

**COMBATING CONVENTIONAL REALISM AND COMMODITY FETISHISM
IN REPRESENTATION OF EVERYDAY LIFE: A STUDY OF RON
SILLIMAN'S *BART ON BART***

Abeer M. Refky M. Seddeek

*College of Language and Communication (CLC), Arab Academy for Science,
Technology and Maritime Transport (AASTMT), Alexandria, Egypt*

ABSTRACT

*The aim of this paper is twofold; first it explains Everyday Life and Cultural Theory as based on the studies of Michael Sheringham, Ben Highmore, Guy Debord and the Situationists, and Henri Lefebvre. It shows that la vie quotidienne resists categorization and requires various forms of representation and discourse to reflect its continuum. It explains Everyday Life Theory concern with urban geography and the dérive technique as well as the dominance of Capitalism commodity fetish that commodified and stamped with value the social and political aspects, even language. Secondly, the paper discusses Ron Silliman's *BART on Bart's* (1982) probing of the quotidian through its structure that is based on accumulation, repetition, juxtaposition and extreme length, the new sentence and procedural constraint as means of describing the real. It shows the city as a whole in movement to explain the continuum of the everyday. The paper concludes that *BART on Bart* negates conventional realism and the capitalistic approach of commodification.*

KEYWORDS: *Capitalism – Everyday Life and Cultural Theory – Marx's Commodity Fetish – Realism – Situationism*

Article History

Received: 08 Aug 2018 | Revised: 17 Aug 2018 | Accepted: 23 Aug 2018
