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The influence of Technology on the Postmodern American society in Don Delillo's White Noise

A Dissertation Submitted in Partial Fulfillment of the Requirements for Master Degree in
Literature

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DECLARATION

I hereby declare that the content of this dissertation is purely the result of my research, and that appropriate references or acknowledgements to the work of other researchers are made where required.

Signature

A handwritten signature in black ink, appearing to be 'Oumaima Redouane', written in a cursive style.

Oumaima Redouane

Dedication:

Praise is to Allah by whose grace good deeds are completed.

*Praise is for the almighty for giving me all this patience and determination throughout
this journey...*

The success of this thesis depends largely on the encouragement of many others. I take this opportunity to express my gratitude to my perfect mentors and dearest family my parents, my father “Toufik” and my mother “Djamila” may Allah protect you and embrace you with all his bless, to my beloved sister “Hakima” who supports me in whatever I do. My highest gratitude goes to them.

Acknowledgement:

First of all, we faithfully thank Allah ;

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Abstract:

Modern technology has become a point of interest to the postmodernist writers such as Don DeLillo whose *White Noise* and other works that emphasize the impact of this latter on the 1980s postmodern American society. Where everything is being related to technology as it became widespread where it was required and almost a need in domestic life since decades ago, people got influenced through Media. The postmodern American society had been well known for its consumer culture but Media had the greatest role and still reaching its golden age till now. Don DeLillo highlights the power of the image that is produced by television to the extent that it shapes reality, and the effect that is considered as a consequence caused through Media which is consumerism.

The objectives of the thesis are to display how Don DeLillo introduces technology and its dominance. To examine how is television represented in the novel and its effects on the postmodern family, and its relation to consumerism.

The novel's protagonists become entangled in a postmodern lifestyle influenced by technology and Media, consumerism, and the fear of death. In addition to the discovery of the connection between his human characters and their technological environment, Television sets, radios, and nuclear weapons are important objects in the world to DeLillo's characters.

Keywords: Postmodern Theory, Technology, Postmodern Society, Media, Postmodern American society.

Table of contents:

Declaration.....I

Dedication.....II

Acknowledgement.....III

Abstract.....IV

General Introduction.....1

Chapter one: Technology and the 1980s Postmodern American society

1.1. Introduction.....6

1.2. Postmodernism.....7

1.2.1. Postmodern literature.....8

1.3. Don DeLillo’s literary realm.....11

1.4. Technology and the 1980’s postmodern society.....14

1.4.1. The consumer culture and postmodernism.....14

1.4.3. Media and Consumerism.....15

1.5. Conclusion.....20

Chapter two: Technology Dominance and the Gladney Family

2.1. Introduction.....21

2.2. Introduction to technology in white noise.....22

2.2.1. Television Role.....25

2.2.2 Television and the Spread of Consumerism.....	27
2.2.3. The Concept of White Noise.....	28
2.3. Characterization of the Gladneys.....	28
2.3.1. Synopsis.....	28
2.4. Media in everyday life.....	32
2.5. Conclusion.....	35

Chapter three: Technology Influenc in White Noise

3.1 Introduction.....	36
3.2. Television representation in the novel.....	37
3.3. Technological Excellence.....	38
3.4. Technology influence on the postmodern American society.....	42
3.5. Characters relation to Media life.....	47
3.6. Conclusion.....	54
General Conclusion.....	55
Bibliography.....	57
ملخص	63

General Introduction

Humanity has become more gradually aware of the heavy cost that modernity shall burden. It turned to be disastrous more than the post-human ever expected. People cannot do much to reverse the situation as society itself has become even more addicted to such postmodernity in living. However, Technology is the pace of modernity in white noise, all the events produced in the novel been clearly affected by speed and getting lost in virtual world and the forgetfulness-introducing dream world of images. The novel shows that this latter caused numerous effects that led to destruction of social relations as an example whether socially or economically in which science may be a blessing and a curse at the same time, but what the novel dealt with was more of a curse than a blessing.

The influence of technology is expressly investigated through writings of the postmodern era when writers from took this issue of media as the fundamental connection of their works. The depiction and creation of new works that differ from the classical ones distinguished Don DeLillo as one of the famous postmodern American writers who paid a comprehensive attention to the effects caused by the influence of media in his eighth novel *White Noise*. He depicts a family that was unintentionally got engaged in technology dominance.

Don DeLillo's perfect ingenuity in dealing with technology and economy in that era gave his novel a special corner to see the impact of technology on several areas. His focus on such matter made some critics consider him as a postmodernist figure. World War II is often considered as the starting point of postmodernism, while the 1980s is clearly a crucial decade in which DeLillo depicted the power of technology on the individual and community in a satirical way that make us see the world he created through a lens that we can easily grasp.

According to Baudrillard, in the post-modern world, technology has played an important factor in consumerism as the story shows a family's life, Jack's family, which was unintentionally interwoven in the dominance of technology. It affected many fields such as consumerism which is a main one to form the sociology of a postmodern family. Baudrillard considers objects as signs and thus the consumption of commodities as consumption of signs.

Also, Consumption means consumer's happiness. He sees these signs which their abundance proves the profusion and somehow comes or feels like a dream that came true or a miracle to consumers. It developed to be a ritual or a style of living that the post-modern society should acquire and follow. The postmodern family is trapped in the shell of images and TV screen in a post-industrial country. (Jean Baudrillard)

Malpas claims that postmodernism is often considered as a style or a genre, while post-modernity is said to refer to an epoch or an era, and the literature of both early and late nineteenth century is known best as a period of experimentations and exploring more about life and experiencing new things. Also, Fredric Jameson claims to be the effacement of the, *White Noise*, however, does offer scope for resistance. The novel is not postmodern in style but is rather a commentary on the postmodern condition; namely, it is a subjective response to a postmodern reality which is considered as a fundamental feature of postmodernism. (Fareed Kaviani)

According to Fareed Kaviani, Technology became reality in this postmodern world. Wilcox said that the *Airborne Toxic Event* portrays a condition where subjective responses are both constructed and validated by radio and television which reflects his interpretation about the rain in which Don DeLillo expressed in *White Noise* that it is not raining unless the radio announces rain, and we should belief in our

own senses is skeptical and our senses are wrong a lot more often than they're right because this has been proved in the laboratory. The Airborne toxic event is a chemical disaster that shows bad impact of technology.

To comprehend deeply the concept of technology and media in the novel, it is necessary to refer to some critics and philosophers who discussed the issue of technology influence on the American society. In terms of technology, Jean Baudrillard's portrayal characterizes contemporary society as a simulacrum in which technology of reproduction replaces the organizing principle of society, and postmodernity is about information and signs governed by codes and machines. According to this view and in such society media is the dominant factor that reflects the idea that it is a prominent dominator in the postmodern Era in which it.

The importance of this thesis is that Don DeLillo's attempting to reveal the use of technological inventions in the postmodern world. The results will provide important information about postmodernism and technology, in addition to the useful background of the author and the postmodernist aspects the author presented in his novel. This research will contribute to a further understanding of the novel and the factors that have affected the characters and also it is helpful for readers to avoid technology influence. .

The theoretical approach of this study is an analytical approach by using library research to collect sources and literary reviews that are relevant to my research field in this research and the argumentative technique to explain the problem and support the contrasting views and opinions. These theoretical tools tend to help the reader understand the phenomenon, its reasons and opinions. The research method will contain a full reading of the main source Don DeLillo's novel White Noise, in addition

to the biography of the author to comprehend the surrounding conditions when he wrote this novel. Also, the historical material of the postmodern era that would be helpful in coming up with important information about modernism. The pre-mentioned findings will be supported by a reliable essays, books, articles and dissertations which would serve to give a credible outcome to the research. This study aims at analyzing technology influence on the Postmodern American society in the 1980s and its effects referring to the novel as the main reference of this research.

The main questions are how does technology influence the Postmodern American society? But for to further develop the problematic, the following sub-questions need to be answered such as how technology occupied an important place in our lives? And what is the relation between technology and consumerism? How is technology portrayed in the novel? and the most important point lies in what is the impact of media on society? and how does Television influence the American society?

Technology dominance is the aftermath of the imposed by the postmodern society. And yet, technology influence is the cause of believing in the unreal and helping to spread consumerism and affecting the consumer culture of the American society.

This thesis is divided into three chapters in which each one of them reveals an aspect from the investigation of the problematic; the first chapter starts by a theoretical framework of technology and the 1980s American society which deals with the postmodern perspective on technology through the lens of philosophers and critics such as Jean Baudrillard, Jean Froncios Lyotart, Jamson and conro and so forth. Also, it will contain a brief biography about the author and an introduction to his realm. Another part talks about postmodernism and media's relation to consumerism. The

second chapter, titled Technology Dominance and the Gladney Family, starts with an introduction to technology in white noise which includes two main parts: Television Role, Television and The Spread of consumerism and White Noise, then it moves to the second part which is the characterization of the Gladneys that is a synopsis, and media in everyday life which is the final part in this chapter. Finally, the third chapter , titled Who is Changing Who?, begins with television representation in the novel, then the technological excellence, technology influence on the postmodern American society , and finally characters relation to media life.

