brave new book

Estee Katcoff

community. identity. connection.


Note: the following quotations were pulled from Brave New World for the purposes of this comic: “A gram is better than a damn,” (55), “So you don’t much like civilization, Mr. Savage,” (218), and “You’re welcome,” (240). The Facebook chat conversation in the comic can also be attributed to Huxley (93). Additionally, I’d like to give credit to “Brave New World” for the names ‘Henry Foster,’ ‘Lenina,’ ‘Bernard,’ ‘John Savage,’ and ‘Mustapha Mond.’ Thanks for the slogan “Community. Identity. Stability.” which provided the basis for “Brave New Book”’s doctrine of “Community. Identity. Connection.”

Thank you to Zuckerberg, Mark. “Facebook.” 2009. Facebook. 12 Mar. 2009. www.facebook.com. Thank you for your logo and thank you for your special features. Thank you for helping me procrastinate on your webpage as I did this assignment. Thank you for reminding me that this comic is a satire of myself.

Note: the following quotation was pulled from Facebook for the purposes of this comic: “Facebook helps you connect and share with people in your life.”

While it is sort of embarrassing, I must admit that I definitely based “Brave New Book”’s Facebook gossip on actual conversations I had with Leah Flamm and

I still have a lot of space. Thank you to Comic Life! Without your program, I never could have pretended to be artistic.

Thank you to whoever decided that it would be a good idea for UPENN to have a Comic Life Contest. You caused my professors to assign me a fun midterm. I am

Thank you to my professors for a fun midterm! Though it took me several Kajillion lightyears longer to complete than my average run-of-the-mill midterm, I appreciate the opportunity to utilize my creativity, the one defense
AUGUST 22, 2010 - A DAY OF FIRSTS FOR ME.

FIRST TIME OUT OF RURAL

FIRST TIME ON AN AIRPLANE.

FIRST TIME ON A REAL LIVE COLLEGE CAMPUS.

I WAS NERVOUS. LUCKILY, THEY Assigned ME A TOUR GUIDE...
Hi, I'm Bernard.

I apologize, but my introduction skills are a little rusty. It's been a while since I've met someone that I couldn't read up about beforehand.

I'm John. John Savage.

Let me show you around!

In the past, college campuses have been made up of dorms, classrooms, fields, quadrangles, study halls, etcetera.

Now, all that has been condensed into one place, allowing for maximum efficiency of the college experience.
FACEBOOK?
YESSIR. THE ULTIMATE SOCIAL TOOL.

I DON'T EVEN KNOW WHERE TO BEGIN...

FACEBOOK HELPS YOU CONNECT AND SHARE WITH PEOPLE IN YOUR LIFE.

FOR EXAMPLE, THE PROFILE.

EVERYONE POSTS THEIR INTERESTS AND HOBBIES. IT MAKES THE PROCESS OF MAKING FRIENDS MUCH SIMPLER...

WITH FACEBOOK, WE NO LONGER WASTE TIME MEETING PEOPLE. WE JUST READ UP ABOUT THEM BEFOREHAND AND COMPARE INTERESTS!
THINK! THE NUMBER OF PEOPLE YOU WILL HAVE TO MEET BEFORE YOU MEET YOUR BEST FRIEND WILL BE

Hey, man, I read on Facebook that you like pride and prejudice!

So do I!

And after you’ve met in person...

Oh, yes! You’re Henry Foster!

You can friend each other on Facebook!

Then, instead of having to expend time and energy

I’m not sure I understand

You can do it all without ever leaving your laptop!
On Facebook, you do everything you do with your friends in real life, but faster.

Instead of speaking in person...

You leave a Facebook Wallpost.

You know, a gram is better than a damn...

Matthew Creighton wrote at 7:13p

you know, a gram is better than a damn...

Wall-to-Wall

All the different displays of affection - hugs, kisses, handshakes -

Have been reduced to one Facebook

Pokes
You were poked by:

Samuel Weiss - poke back / remove

And new to this year - you can attend classes via Facebook!

