

# POSTMODERNISM

**A theory that states we now live in a world where truth, knowledge and even reality have multiple meanings.**

**Postmodernist theorists state that today, human beings live in a 'postmodern condition'. In this condition, people attempt to construct their own meanings.**

For post-modernists, the key way in which we construct our own identities, is through consumer culture



## KEY IDEAS OF POSTMODERNISM

- In postmodernity: **Science and technology doesn't have all the answers**
- In postmodernity: **There is no such thing as one Truth (or one reality) – there are multiple truths (and multiple realities)**
- In postmodernity: **Structuralist understandings cannot explain the make up of society, Marxism, Functionalism, Feminism – All of these theories and large-scale understandings (metanarratives) fail to understand society**
- In postmodernity: **We create our own meaning AND IDENTITY through CONSUMERISM**