According to Mark Conroy, author of "From Tombstone to Tabloid: Authority Figured in White Noise", this explains that people expend money in direct proportion to their fear of death or dishonor" (Conroy). Also, Technology, as Murray claims, creates an appetite for immortality on the one hand, and threatens universal extinction on the other.

Chapter I: Technology and the 1980s postmodern society

1.1. Introduction

Postmodernism has shown up as a style that is used to depict certain characteristics of post-World War II literature. In postmodern literary text, the idea of originality and authenticity is undermined and parodied. As many authors expressed negative attitudes to the Western civilization and emphasized oriental vision and understanding of the world and depicting the postmodern life and attitudes.

As we discovered that the domination factor in the circumscribing of this historical era is a stress on the transition from the modern notion of Enlightenment reason to an emphasis on the social nature of all human endeavors by surveying several texts defining postmodernity from the perspective of multiple disciplines. Thus, whether one is discussing the contemporary loss of master narratives, the critique of universal science, the rise of multiculturalism, or the devaluation of the nation state, one is dealing with a primarily social and anti-modern discourse.

Modernity, according to this postmodern logic, represents the rise of capitalism, science, and democracy through the promotion of universal reason and equality. Furthermore, from a postmodern standpoint, the modern period is viewed as a reaction to the a reaction to beliefs, and politics in the pre-modern period era This narrative of pre-modern, modern, and postmodern modes of social order and knowledge can be questioned and discussed, but one point is certain: this conceptual framework is a dominant mode in history.

1.2. Postmodernism

Post-modernism is a movement that emerged in the late 20th century. It is considered as a continuation of modernism as it came against many modern aspects such as science, art and so forth. Also, as it refers to the literary works related to the World War II, its writers adopted the loss of faith in static reality and embrace the meaninglessness of the world. It is the way in which the world has changed during this period, due to the political, social, and economic and media spheres development. It is much more related to a set of concepts and notions evolved from philosophy and theory related to aesthetic production (Nicol).

According to Carter, Postmodernism first arose in architecture and civil engineering before spreading to literature, technology, and knowledge. Literature, education, science and culture, economics, politics, and architecture have all been affected by the thesis (Abdulazim).

Prior to Postmodernism, there was Modernism, which existed during the modern period and was associated with various values such as industrialization, capitalist economics, and so forth. Also, it is a radicalization of some ideas which are intrinsic to modernism so as such it is a continuation of modernism. According to this contentious philosophy, it is possible that "the establishment of objective facts and universal values."(Heywood).

The term itself, postmodernism, critics and scholars disagree about it; due to the multiplicity of its concepts and its implications from critic to critic. Also, the concept became contradictory as a result of the numerous meanings such as in Merriam-Webster is: "of, relating to or being any of various movements in reaction to

Modernism that are typically characterized by a return to traditional materials and forms or by ironic self-reference and absurdity as in literature".

The term Postmodernism also refers to the rise of new behavior and attitude, shapes that can cohesively affect the lives of people in society, as well as the separation from the old days as well as the direction towards such a future like we've never seen previously, or are those concepts which are centered on the breach and denial of boundaries built on the concept of skepticism and challenged the belief that there are widespread absolute truths. It is what causes postmodern concerns to concentrate on all modernity's postulates, including some question just after modernist about the facts of the current over the past, and discourse over the pre-modern, and rejects to prefer modernism, and thereby postmodernists are rethinking what is common and what is not.

This movement arose in a very complex political context, following the end of World War II, particularly in the context of the Cold War and the spread of nuclear weapons, and the declaration of the birth of human rights, and the emergence of theater of the absurd, and the emergence of irrational philosophies such as surrealism, existentialism, and absurdism; additionally, deconstruction was expressing president to move from the stage of Modernism to Postmodernism.

1.2.1. Postmodern literature

Postmodern literature is part of socio-cultural and historical advancement and can be acknowledged as a particular way of a depiction of the postmodern life and culture. Postmodern writing style doesn't really claim to be new and unique, but instead uses old literary aspects, genres, and types of literary works, and other means to re-contextualize their meaning in different contexts to demonstrate the variation

seen between old and new, including between past and the ongoing forms of representation.

It depicts a human being's crisis of identity, such as ethnic, sexual, social, and cultural, its struggle for legitimacy in a hypocritical society. This movement led to many things such as democratization of the public life and prorogation and so forth. Postmodern literary work does not claim to be new and original, but rather uses old literary forms, genres, and categories of art and literature, and other means to re-contextualize their meaning in different linguistic and cultural contexts in order to reveal a distinction between the old and new, also between past and present forms of representation.

With a more employment, educational and public opportunities to find a place in society, new authors representing minority ethnic started to gain a prominent position in American literature, for example. American literature in particular portrayed a growing concern about the negative effects of the industrial revolution and commercialization of public life, which led to the ecological crisis and consumerism.

In postmodern literature, fiction needs to be understood in terms of specific currents within literary theory and practice. This means considering postmodern fiction in terms of form rather than context, assessing how social and cultural change might prompt a change in what fiction does and how it positions its readers to respond to it.

The postmodern theory is most readily defined as the set of responses and a general ideology of human progress of the industrial age. The corresponding term is a response to our increased awareness of diversion such as in human cultures as It refers to the socio-historical state in which modernity's communications, applications,

methods and practices, formed on Enlightenment ideals, are considered to have been superseded.

In a post-industrial America, that also happens to be the primary locus for the cultural trends and intellectual debates associated with this latter in which the theoretical inspirations for its analysis as simultaneously an aesthetic and a historical break that is acknowledged as a fundamental change in social reality principally drawn from the writings of a number of French thinkers whose works are commonly grasped under the rubric post-structuralism, and more generally, that of critical theory.

Jean-François Lyotard and Jean Baudrillard are philosophers who are the most identified with the name and concept of the postmodern in addition to other philosophers and critics. Such philosophers have contributed to the process of development to generate other fields such as technology and its effects.

Throughout the decades Philosophy has changed and developed. While the post-modern era and the dominance of technology, the need to differ it from other philosophies has become crucial in which the philosophy that is tied to objectivity is called the analytic philosophy. This type has been centered mostly on truth and contains fields like science, technology and biology.

The critical debate surrounding this movement has managed to be acknowledged as a critical term and yet difficult to use with any convincing specificity or power. As a result, the category of this latter presents the paradox of a looming but elusive cultural presence. The debate on postmodernism has become so conflicted that the term itself might prove closer to the vagaries of terms such as romanticism and modernism.

The difficulty would remain of how beneficial the term was to specify the various cultural practices across various forms of media. For instance, what applies for dance, art, architecture or literature might not apply for films, television or videos. In a difficult theoretical domain, one should pay attention to the language used because terms such as realism, modernism, feminism doesn't really seem that productive.

The utilization of the term seems to be the most appropriate way of thinking about the whole debate surrounding postmodernism is the cause to regard it in two ways: one as a domain of discourse or a formation of discourse that can be mapped, the other one is given to the gap that comes between particular practices of cultural criticism and the cultural objects they describe.

Noel King indicates that the Power of the concept of postmodernism serves as a machine for generating discourse, and this is the phenomenon most in need of analysis, and encourages an outpouring of critical discourse according to Dana Polan. It may be taken to reflect nothing but a kind of theoretical writing instead of attempting to reveal the idea of postmodernism. (21-22)

1.3. Don DeLillo's literary realm

Donald Richard DeLillo, a postmodern novelist born in November 20, 1936 whose works are best known for its seeking to emphasize the influence of technology and precisely media role in affecting society. He is an author of more than sixteen novels including *White Noise*, *Libra*, *Cosmopolis* and numerous essays and other literary works. His first novel, *Americana* (1971) was about network television executive in search of the "real" America. Followed by *End Zone* (1972), and other works dragged critical attention with his style of narrating comic sense.

Since 1985, he got attracted by the paradoxes and contradictions of postmodern culture. His works included the mass media, shopping malls and supermarkets, identity search through technology such as television, his thoughts were centered and organized entirely around Media, fear of death, and consumer demand. Basically, His world in which the mode of production associated with modernism has given way to the postmodern mode of information in which the characters he creates are guided by technology, consumerism and media. He highlights that television shapes perceptions and creates its own self-referential world.

Delillo portrays the American mind as being acquired constantly by imagery world. He comes to a characterization of the role that commercial slogans and brand names that are being played in TV-centered American houses. The widespread availability of technology, mainly information technology, brought up an overabundance of knowledge that Americans had to manage. While television did serve as a backdrop for people's daily life, nowadays personal computers also invaded homes, paving the stage for the aforementioned Information Revolution. Yes, the change was not only at the level, it became even more surprising that people today can work from home through computers, but also at the level of the household, where it is clearly obvious that technological consumption has the dominant power in the cultural transformations and renovations.

