skill is devalued



- New Areas of Effort
- Collective Interdependence
- Power and Social Control
- No evaluation of the machine

Direct Attack on the Machine

- Hostile Reactions
- Not Probable



- ([www.gdewsbury.ukideas.com/ Dependability%20and%20AT.html](http://www.gdewsbury.ukideas.com/Dependability%20and%20AT.html))

Romantic vs. Utilitarian Ideas

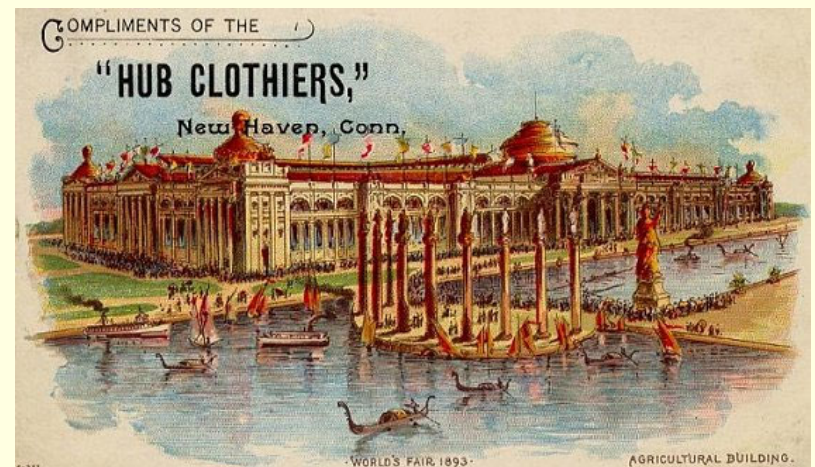
- Utilitarian- At one with its purpose
- Romantic- Restore essential activities to human life.
- Romantic movement was weak
- Romantic reactions took 3 forms- cult of history, nature and primitive.

Consuming Power Chapter 6: Consumption and Dispersion

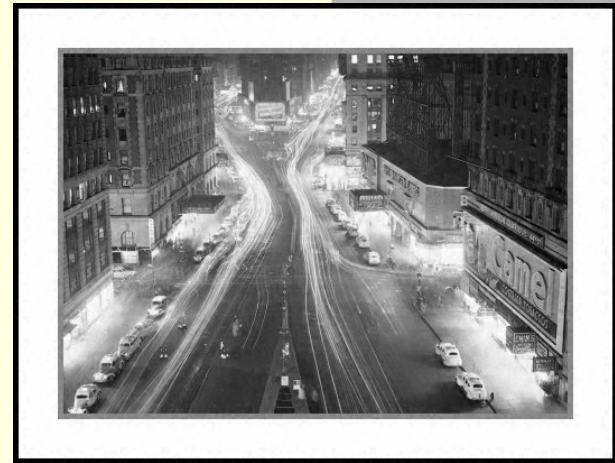
- Intro page 157
- Leisure time and change in leisure time activity
- Electricity changes
- Rise of Advertising
- “Pecuniary decency” and popular fashion Department Stores and Brand Names
- The motorcar

Leisure Time Activities

- More leisure time
 - Workweek decreased from 66 hours in 1850 to 48 in 1920
- More leisure time and electricity=fun activities
- Activities like: roller skating, biking, attending world fairs and amusement parks



- Electricity changed cities
- From gas lights to arc lights to Edison's enclosed incandescent light
- Electric trolleys and cars
- New appliances and household items



Advertising

MADE IN U.S.A.

LADIES HOME JOURNAL

Adapted to meet wearing to "modern" needs... and progress...
 Yardley's Old English Lavender Soap

Russell's Standard Fashions
 1915-1919
 Edited by Phillip Livoni

Can a radio tube feel?

Just as the pleasures of life come to us through our 8 senses, accidents occur any good radio reception comes through tubes that have 8 vital "sense" characteristics. Even if a tube lights, one or more vital "senses" may be missing. CeCo has pioneered in the making of "sense-loop" tubes. Look for the CeCo label, and be sure of 20-30% more hours of "sense-loop" life.

CeCo
 "KEEN-SENSE"
 Radio Tubes

Issued under contract of the Radio Corporation of America
 CeCo Mfg. Co., Providence, R.I.

ELITE FASHIONS CATALOG, 1904

ELITE STYLES COMPANY

SHALL THEY SUFFER
 As you did from the tooth?

Dependent is a sign for the coming of a tooth. It is a sign of a tooth that is about to come. It is a sign of a tooth that is about to come. It is a sign of a tooth that is about to come.

Two eyes were found
 One was a tooth that was found. It was a tooth that was found. It was a tooth that was found.

Also much dentists
 Many dentists are found. They are found. They are found.

Wash the added beauty
 Wash the added beauty. Wash the added beauty. Wash the added beauty.

Pepsodent
 The Best One Available

- How do we get people to buy our product?

Advertising and Brand Names

- How will I know what is the best product to buy?
- Name Brands and their guarantees
- Standardized goods
- Easily identifiable packaging
- Product Promotion
 - Companies had to tell the consumers why they needed the products

Department Stores

- Now I know what to buy, but where do I buy it?
- From a department store
 - Sears, Roebuck, and Co., Woolworth (New York), John Wanamaker's (Philadelphia)
- Pecuniary decency
- Even though people were caught up in consumption, some still held on to sanity.

The Motorcar

- People began going to the suburbs
- Move from electric and steam powered cars to gasoline
- Gaining “wheels” gave social status, adulthood, independence

