



# Our Aesthetic Categories: Zany, Cute, Interesting

*Sianne Ngai*

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## **Our Aesthetic Categories: Zany, Cute, Interesting** Sianne Ngai

The zany, the cute, and the interesting saturate postmodern culture, dominating the look of its art and commodities as well as our ways of speaking about the ambivalent feelings these objects often inspire. In this study Ngai offers an aesthetic theory for the hypercommodified, mass-mediated, performance-driven world of late capitalism.

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