DeLillo's characters don't talk about things; they talk about the nature of things. Jack's smug, brainy fourteen-year-old son Heinrich likes to expatiate upon the nature of modern knowledge: "What good is knowledge if it just floats through the air? It goes from computer to computer. It changes and grows every second of every day. But nobody actually knows anything." Murray, for his part, discourses pretentiously about the nature of modern death: "It has a life independent of us. It is growing in prestige

and dimension” We can take cross-section pictures of it; tape its tremors and waves... But it continues to grow, to acquire breadth and scope, new outlets, new passages and means. The more we learn, the more it grows (Bloom 25).

To him, as to Jack Gladney, the question of Hitler is simply not a question of good and evil. Nor, it is clear, do moral considerations enter into his appraisal of any human act. A craving for primitive destructiveness dwells deep in all our hearts, Delillo’s books insist; it is what makes us human. But is Delillo honestly interested in what makes us human? I submit that he is not. His characters are little more than authorial mouthpieces, all but interchangeable with one another. And what makes human beings fascinating, and worth writing novels about, are their differences. Real people talk differently and think differently and have different interests and tastes and fears. None of this is reflected in Delillo’s novels. It is impossible, in the end, to accept his characters as human beings, or to take his novels seriously as representations of reality.

Though Delillo’s philosophy of language is not perfectly coherent or consistent, it is clear that his preoccupation is not with language as a means of communicating sophisticated ideas and complicated feelings, but with language as ritual. Language, especially the rhetorical trappings of civilization and the illusion that scientific progress leads to greater understanding, is, simply, the cry of human identity. This idea dominates the end of *The Names*, when James Axton, at the Parthenon, is surrounded by people speaking a variety of tongues and realizes that is what we bring to the temple, not prayer or chant or slaughtered rams. Our offering is language (Bird 186).

1.4. Technology and the 80's postmodern society

Kumar states that technology consists of two essential parts. The first one is physical component that consists of materials like products, tools, and equipment. The second one is the information components that consist of expertise in managements, marketing, production, and functional areas. Technology has changed society in various ways as it plays an important role in making life simple in education, communication and so on. Using technology has stopped them from having healthy relationships among family members and environment. Technology has been developed in which it affects society negatively as it has weakened the effect of family relations.

1.4.1. The consumer culture and postmodernism

The higher purposes and values of culture succumb to the reasoning of the process of production as well as the market as they flow through the culture industry; reception becomes dictated by exchange value. Sociology should strive to move far beyond negative evaluation of consumer enjoyment that's been transmitted from mass culture theory. The relationship between culture, economy, and society is bringing cultural concerns to the forefront and has wider implications for our theorizing. Consumer experiences focus on providing emotional and aesthetic satisfactions.

According to the perspectives of economics, the object of all production is consumption. Individuals maximize their satisfactions through purchasing from a range of goods. According to several 20th century neo-Marxists, such a development offers new opportunities for managed consumption. All areas of life can now be determined by calculating rationally and instrumentally, with all crucial differences, traditions, and attributes transformed into numbers.

Also, Jameson notes that consumer society, Media society, information society, electronic society or high technology and the like ... Besides the forms of transactional business... late capitalisms features include the new international divisions of late or, a vertiginous new dynamic in international banking and the stock exchanges new forms of media interrelationship. computers and automation, the light of production to advanced third world areas, along with all the more familiar social consequences, including the crisis of traditional labor, the emergence of yuppies and gentrification on a now global scale (Jameson 16).

Commodities are indeed unshackled to embrace a variety of cultural associations and false beliefs. Advertising, in particular, can highlight this by connecting images of desire, beauty, fulfillment, communality, progress, and the luxurious lifestyle to mundane consumer goods and services such as soap, washing machines, automobiles, and so forth.

1.4.2. Media and Consumerism

In the 1980s Media invaded America to an extent that it became an essential part of the lives of Americans. Both radio and television gained effective roles with the extension of cables, and viewers became able to watch networks for hours such as Nickelodeon, and MTV and CNN. Advertisements flooded the brains of Americans, who were heavily influenced by advertising broadcast on television and radio. Also, McLuhan insists that having a further look is a must to observe the first impression in which we should discover the true influence that technology might have on society. Indeed, not only do Media shape our vision of contemporary world, determining what most people can or cannot see and hear (Kellner).

How consumerism shapes someone's life is acknowledged as among the most controlling issues of postmodernist ideas. Yet, the concerns of consumerist society are strongly connected with media influence that the two cannot be studied independently. The emphasis upon the commodity is to be found in the work of Jean Baudrillard who also draws upon the commodification theory of Lukács (1971) and Lefebvre (1971) to reach similar conclusions to Adorno. According to Featherstone one of most significant addition to Baudrillard's concept is the use of semiology to show that consuming requires active sign interpretation. This becomes crucial in late capitalist society, as sign and commodity have merged to form the commodity-sign. notwithstanding, for example, the exploitation of signs in the advertising and media, implies that signs may flow free of materials and be used in a variety of associative ways (15).

Baudrillard's semiological development of commodity logic, entails for some an idealistic deflection of Marx's theory and movement from a materialist emphasis to a cultural emphasis. This becomes more noticeable in Baudrillard's later writings where the emphasis shifts from production to reproduction, to the endless reduplication of signs, images and simulations through the media which effaces the distinction between the image and reality. Hence the consumer society becomes essentially cultural as social life becomes deregulated and social relationships become more variable and less structured by stable norms.

The overproduction of signs and reproduction of images and simulations leads to a loss of stable meaning, and an aestheticization of reality in which the masses become fascinated by the endless flow of bizarre juxtapositions which takes the viewer beyond stable sense. Baudrillard counts it as simply the private and collective consumer psych. This basis of thinking that in Baurillard's words presides over the

concept of consumption has ossified the very logic of the alleged consumer society. What has been undergone since the advent of middle-class and revolutionized the life of people over years has its origins in social transformations of 16th, 17th and 18th centuries.

The rise of the middle-class at the end of 20th century was concomitant to the stream of globalization which initiated the ideology of consumerism. And in such In this consumer society, consumption excludes no one. Man is offered a million choices. The capitalist industries make sure that all taste and sense of style could be bought. Even the self-proclaimed communists and Marxist fanatics are catered to.

According to Baudrillard, in the postmodern Media and consumer society, everything becomes image, sign, spectacle, a trans-aesthetic object, materialization of aesthetics comes with an attempt to simulate art, replicate previous forms and styles, and produce more images and artistic objects. Results in situation where art is merely image, artifact, object, simulation, or commodity (Stanford Encyclopedia). The Postmodernists highlight the role of technologies play in shaping our realities as Firat and Venkatesch believe. The world becomes characterized by the image, the illusion and simulation (Renault).

Baudrillard states "the implosion of meaning in the media." in which he expressed when individuals over-consume information the impact it has on them fades to the extent that they become unable to distinguish between the useful information and the opposite ones. As a result, information loses its significance to the point that the power of suggestion overpowers human direct experience. So when the Gladney Family increasingly rely on media as the sole source of truth, believing media information even more than their own vision (Vungthong 20). Also, the Postmodern

Consumerist Condition and its effect on People are included in Don DeLillo's *White Noise*.

In a world where television, advertising, and media manipulation tend to give reality the illusion of a generated image. In terms of the postmodern individual, Farrell believes that the self has lost its former depth and has become a "shallow artifact of cultural production." A similar argument can be made with regard to the term 'lifestyle' and that is that the consumer culture has a tendency to existing ways of life as no longer needing cohesion. Although well-disposed to the way of life of artists and cultural experts, the modern social intermediaries, a growing faction within the new middle class, do not focus on promoting a solitary living, but rather to accommodate for and broaden the reach of styles and lifestyles available to publics and consumers.

In terms of Hyperreality created by Media, it is so much relatable to mention that Curbatov stressed the need of the Hyperreality and the self-expression through consumption. Its importance and consequently, the importance of the imaginary, are given value by the integration of image through the means of communication.

It is clear that the production of consumption approach has difficulty in addressing the actual practices and experiences of consumption. The Frankfurt School's tendency to regard the culture industries as producing a homogeneous mass culture which threatens individuality and creativity has been criticized for its elitism and inability to examine actual processes of consumption which reveal complex differentiated audience responses and uses of goods.

Hidden within the interwoven means of ideology and other aims, Liberalism was considered as the main advocate of freedom at the very start of the industrial era in which the concept of freedom was employed in the consumer society in just the

same light that it was used in the industrial society. Freedom's concept was employed in the consumer society in just the same light that it was used in industrial society. Even nowadays, the consumer culture nowadays is adopting this same notion of freedom.

1.5. Conclusion

Postmodernism, like any other cultural phenomenon or theory, has benefits and disadvantages, as does the rest of the literary criticism. As a result, we might not be able to discuss the humanities at all. In terms of technology, In fact, postmodernism, its liberation movement aimed at liberating man from the world of images and myths, and releasing it from the domination of mythology.

Technology has become a part of everyday life and in the postmodern American fiction as it took numerous shapes. In the contemporary works of the postmodern writers, technology can be acknowledged as social realism. Technological devices have become central to our way of life. Several works address this aspect with clear use of irony and pastiche such as in Don DeLillo's *White Noise* (1985) is set within familiar conventional settings, but deal explicitly with the effects of increasingly complex technologies within those places.

