

The Present Age: On the Death of Rebellion (Harperperennial Modern Thought)

By Soren Kierkegaard

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“By far the most profound thinker of the 19th century.”

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The Present Age is the stunningly prescient essay on the rise of mass media—particularly advertising, marketing, and publicity—by the great philosopher Søren Kierkegaard, the “father of existentialism.” With an introduction from celebrated philosopher Walter Kaufmann—who states “those who would know Kierkegaard can do no better than to begin with this book”—*The Present Age* is an ideal introduction to one of the greatest thinkers in the history of western philosophy.

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Editorial Review

Amazon.com Review

The first book ever to explore the popular culture created by new media technologies (in this case, newspapers), *The Present Age* is shockingly relevant despite being written more than 100 years ago. Kierkegaard's prescience in predicting a public that consumes the lives of media stars speaks for itself: "The public ... this indolent mass ... is on the look-out for distraction and soon abandons itself to the idea that everything that anyone does is done in order to give it something to gossip about." *The Present Age* does a better job of describing the manipulation of mass opinion by the media than anything written since the rise of television, and contains Kierkegaard's cutting wit and nimble prose, to boot.

Review

"Those who would know Kierkegaard can do no better than to begin with this book. . . . In *The Present Age* we find the heart of Kierkegaard." (Walter Kaufman, from the "Introduction")

"*The Present Age* shows just how original Kierkegaard was. He brilliantly foresaw the dangers of the lack of commitment and responsibility in the Public Sphere. When everything is up for endless detached critical comment as on blogs and cable news, action finally becomes impossible." (Hubert L. Dreyfus, University of California, Berkeley)

"The first important existentialist." (The Encyclopedia of Philosophy)

From the Back Cover

In his seminal 1846 tract *The Present Age*, Søren Kierkegaard ("the father of existentialism"—*New York Times*) analyzes the philosophical implications of a society dominated by mass media—a society eerily similar to our own. A stunningly prescient essay on the rising influence of advertising, marketing, and publicity, *The Present Age* is essential reading for anyone who wishes to better understand the modern world.

Users Review

From reader reviews:

Eric Frances:

Information is provisions for individuals to get better life, information nowadays can get by anyone with everywhere. The information can be a knowledge or any news even restricted. What people must be consider if those information which is within the former life are hard to be find than now could be taking seriously which one would work to believe or which one the resource are convinced. If you get the unstable resource then you obtain it as your main information you will have huge disadvantage for you. All of those possibilities will not happen with you if you take *The Present Age: On the Death of Rebellion* (Harperperennial Modern Thought) as the daily resource information.

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