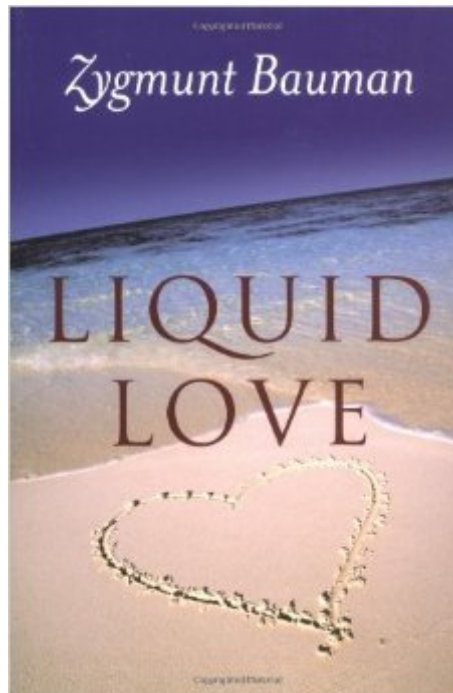


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# Liquid Love: On The Frailty Of Human Bonds



## Synopsis

This book is about the central figure of our contemporary, 'liquid modern' times - the man or woman with no bonds, and particularly with none of the fixed or durable bonds that would allow the effort of self-definition and self-assertion to come to a rest. Having no permanent bonds, the denizen of our liquid modern society must tie whatever bonds they can to engage with others, using their own wits, skill and dedication. But none of these bonds are guaranteed to last. Moreover, they must be tied loosely so that they can be untied again, quickly and as effortlessly as possible, when circumstances change - as they surely will in our liquid modern society, over and over again. The uncanny frailty of human bonds, the feeling of insecurity that frailty inspires, and the conflicting desires to tighten the bonds yet keep them loose, are the principal themes of this important new book by Zygmunt Bauman, one of the most original and influential social thinkers of our time. It will be of great interest to students and scholars in sociology and in the social sciences and humanities generally, and it will appeal to anyone interested in the changing nature of human relationships.

## Book Information

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## Customer Reviews

Written in the same spirit of his other works, with material that also overlaps these, the author of this book endeavors to paint a picture of what human relationships are like in modern "liquid" society. One could summarize the authors characterization as saying that life today is "liquid" because social hierarchies do not have enough time to form or dissolve immediately when they do, because ideology or ideas have only a transient impact, and because marketing strategies targeting consumers are only effective for moments, never long term. Life today is liquid because its

elements, i.e. the things it depends on, are always being jostled around, like the molecules in a liquid, and finding stability or solidity is as elusive as ever. One cannot therefore acquire a "meaningful" relationship when confronted with such volatility, and even the desire for this has either vanished or suffered considerable diminution. The author writes that the goal of forming relationships in modern life is one where the delights of such are not to be intermixed with the downside, and finding fulfillment must be accomplished without bearing any burdens. This attempt at "squaring of the circle" he states has resulted in a burgeoning "counseling" industry, the members of which are all too eager to perpetuate the creation of such. This cynical commentary is not established scientifically, and no examples are given, but in this work, as in his others, statistical or scientific justification is absent, only opinions proliferate. But these opinions are interesting, even titillating, and could perhaps motivate some readers to consider to what degree the author is being accurate in his characterizations of modern life.

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