Chapter II: Technology Dominance and the Postmodern Family

2.1. Introduction

Apple indirectly links IBM's monopoly on the computer business to the same fate as Big Brother's ideological hegemony in 1984. The Macintosh is aggressively marketed as the remedy for the free-thinking person that will save civilization from a fate worse than faceless dystopia. Using George Orwell's dystopian classic 1984 as a backdrop, Apple positions itself as a one-of-a-kind hero up against formidable institutional opponents.

Thematically, *White Noise* features a similar battle between the individual and the mass. Only two years after the novel's release, Tom Le Clair wrote the first critique of it, referring to DeLillo as a "systems novelist... who analyzes the impact of institutions on the individual" (Osteen xii).

The public, which *White Noise* continuously engages with through situations as mundane as Jack's mall shopping experience and as disastrous as "The Airborne Toxic Event," may also be included under the umbrella word "institution." According to Stacey Olster's interpretation of the book she says that "the characters in *White Noise* can only find themselves collectively inside the throng and through those spaces that promote assembly" (82).

Jack would rather play the heroine with the hammer than being a normal person who is neither unidentified nor recognized in his environment. Jack references himself against the crowd in order to become a distinct node in the system. His other novels similarly feature what Susana S. Martins calls "meditations on how individuals are forged within systems of ideology". Bill Gray from *Mao II* retains a reputation as the reclusive author, which is more relevant because he hasn't published in years than if he publishes a new work.

Most significantly, we will witness Jack portray a revolving cast of personalities larger than himself in order to mask his lack of authenticity. All of these examples, however, feature an endeavor to become character, rather than a desire for realized identity. The faceless throng may therefore be the perfect place for Jack's lack of real self to be lost, which is why he uses it as a jumping-off point into his personas. Similarly, the expanded expanses of modern technology provide a direction for users to run.

2.2. Introduction to technology in white noise

In many ways, modern technology has altered society and individuals. It helps simplify their life in a variety of ways, including education, medical, and communication. People over-use of technology has made it difficult for them to maintain good relationships with family and friends. In fact, instead of sitting and conversing together, individuals are observed to be preoccupied with numerous technologies. Furthermore, technology has created many types of games that have harmful impacts on people. It has clearly decreased the influence of family relationships.

Technology was portrayed as a source of knowledge in Delillo's novel. As in many homes, the television has been playing substantial role in life because it stimulates the people interaction with each other. Often, it helped people to see the world right from home and it took a part in conducting and spreading new values rather than the traditional ones.

It also provided more sources of information, sometimes with a sense of greater immediacy, than had previously been available. Technology has a great

tangible effect on our communication it's not a simple as that. There is huge value and significant drawbacks to technology.

There are negative aspects to technology, and we should be aware of these when anything new comes into our lives. Television help us figure out what is going on in a short time and rate whatever good or bad was the event even globally. Many programs that seek dissemination of information are aired and dedicated for children only as well as airing cartoons and other programs that amuse children on several channels.

TV is considered as an easy device to use and accessible to all in terms of entertainment provided and the best source of knowledge as well. It enables differentiating between what's right and wrong in which the useful knowledge acquired through it is related to different issues help leading people towards their self-development effortlessly. While *White Noise* delves into several themes that emerged in the mid-to-late twentieth century, Media power and relating it the issue of consumerism, handmade disasters caused by men and the fear of death.

The novel's style is defined by a heterogeneity that employs montages of tones, styles, and voices that have the effect of yoking together dread and wild laughter as the core tone of contemporary America. Also, it is a book on how appearances have surpassed reality in current American culture.

It is a story about the unexplained sounds we generate while we go about our daily lives, which are expressed as "walk around, chat to people, cat, and drink." The most erroneous interpretation of white noise in the book is that it just represents cultural debris, and that Delillo is simply implicating America's captivity to the hypertrophied consumerist wants fostered by a media society.

Because *White Noise* is about a universe of language, it is language's colloquial expressions that will bring to the narrative's insights of existence and morality. The atmosphere of *White Noise* varies markedly from that of *The Names*, yet their views on language are the same. *White Noise* feels like such a surprised discovery of a new world, written soon after DeLillo's return from Greece, whose load of history provides *The Names* its heavy tones.

The disruption develops because Babette is more than just waves and radiation to the Gladneys, her transition reminds Jack that he and her are both mortal beings, a truth that TV never mentions that they tried to convince themselves that it was just television and whatever it was, whatever it worked and not just some voyage out of life or death, nor some unfathomable separation.

The novel is a story about the odd voices we generate while we engage in the familiar muds of ordinary life, about the deep, terrible persistent worries that get articulated when we go around, chat to others and so forth. The most erroneous interpretation of white noise inside the book is that it represents just for cultural detritus, and that DeLillo is indicting America's enslavement to the overdeveloped consumerist wants fostered by a media civilization.

Obviously, this is much of what he is doing, but DeLillo's contribution to this issue in American writing is distinctive; moreover, it is compatible with his postmodern concept that he cannot occupy a place just outside of the aura of social commentary.

Expressed in the voice of narrator Jack Gladney, is normally ambivalent: Half-astounded by the dizzying array of items that didn't even exist on the world until groups of food technologists and advertising produced them just a few years

previously, and partially by the originality and enlightening force displayed by the names of these goods.

In DeLillo's work, the marginal becomes the message as if what cannot be digested is precisely what we need to pay attention to, for excellent reasons. We must learn to pay attention to what others are saying. Thomas Ferraro illustrates how the Gladneys behavior is tied to consumer capitalism demands.

2.2.1 Television Role

During the 1980s, with the spread of television in the 1980s, the media industry saw tremendous transformations once more. In the early decades of television, users had a small number of stations to choose from. Television offers viewers a diverse range of options. The impact that television had on Americans throughout this era may be observed in the fact that it became their new mode of engagement with other environments. And yet, Advertisements have always been the number one and the major part of media. In other words, they invaded the world with the help of television.

Thomas Ferraro illustrates how the Gladney family behavior is tied to consumer capitalism demands. The Gladneys are a remarkable people, but Murray's relationship with them is completely scientific. When Babette's face appears on the television screen, the entire family gets puzzled, if not afraid. Babette's image was projected onto our bodies and flowed inside as well as through us. Whichever powers created the gray light we mistook for Babette's face Children, for example, let television wash over them.

Anybody who has ever seen a two-year-old enthralled to the television understands how mysterious and vulnerable that moment is. To Murray, seeing and listening as a child is to completely yield to it, in keeping with his statement to Jack

that "I'm here to avoid situations," that is, circumstances that force him to treat humans as more than intriguing behavioral data and the core to his personality is that he is "very delighted" because ". We can't go beyond the atmosphere" of postmodern culture.

The interest that television has been attracting people even when they don't watch it for the reason that television ratings influence advertising prices and sales resulting a special role that keeps those sets on, while everyone in the room might pay attention. So according to Altman, Television audio plays an important part in commercializing the capitalist free market system.

Because white noise is already strongly connected to consumerism and media, Delillo highlights in his novel that identity is being related to what individuals consumes so they can feel that fulfillment of desire so in which the idea of consumption is considered as a way of development and generalizing it is a positive idea in such consumer society. so his characters tend to buy things they don't need to buy in terms of the idea of the useless consumption that is existing in that society.

Media business has a strong desire in maintaining TV sets on even if there are no people sat next to it and it is important for the reason that television ratings, that count working tv sets rather than people, decide advertisement prices and thus network profits. As a result, it becomes the soundtrack's special role to preserve such sets running when all spectators seem to be either out of the house or paying little attention. According to Altman, TV sound plays a key role in the commercialization of the viewer in a capitalist, free market system.

2.2.2 Television and the spread of consumerism

White noise is a narrative interpenetrated by advertisement and slogans, brand names unexpectedly appear in the novel and being commercialized through television or radio, or because of both of them as an effect of the surrounding heard ads noise.

Television is indeed one of the foremost means of transmitting images, and by doing so, necessarily promotes consumerism as a way of life. Above and beyond advertising, the television programmers themselves promote the sorts of benefits and fulfillment that can be enjoyed through conspicuous consumption.

The experience of the real has vanished in the new consumer society, and reality is dying. The supermarket provides spacious spaces, exquisite designs, brilliant colors, all types of items, and all of this creates "the spectacle," which seduces or entices the consumer to buy even if they have no intention of doing so. The supermarket, according to Baudrillard, "goes far beyond consumption, and the items no longer have a distinct existence there: what is fundamental there is their serial, cyclical, spectacular organization" (DeLillo, 55).

The rise of consumer culture in the postindustrial society is one of the key concerns depicted by DeLillo in *White Noise*. Consumption has taken on a new significance in this new culture. They don't buy products for their use any more or because they are in need; rather, as shown in the novel, people shop because the appearance of the items causes them to experience pleasure. In postmodernity, the market, mall, and hypermarket have all become consumer Meccas.

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entices the consumer to buy even if they have no intention of doing so. The supermarket, according to Baudrillard, "goes far beyond consumption, and the items no longer have a distinct existence there: what is fundamental there is their serial, cyclical, spectacular organization" (DeLillo, 55).

