

Culture and Commodification: A Study of William Gibson's the Bridge Trilogy

Authors : Aruna Bhat

Abstract : Culture can be placed within the social structure that embodies both the creation of social groups, and the manner in which they interact with each other. As many critics have pointed out, culture in the Postmodern context has often been considered a commodity, and indeed it shares many attributes with commercial products. Popular culture follows many patterns of behavior derived from Economics, from the simple principle of supply and demand, to the creation of marketable demographics which fit certain criterion. This trend is exemplary visible in contemporary fiction, especially in contemporary science fiction; Cyberpunk fiction in particular which is an off shoot of pure science fiction. William Gibson is one such author who in his works portrays such a scenario, and in his The Bridge Trilogy he adds another level of interpretation to this state of affairs, by describing a world that is centered on industrialization of a new kind - that focuses around data in the cyberspace. In this new world, data has become the most important commodity, and man has become nothing but a nodal point in a vast ocean of raw data resulting into commodification of each thing including Culture. This paper will attempt to study the presence of above mentioned elements in William Gibson's The Bridge Trilogy. The theories applied will be Postmodernism and Cultural studies.

Keywords : culture, commodity, cyberpunk, data, postmodern

Conference Title : ICSRD 2020 : International Conference on Scientific Research and Development

Conference Location : Chicago, United States

Conference Dates : December 12-13, 2020