2.2.3 The Concept of "White Noise":

The term "white noise" in information theory refers to the sound of information that a messenger delivers but whose meaning is muddled because a TV lacks the necessary interface equipment a suitable modem, a clear cable connection, and ears to hear to comprehend the signal. As a result, we tend to conceive of whir noise as a marginal incidence that must be removed in order to hear the true message.

2.3. Characterization of the Gladneys

As it is narrated by the protagonist, Jack Gladney, is the creator of Hitler studies department at the College-on-the-Hill. He has been the chairman since 1968. Babette is his current wife who teaches the adult education classes in correct poster at the local church ground floor, and reads tabloids to the blind.

As any other American family living in a postmodern era who's accepting technology as a blessing, their lifestyle starts to changes slowly through getting used to newer media and get affected by it.

2.3.1 Synopsis

White Noise by Jack Gladney depicts an academic year in the life of Jack Gladney, a college lecturer in a tiny American town. It portrays how death anxiety and technology dominate their world. Both play a major role in the story but technology helped spreading everything possible to affect people mentally.

The narrative itself can be difficult to understand since Jack spends so much time recounting seemingly insignificant dialogues. Half-siblings and ex-wives come and go from the family's residence throughout the narrative. Jack created the discipline of Hitler studies, and he admits that he puts an emphasis on Hitler's historical significance. Jack adores Babette and finds enormous satisfaction in her sincerity and mentality, as well as her comforting solidity and domestic life.

Jack founded the subject of Hitler studies, and he admits that he emphasizes on Hitler's historic importance, which offers Jack an aura of nobility and significance by connection. He and his Babette reside in Blacksmith, a peaceful college town, with four of his kids from ex-wives: Heinrich, Jack's morose 14-year-old son, is a veritable repository of scientific information and philosophical beliefs. He frequently criticizes the current quo and suspects conspiracies. Despite his customary restrained demeanor with his family, he emerges as a leader during the evacuation.

Steffie, Jack's daughter, has the smallest part of the family members, yet she illuminates the fear of death in unusual ways. For example, she refuses to remove her mask during the evacuation and displays concern about being abducted by her mother. Also, Babette's daughter finds and examines her mother's usage of Dylarama. She is concerned about her mother's health and refuses to give the prescription back to her or Jack, finally throwing it away to protect them from themselves.

Wilder, although he never talks in the story and has a poor vocabulary, he is an essential character to his parents because he embodies various aspects to them such as forgetfulness of mortality, frantic consumption, and happiness. His sobbing and traffic incidents profoundly alter Jack's thoughts about death. Jack also encounters a "New York émigré," a group of males who are enamored with American pop culture.

Hitler studies in the same area as the American environments department, which is mostly managed by "New York émigrés," a harsh, cynical bunch of guys enamored with American popular culture. Jack encounters one of these lecturers, Murray Jay Siskind who's a former sportswriter. Murray has traveled to Blacksmith to engage himself in "American magic and dread." Murray sees great importance in daily occurrences and places, notably the supermarket, which he thinks stores vast quantities of mental data.

The story is organized around two key plot points: the airborne hazardous incident and Jack's revelation of his wife's involvement in a scientific investigation of a new medicine named Dylarama Jack gets worried about the prospect of being targeted for death. The technician informs Jack that the drug will last 30 years in the body and that they will be capable of giving him a far more clear response regarding his prospects of longevity in 15 years. Just then, Jack discovers his kid Heinrich on the house's roof, gazing up at a huge cloud of smoke rising into the sky.

Dylar is an unauthorized pharmaceutical medicine that Babette Babette thinks may heal her excessive dread of death. In exchange, Jack tells Babette about his deadly exposures to Nyodene D. With his anxiety of mortality at an all-time high, Jack sets out to get Babette's leftover tablets.

The Gladney family is a remarkable family, but Murray, a friend of Jack Gladney, and his connection with them is completely scientific. Jack has married five times and got divorced four times to four different women, and his fifth wedding is to Babette. When Babette's face appears on the television screen, the entire family gets bewildered, if not afraid. Jack's death anxiety, for a moment, made him think that something happened to his wife, maybe she is dead or her soul is the one on Television, and his

daughter started touching the screen thinking that she is able to touch her mother as she used to. At this point, Don DeLillo reflects in such situation that people get lost and confused by media when it comes to reality. Hence, in the novel, television is reality.

Delillo's character, Jack Gladney, struggles to come to terms with the fact that he and Babette are both mortal creatures, a truth that TV never mentions. They try to convince themselves that it was just television. Whatever it was, nevertheless it worked and not just some voyage out of life or death, some unfathomable disconnection.

Babette Browner is one of Don DeLillo's most compelling characters as she is immobilized by her fear of death. Fear drives a wedge between people and their surrounding world, and creates dishonesty between those they love. Nothing, not family, not employment, or even Dylar pills can take away that fear. In this sense, Babette is a deconstructed Earth-mother: she plays the role as always caring but is unable to be the life-force which everyone requires of her. Funnily, parenting her children and her children are parenting her.

Jack starts to have terrible insomnia. He has frequent health checks and gets focused with getting rid of all the unnecessary stuff in his dwelling. He stays up late in the evening watching the kids sleep. One evening, wilder wakes up his father Jack discovers his father-in-law sleeping in the garden. Vernon discreetly hands Jack a revolver before leaving. Soon later, Jack confides in Murray about his death obsession. Murray advances the hypothesis that murdering someone else might reduce one's fear of death. Jack starts thinking about the pistol at weird times and ultimately brings it to class with him one day.

On his way back home, Jack encounters Winnie Richards, who informs him that she found and read an article about the project manager in charge of Dylar. She

provides him the man's name, Willie Mink, and the general location of the motel where he is presently staying.

Jack, loaded with his revolver, discovers Willie Mink, unkempt and partially crazy, in the very same hotel room where Mink had his affair with Babette. Jack intends to murder him and, following a quick dialogue, takes out his revolver and fires Mink twice. Jack placed the pistol in Mink's hand in an effort to make it appear like such a suicidal behavior. Driven by compassion, Jack transports Mink towards the hospital immediately, which would be staffed by atheist German nuns, and rescues his life.

Jack gets preoccupied with getting rid of any other unnecessary stuff in his house. Jack, armed with a rifle, discovers Willie Mink, unkempt and half-crazy, in the same hotel room where Mink performed his investigation.

The story starts with an over view of the supermarket that has had its sections reconfigured. Jack concludes the tale with a depiction of a supermarket that has reorganized its aisles, leaving everybody befuddled.

2.4. Media in everyday life

Media has shaken the fundamental basis of postmodern civilization, creating a path of a new reality. It plays various important functions in our society. One apparent job is that of entertainer. The media may serve as a framework for our imaginations, a provider of fantasy, and an escape. Actually, in our daily life everyone in the family is playing video games, holding their smart phones, texting or watching movies over the internet. In our present time, we witness almost the same phenomenon in which people are driven to become blind to the world around them by smart phones or computers to get more sightless to the world around them in a sense that makes the one certain that technology means life.

White Noise depicts how technology started influencing our lives in which Don DeLillo gave Television, radio the shape of characters that almost doesn't differ from other characters when they speak. These two were selected by the writer to replace the natural "depiction about what is real" with technology. People in White Noise have a similar perception that the occurrences transmitted by television and computer screens are more genuine than the ones they observe in everyday life. As it has been demonstrated more by the discussion, Jack and his son Heinrich were engaged in the concept of truth inside the media and human attitudes.

Media reflects and depicts reality; it makes people addicted to it. It makes mindless consumers fully blinded and makes them believe in what is being commercialized or produced is the real deal. On the other hand, in society, reality keeps vanishing for the reason that people believe in what is being seen through television such as disasters, wars, and so forth. DeLillo, in his novel Americana, he portrays how people search for their relief from the image starting from television industry.

Yes, media and consumer culture and stifle fantasy, diminish our feeling of individual being, and dilute our consciousness of death rates, but that is now a priority of postmodern culture, because there's no escape from it. The one and only option is to re-engage the common culture that modernists rejected. Because White Noise is about a universe of language, it is language's timeless truths that will bring to the novel's insights about existence and morality.

France believes that "one significant difference between the experience of people born after 1980 and their parents is the role of new media and information

communication technologies in every life" in which he emphasizes that the new Media is being more impactful in domestic life.

White noise is a novel that is built on information provided through media; hence Jack and his family explain daily happenings by referring to what they see on TV or hear on the radio. Heinrich rejects his instincts when it comes to weather and rather than listens to the radio. He thinks that whatever he hears on the radio is factual. And even Jack believes that technology became fantastic because it can show you death while is running in your veins and before it happens, through computers, the experience of dying is mediated through technology and reflected by symbols.

2.5. Conclusion

It is obvious that people today differ from the 1990's or the 1980's people in terms of the way of thinking and the way of accepting the fact that such technologies were made to fulfill a particular purpose. What or who changed us affected our life in many aspects starting from the flowing thoughts that are coming from media which influenced our life style, and the fact that it dug its way to changing the whole culture that yesterday's people used to tried to keep and preserve.

Don DeLillo's purpose is clearly shown and portrayed in his *White Noise*. He built a postmodern environment that is strongly related to technology which can be called as "a postmodern techno-society". He paints a vivid vision of a postmodern poisoned world in which people live in fear of death and terrible diseases instead of any true certainty. This study attempts to trace the harmful impacts of consumerism on postmodern society in Don DeLillo's *White Noise*.

Chapter III: Technology Influence in White Noise

3.1. Introduction

The effect of technology may be often used in the current postmodern time, and much more visibly on the American society. Such as the present, as we are being slaves to our smartphones, in the American past as a history of consumption, Consumerism in postmodern families who were slaves to technology and such ideas were prevalent. DeLillo was one of postmodern novelists who addressed the subject of technology and consumerism extensively in *White noise*.

The narrative portrayed a family who were accidentally ensnared in the reign of technology and materialism. Consumerism and its aspects of society in an emerging postmodern time, when its norms and regulations were not completely embraced by the residents, Don DeLillo depicted how influences such as character, mortality, economics, and thirst for money were mixed with the role and domination of technology to produce a society of a postmodern family in the novel. His opinions on success in his hypothetical postmodern future were also pessimistic due to the candor of several of his future works. Don DeLillo assists in his essay, *In the Ruins of the Future*, in which he said that:

“Technology is our fate, our truth. It is what we mean when we call ourselves the only superpower on the planet. [...]We are the astonishment. The miracle is what we ourselves produce, the systems and networks that change the way we live and think” (37).

3.2. Television representation in the novel

Don DeLillo's favorite subject is Media consumption, and specifically television consumption. He highlights how television affects people's consciousness in a way that shows media is the dominator of our today domestic life. Because this medium called television is the most popular and easily accessible media among families all around the world. It is frequently used by the Gladneys, and the youngsters are especially fond of it.

Television consumption is defined as watching television, and media consumption doesn't really differ. For instance, today people consume social media more than consuming food in a normal day, they use their phones to check news and everything they want to know. But till now, television is the main source to get official information, it is an indispensable machine that till in need by information consumers.

Unlike the 1980's when people used television, when it reached its golden age. Babette, like most other mothers in American society, has made it one of family traditions. When they all assemble in an evening of particular day to watch TV and enjoy it all together, but their reactions to the programs shown are rather different.

According to Baudrillard, television produces the manipulated truth of the hyperreal. It is genuinely monitoring us, a perspectival information with the horizon of the real and of meaning as the vanishing point from which TV develops the deceptive truth of the hyperreal. He also says that we live in the domain of hyperreality, with our lives becoming increasingly entwined with things like television or virtual reality. In this story, appearance and reality are not the same thing, and it is impossible to tell which is genuine and which is merely an appearance. As a result, the line between real and unreal gets increasingly blurred. Characters will now suffer something known as

"the death of the real." (Hemmat and Shabrang) in which the world of images is depicted Jack Gladney's home showing the power of the image and media dominance.

In Jack's home, they hear various voices and occasionally incomprehensible noises that no one understands. As a result, they are meaningless to them, which is why they are referred to as white noise coming from television and radio flowing in their environment unseen but affecting them even if it was meaningless. This is how technology works in the realm of Don DeLillo.

As Don DeLillo always includes television and his effects at home on the individuals, it is worth giving other examples of his literary works, such as in his literary work "Libra" the character began to see himself in the place of the president Kennedy, he highlights that television gives its viewers what he calls the consumer paradise. He states that nothing is around him that can provide him that paradise except that electronic glow that is stealing his attention in which it drags your attention to watch, also it provides that kind of power and inspiration. The way he is looking at television just like he is seeing his own photographs, and yet he began to himself in the president.

The Gladney family enjoys various programs like music, sports as well as some important news. Babette has decided all the family would watch television every Friday night as a routine for she believes that this act will increase watching. Television is considered as a healthy entertainment medium and apparently a source of the information.

The Gladneys like several of programs, including news Babette has stated that they would watch TV every Friday night as a routine because Babette believes that this mentality will make television watching a good kind of enjoyment. TV is a main

source of information about serious catastrophes and watching it is a way to learn about it in detail. They acquire detailed information about the harmful incidents on television as a source of bravery for the crucial news, though not entirely. Such contents are only available through television. However, it is not hugely common in Blacksmith.

The growth and influence that television and media both acquiring American homes owned a television, making them the most vital source of information and communication. The significance of television could not be overlooked or dismissed as an afterthought to fiction, but as an intrinsic component of postmodern culture and existence, with far-reaching and serious implications in which the basic narrative purpose, traditionally the realm of literature, has been stolen by film and television, which have likewise taken the realistic approach of nineteenth-century fiction.... The television is....TV is almost current life . This is well seen in Delillo's and Pynchon's writings.

Television and radio play an important role in the creation of *White Noise*, as well as the characters' progress and ways of connecting with other protagonists and with themselves. Indeed, the very first thing that draws the reader's attention when reading both works is the constant presence of the media in most scenes, either as the major problem or as an external element which is not directly linked to the actual material but is tied to it in some way.

Throughout the story, television and radio emerge as ambient noise which, even though not directly affecting speech, disrupts and makes it extremely difficult at times. Volker Humme used the following phrase: Throughout *White Noise* the tube chatters along and makes cryptic announcements. Indeed, it is so much part of the

household that it can be considered a member of the family. Like other broadcasting-devices, it seems to have life of its own (Bretones Callejas 13).

3.3. Technology Excellence

Technology excellence, also technological sublime, could mean a lot of things referring to the context the word is being used within. In Don DeLillo's fiction, basically, he depicted the terms as the growth and the widespread domination of technology in the environment in what's that make the image clearer that technology is an existence that is made to shape society's life to the extent that it can be, unexpectedly, a part of the family.

One of the most pressing concerns for DeLillo is the influence of technological progress. DeLillo shows how technology controls our lives in several areas. Through television and radio, we can acknowledge new information that is useful or useless, and we can learn a lot of things as well. DeLillo puts all of the emphasis in the novel on television rather than the radio, in which it can be a source of terror, commercials that affect the consumer behavior, or a tool to help building family relationships.

As the novel split into three parts, each one of them symbolizes an idea the writer wanted to highlight. The first part, titled *Waves and Radiation*, shows how television can play a major role in affecting family relationships and the consumer culture. The second part, the *Airbone Toxic Event*, shows how the development of chemicals can affect the world negatively through a huge cloud of a massive toxic cloud of noxious gas over the neighborhood and how the technological sublimity can be a huge threat to the extent it could kill. The third part was about how people could be obsessed with a lie that a developed medicine could help them get rid of death anxiety.

Jack admits that technology is fantastic. When he realizes death has entered his body, he said:

“Death has entered. It is inside you. You are said to be dying and yet are separate from the dying, can ponder it at your leisure, literally see on the X-ray photograph or computer screen the horrible alien logic of it all. It is when death is rendered graphically, is televised so to speak, that you sense an entire separation between your condition and yourself.” (Delillo,141)

According to the computer and which is acknowledged as the massive database tally. Technology is shown as an invading medium that disconnects Jack from his own body and personality. Advanced medical technology provides a self-subject by objectifying dying as a collection of observable statistics on a computer screen.

During a transaction with an ATM, Jack is glad when the unseen computer system confirms his identity; He inserted his card, typed in his secret code, and then tapped out his demand. The figure on the screen approximated his independent estimate. His life had been enlightened by the system. He stated that he sensed its acceptance and encouragement. Don Delillo represented postmodern human as an encoded signifier in which the transmission of information from one computer system to another determines Jack's identification, and because the system is only confirming his identification, Jack gains a deeply felt personal worth.

Yet Murray calls death as the Modern Death in which it could be traced in the body, taken as cross-section picture and taped as tremors and waves. He states that people never been that close to death before. It is being objectively studied.

3.4. Technology influence on the American society

White Noise by Donal DeLillo explores how people act toward technology and examining its characters attitudes has always been fundamentally ambivalent. The novel's image of modern civilization is no less terrifying and horrifying than that of dystopian science fiction. The question of how to draw out a space in which technology may be employed as a powerful force which is one that intellectuals and authors cannot avoid. What is certain is that technological progress appears to be an inexorable process. White Noise can be seen of as a reflection on or interaction with technology culture.

In many ways, technology has changed society as it plays an important role in simplifying life in many aspects such as researching, education, communication and so forth. Using this latter has changed the individual psych and prevented people from having healthy relationships among family members and friends. People are busy with many devices instead of sitting and having a little chat together as the previous times all because of technology and its effects.

For Example, let us put 4 people belonging to one family, they just met since a long time ago but each one has his/her smart phone right in the hand. One of them will definitely use his/her phone in terms of showing something new or something to buy and so on. Every one of them will use his/her phone at some time even if he doesn't need to, Maybe to cover up the space if they didn't find something to talk about, or maybe they're not even interested with each other after saying the greetings and having a little chat.

The same in don delillo's novel, in a post-modern world when technology was portrayed the same way we lived when we were young, we lived the same experience.

Yet Technology has developed different types of games which we all agree that it has made children quite addicted to it in a negative way.

Actually, everyone in the family is addicted to something that relates to technology such as playing games, texting, watching series, or even creating videos and sharing it on some platform. Even nowadays, every house must have at least one television; no matter how technology develops television will never be replaced. Even if people don't listen to it or watch it, most of them always let it turned on at home, some say it doesn't feels lonely when it is turned on, some say it is important to turn on the news all day long, or they just turn it on to make children busy watching cartoons, or even watching educational courses instead of paying money to attend one. Another example, Coca-Cola brand is merely seen all over the world. And people do prefer that brand more than any other ones because it is being commercialized on television or even through the radio.

Delillo depicted exactly the same style of living almost all post-human beings adapted. He unfolds the impact of technology on society within the Gladneys in terms of illustrating the representation of what is real as he chose the main three symbols which were television, radio and Dylar pills. The individuals in *White Noise* have a similar perception that the happenings mediated by television and computer screens are more genuine than the things they observe in real life. This was demonstrated further by the discussion in which Jack and his son Heinrich were engaged in the concept of reality in the media and human attitudes.

In *White Noise*, when Jack is the narrator, we can notice a cut section in the midst of the some pages we are reading, and shockingly, it is coming from the radio or

television in children's rooms that shows the dominance of consumerism's ideals with the assistance of media.

Occasionally, to our surprise, and according to Bonca, they are the mottos of some co-operating brand like MasterCard, Visa, and American Express (17). Although we are not certain these are all Jack's thoughts. Don DeLillo never specified if these ideas dwell in his thoughts or easy answers in his nearby environment which he witnesses each day hence are reported inside the third person. It can be simply witnessed that the conversion of some product names into attractive symbols and designs owing to the regard for the idea of consumerism.

As a consequence, the purported symbols will become separated from the goods consumers have classified, and even those markers will instead roam in their minds, exploiting their brains and minds anytime there really is time for creativity. This opportunity is what we read in the story when Jack witnessed the scene that one of her daughters was muttering the name of the one the brand cars when she was asleep (Bonca.20).

There is a claim by Baudrillard that the materialization of triviality is the effect of a consumer culture, and Gladney's family is a depiction of one. Dylar, the toxic medicine that Babette consumes and also avoids explaining to Jack, is by far the most terrifying of all those associated components to consumerism in the novel. Dylar makes her have weaker recollection strength and amplifies her daughter's worrisome concerning her health each day that passes. It's really the mysterious and hidden composition of Dylar that makes it scarier, as soon as Doctor Mink, the drug's developer, refuses to reveal its chemical elements.

As Baudrillard argues that the customers usually just do not examine or even seek into what lies beneath the brand new product that they want to acquire or have recently purchased, because it is a common feature of consumer society, and what is the most important lies in such idea is that it be useful and in line with current fashion.

It has been remarked that consumers favor the fraud over the original. Technology and the progress of information are both resulted from hyperreality for which the power of images and signs flow through the real. Or that duplicates outperform their genuine competitors in conflict. As a consequence, this image or simulacrum of the actual world makes them obsessed with it, which would be largely available on television, and the Gladney family exhibits the addictions, as Babette stated, as Babette stated:

“So then you cook at the rooming house,”

“My room is zoned for a hot plate. I'm happy there. I read the TV listings; I read the ads in *Ufologist Today*. I want to immerse myself in American magic and dread.” (DeLillo.20).

That merely provides that how the presence of a TV set in his room is the sole qualifier for happiness even if one is secluded from the crowd there. He prefers to be isolated with a preserved happiness but unconsciously living in a representational world or as Baudrillard coined a simulacrum.

Astonishingly, it is the absence of mass communication and above all television that has preoccupied their thoughts. They seek their existence on the news. The fact that they are not able to watch themselves as the subjects of reports or that they even cannot hear what is being reported about them is regarded something disastrous for them, even worse than the approaching coldness and starvation (Bloom.81). They look

for the recognition of their own strive on TV, as if the final acknowledgment of it something quite dependent on it.

Bloom concludes that the aspect of media is more realistic than their actual life, which they are currently living and are unquestionably aware of (85). such captivation made by the family of Jack Gladney, is the same as everyone when it comes to discovering something new and living with it to the extent that it comes a part of the ordinary life, the same as today, people got used on phones and the fact that they became so obsessed with it. The condition of today's people is exactly the same as that of the family in the novel, only different devices.

The same thing with some extent of intended exaggeration happens in *White Noise*, at the moment when the family watches Babette on TV, and they are mesmerized with that.

This attitude gets more queer when we witness they prefer the image of

Babette much more appealing on the TV screen. There is something

common in all of these examples that it was observed so far, and that is the

superiority of an image or copy of its real type (Frow, 68).

Not only within Jack's family, but technology and precisely media's effects are noticeable. Society, in *White Noise* is terrorized by crisis and commercials as well that led people and in particular the old ones to consume more and more while trying to survive the crisis. Even in crisis, people keep shopping and their consuming habits still working.

Delillo created a protagonist who lacks his own identity in which he keeps seeking that image which shows that he has a different existence among others in

college. He wears his black glasses every time he gets close to university. He is searching for his own identity sometimes through technology.

3.5. Characters' relation to Media life

The mass media is seizing the American society, and the American consumer culture in particular for which is overtaking supermarkets and acquiring a range of flowing images of hyperreality. And yet, there is no doubt that advertising systems keeps the pace of consumerism even faster in taking over people's minds. But commercials do not consist on television or radio only, but also it is being used in newspapers which is considered as to the old version of media from which Jack's wife learned about Dylarama.

Advertisement has transcended regional and national barriers. Coca-Cola marketing may be seen globally. Jack's daughter Steffie repeats Toyota Celica, a brand name of cars in a dream. For many people in this era, there are only two places in the world: "where they live and what televisions show them to see." Watching TV is one of the most important activities of Jack's family, his wife even calls on the whole family to sit in front of the television and watch it together on Friday night, in order to preserve a happy and healthy family life.

The logic of consumerism causes serious mental problems to people. Dylar is a prescription drug that Babette consumes which works to put an end to the fear of death. Willie Mink, the producer of this Dylarama drug, and a schizophrenic who sits captivated in front of TV.

Consumerism builds a whole personality. People's identities are shaped by the media environment within which they buy goods. Therefore Jack has to buy new clothes or products for his image. He says that he began to grow in value and that he

filled myself out, pound new aspects of himself, located of person he forgotten that existed. Our images appeared on mirrored columns, in class ware and chrome, on TV Monitors in security rooms.” According to such situation David Lyon argues that:

“Television and consumer culture belong together... and Tv is all about the production of needs and wants...consumer objects are actually a system of signs that differentiate the population. Signifiers, like Tv ads, "float" freely with only the loosest connection with actual objects.” (David Lyon)

The Gladneys are surrounded by mediums in which their existence is either contained within the television and radio, or the television and radio are contained within their existence. They are constantly there as noisy environment, and occasionally that noise gives commentary on their circumstances and reflecting it. And because Television is a domestic creation that is set in our homes and none of today’s people lack as it became a priority to purchase, it is being watched every day and discussed at home by families. Through its broadcasting, it even became a part of our household culture in other ways such as patterns and frameworks of life, or at least certain versions of domestic life. It is also a technique of assimilating into a commercial culture for which our life traditions is both built and presented.

It is obvious that each member of the Gladneys is strongly related to media in their everyday lives, maybe in the same way and maybe in a deferent one. The technological impact can be easily found in the relation to television portrayed in the novel. Jack is always thinking about death, whenever he sees broadcasting on television or hears the radio voice he thinks that it is something related to death and considers it as a threat at first.

Babette believes that television is a domestic medium that could gather the family together every Friday night to the extent that she wanted to make it as a tradition in the family. Also, she enjoys her favorite radio broadcasting and she is even addicted to the program. She surrenders to medical technology intervention in the form of the Dylarama Drug because she wants to get rid of her anxiety, Like her husband Jack suffering fears death, but she is strongly related to Dylarama which is a medicine developed to heal or reduce death anxiety as she read about it from a newspaper ad and the scientists claim that it can get rid of it. She recruited to become a test volunteer of the effects of the drug.

Steffie is affected through technology by commercials broadcasted on television to the extent that she keeps mumbling in her sleep for well-known products brand such as "Toyota Celica" which she has heard repeatedly on television. She has says "we have to boil our water" because "it's said on the radio." Actually there is no need to boil water but Steffie likes to watch TV and listens to radio. In her mind, the radio is convinced and media instructs her to do so, we can see Steffie has that relation that makes her believe in what information that conform by media.

Heinreich is a smart kid who seeks knowledge all the time and everywhere from anything provides that new information. He even considers the source of information, television and the radio, as a threat. Not only the family but it even comes to portray how other characters are affected by technology. He said:

"The real issue is the kind of radiation that surrounds us every day.

Your radio, your TV, your microwave oven, your power lines just outside the door, your radar speed-trap on the highway. For years they told us these low doses weren't dangerous." (Delillo,169-170)

The real issue is that danger is much closer than they ever thought, it dwells right where they are, in the air they are breathing, in the odd voices they hear which are made by television and the radio, and it was never revealed that that kind of technology was extremely harmful.

Jack's son, Heinrich, also said that the big new worry is all about the things right around, in the house that'll get the one sooner or later such as the electrical and magnetic fields. What makes people so sad and depressed is that white noise flowing in the air unseen, and he asks if something happen to their brain cells from being exposed to constant rays. He tells his family in the conversation to Forget about headaches and fatigue and asks them about nerve disorders as a hint that it leads people to act oddly and violently concerning their behaviors at home. He says "There are scientific findings. Where do you think all the deformed babies are coming from? Radio and TV, that's where. " (Delillo,170)

Heinrich points out that the cause of every sickness may or have occurred is coming from such devices that people use maybe carelessly or out of ignorance. Through his provided information, he wants the family to be aware of it and urges them to grow much concern about it. This shall illustrate Don Delillo's concern about mass media and its negative influence in the sense that the medium itself that helps people deriving a particular amount of pleasure from viewing images of people depravity is now and once again the origin of an oncoming catastrophe.

Heinrich becomes engaged in many discussions as he is under the spell of TV and radio news, he is too engaged in the airborne toxic event. He took on the task of notifying everyone about the incident, and eventually he becomes the media himself. He

has become the incident's reporter for his family, and he begins to speak about Nyodene D.

The central mediating agency in this world is television; Television is the dominant mediating force in such society; moreover, Murray says that most people there are only two places in the world. Where they live and their TV set. If a thing happens on television, we have every right to find it fascinating, whatever it is (Delillo,66).

In the novel Jack notices a man carrying a tiny TV set making a speech, walking in order to display the blank screen to all of the present people in the room where Jack is sitting? Jack started thinking why the event isn't being broadcasted on TV? He thinks that they are being less important and ignored because he looks around and saw no response from the official organs of the media and asked "don't we deserve some attention for our suffering?". Jack's dwelling wish is that even in such chaotic crisis people need to see it playing on television.

Television, according to Murray, is mythical and attractive, it is a medium that acquires a system to be explored and understood. He can make logical sense of everything and brings a modernist perspective to postmodernism's fractured imagery. According to Murray Jay Siskind, that would be the entire purpose of technology. On one hand, it strengthens the deep desire for immortality. And from the other hand, it risks extinction.

Delillo in his novel depicted the real happening when it comes to acknowledging something new through media, for example, if it predicted a conflict, it must have been supposed to be realistic. It was another comparable concern about the media's effect was a little chat was made between Jack and his son Heinrich who

highlights the fact about mediated reality that competes with concrete reality. The son insists that rain is anticipated for the evening on the radio which it is actually raining as he the radio claims, but he refuses to admit this fact when his father points it out saying that human senses are wrong a lot more often than they're right and it has been proved in the laboratory.

In such postmodern era, Delillo want to ensure that people always have to believe what is being broadcasted; People initially accept whatever they hear on the radio. Media interprets the stories as true facts, especially if they were completely fabricated to delight or traumatize the audience.

The radio played a major role in the Airbone Toxic event in which they consider it as the main source of valid information in such emergencies or crisis. It played its own character, just the same as television, as the leading character in drawing a path to safety zone. It was almost everywhere.

Even if Babette and Jack do not say it, the influence of television or radio is already acknowledged as harmful. Babette attempted to reduce the appeal of television by trying to make it a family activity through her acts. However, because Babette pushes the family constantly watches TV regularly in which the device has become a key figure in their life and as a result, viewing TV has become a regular family activity, making TV more influential in controlling human personality characteristics. It has become the medium of force in the family, rather than just amusement.

In Delillo's White Noise, the characters, Gladney family, objective has always been the same which is obtaining information as much as possible. it is evident that people in each and every area spend their spare time watching entertaining programs

or news on Television, or listening to the radio outside , house, at work, and also while they are in crisis such as the airborne toxic event.

The emphasis put on television and radio in the novel while the narration is not devoid of the parts in which were the mentioned devices literally speaking exactly the same as a living character. And even Jack keeps narrating the story giving detailed notes about what does the television say and what does the radio say as well. He even gives a useless notice that some thread got stuck on the screen.

McLuhan argues that Radio accelerates information, which promotes acceleration in other mediums. It definitely shrinks the globe to village proportions, creating insatiable local appetites for gossip, rumor, and personal animosity. However, whereas radio shrinks the globe to village proportions, it has little effect on homogenizing village quarters (338). By considering his perspective of radio, it is acknowledged as a technology that quickens data exchange as well as it helps eliminating geographical isolation, and encourages decentralization.

3.6. Conclusion

Don Delillo depicts, ironically, a clear image of describing the world of such a postmodern toxic environment as well as its effects on people who lives in such American consumer society. Advertisement invasion has transcended regional and national barriers. In addition, Consumerism supply consumer products that can be fatal threaten on life. No one can escape the toxic postmodern consumerist society but we can change ourselves and our lifestyle. All is left to be said is only that Advertising is the abrupt birth of consumer propaganda because television has greatly influenced how people see the world today.

Presenting a strong case, powerfully demonstrating one's need to examine their own reality but still losing it in ordinary life is the sum of Delillo's realizations throughout the decades is evolving in a fascinating way, allowing us to monitor and trace the growth of his thought. More crucially, we can see ourselves - the human civilization, which is undergoing the same shifts on a far broader level.

General Conclusion

As a conclusion of this paper, through a close reading of Don DeLillo's *White Noise* as the main reference, it is loud and clear that technology is the main concern of the writer himself and as a result he expresses his concerns through his literary works. This subject takes over an incredible part of his works in which he highlights and embraces the message that our surrounding of technology is much more complicated and powerful than most of us think. It is beneficial anyhow but it is disastrous somehow by shifting culture, beliefs and even traditions because this is all about people interaction with it and the way they tend to use it.

Hence, media is the cause of spreading new values and changing cultural beliefs. It is the reason why consumer culture is increasing within society and overtaking people mindset. Media is enslaving us through what is called white noise, mediation through the air, and the awkward senseless voices we hear.

In the postmodern era media and consumerism are related in which none of them can be studied separately, because media has the greatest responsibility in affecting consumer behavior, and tracking the ambient consumer.

Technology effects shaped the novel, almost, from the start to the end of it according to all the surroundings that helped setting such techno-environment and shaping his literary work so that reader can easily understand what is living in a postmodern society being like by depicting the domestic life of the Gladney family and putting into light their attitudes towards their own problems, positions and events that occurred. The topic isn't given that much of attention from readers, because it is the motivating factor of the effects mentioned in the novel such as fear of death, terrorism and consumerism.

Television can be considered to the Americans in terms of culture as the fact that it became their new means of communication. It also gave more information sources, often with a sense of greater immediacy than was previously accessible. Technology has both great benefits and considerable downsides, and its impact on human communication can be measured in concrete terms as well as virtual.

There is huge value and significant drawbacks to technology but the real deal is dwelling in the impact that television had on Americans may be observed in the fact that it became their new mode of engagement with other environments.

Advertisements have always been the number one and the major part of media. It is also providing more sources of information, than had previously been available.

White Noise has postmodern features like technology, media, consumerism and the characters' reactions to them consist on obedience and determination to live with or without them and by observing the extracted dialogues and sentences from White noise and other works and by relying on external resources, this research achieved its objective.

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الملخص :

أصبحت التكنولوجيا الحديثة محط اهتمام العديد من الكتاب مثل دون ديلو كاتب رواية ضوضاء بيضاء بالإضافة إلى أعمال أخرى تتناول هذه الأخيرة، حيث أبدى الكاتب تركيزه على التكنولوجيا في أعماله الأدبية و يركز على آثارها على المجتمع الأمريكي بعصر ما بعد الحداثة وقت الثمانينيات. التكنولوجيا وقت ذروتها (و نحن نعيشها في وقتنا الحاضر) قد أصبحت حاجة لا يمكن الاستغناء عنها في الحياة المنزلية بحيث يتأثر الناس من خلال وسائل الإعلام في مجالات عدة منها النزعة الاستهلاكية و كتأثير ناتج عن الاشهار الذي يتم بثه من وسائل الإعلام كالتلفاز أو الراديو (أيام ذروتها) و هو موضوع قد ركز عليه الكاتب و سلط عليه الضوء في روايته و دور التكنولوجيا في بناء ثقافة المجتمع كالثقافة الاستهلاكية، أو نشر الرعب. يمسي جاك و عائلته متورطين في نمط حياة التكنولوجيا مما يؤدي إلى اكتشاف العلاقة بين الشخصيات و بيئتهم التكنولوجية فيما يخص التلفاز و الراديو و الأسلحة النووية و التي تعتبر مهمة في العالم بالنسبة لشخصيات دون ديلو.

الكلمات المفتاحية : وسائل الإعلام، نظرية ما بعد الحداثة، التكنولوجيا، مجتمع ما بعد الحداثة.