On Facebook, you can chat with your friends...

Celebrate Birthdays...

Renee Edelson wrote at 11:38pm

Happy Birthday!!!!

Malka Sasson wrote at 11:05am

Happy b-day!!!

Tari Schultz wrote at 10:56am

Happy bday chika!!!!

Mark Gutman wrote at 10:41am

Jessica! happy freaking birthday!!!!
Oh, and you know how time-consuming extracurricular activities can be, what with meetings and events and all that?

No more.

But don’t you still have to go to the meetings and events?

Of course you do – but through Facebook.

You just go to the event and click attending.

You never leave your computer!

But don’t you have to go to the actual event?

The Facebook event is the actual event.
THERE’S NOTHING TO GO TO IN PERSON

UM, BUT WHAT ABOUT SPORTS TEAMS? DON’T THEY NEED TO PRACTICE?

SILLY....

OF COURSE PEOPLE HANG OUT IN PERSON SOMETIMES, TOO.

OTHERWISE NO ONE WOULD HAVE ANY PICTURES TO POST!

NOW, I THINK LENINA WAS ASSIGNED TO SHOW YOU THE ROPES THIS WEEKEND. WE CAN USE FACEBOOK TO SEE WHAT SHE’S DOING... OH! LOOKS LIKE SHE’S ON

NEWS FEED KEEPS US UPDATED ON WHAT EXACTLY EVERYONE ELSE IS DOING. IT TELLS US WHAT EVENTS EVERYONE ELSE IS GOING TO, WHAT THEY HAD FOR BREAKFAST, WHO THEY’RE DATING. IT’S THE GREATEST UNIFYING AND SOCIALIZING FORCE OF ALL TIME.

COMMUNITY. IDENTITY. CONNECTION.
Right then, the most beautiful girl I'd ever seen walked into and she had the most beautiful name, too.

Hi, I'm Lenina.

I couldn't.

Well, I gotta run. I haven't checked my Facebook in over an hour.

This is John.

He left me alone with her.

Needless to say, I almost had a heart attack.

I've been assigned to help you feel more at home while you adjust. Shall we go to the computer room...

...and set you up on Facebook?

Okay.
I couldn't think what to say as we walked.

Luckily, she spoke.

So, is it true that no one has a Facebook where you're from?

Yeah.

I guess it's the same as your world, except without a Facebook.

What's that like?

But how do people manage?

You know, people meet each other and hang out in person.

And they actually go to classes, events, and activities.

This was going to be a long conversation.

But that's so much less efficient!
TWENTY MINUTES LATER...

YES, BUT IT'S NOT SO BAD. WE HAVE ACTUAL EXPERIENCES. WE GO PLACES, WE SEE THINGS, WE MEET PEOPLE!

BUT WHAT'S THE POINT OF HAVING ALL THESE EXPERIENCES IF YOU CAN'T POST THE PICTURES ON FACEBOOK AFTERWARD?

MAYBE IT WAS A LOST

WE GOT TO THE COMPUTER ROOM, BUT I ASKED LENINA IF WE COULD SIT OUTSIDE AND TALK FOR A WHILE FIRST.

OKAY, BUT I'M GOING TO HAVE TO GET INSIDE SOON...

I HAVEN'T CHANGED MY FACEBOOK STATUS IN 45 MINUTES!

I ASKED LENINA WHAT SHE DID THAT MORNING.

WELL, I READ ON FACEBOOK THAT MY FRIEND LAURA BROKE UP WITH HER BOYFRIEND...

THAT MUST BE SO DIFFICULT FOR HER. MAYBE YOU SHOULD GO FEED HER ICE CREAM OR SOMETHING?

AT 9:23 THIS MORNING. IT MUST HAVE BEEN A TOUGH BREAKUP.

SHE UNTAGGED ALL THEIR PICTURES AND EVEN UNFRIENDED HIM!
OH, NO. I'VE ONLY MET THE GIRL ONCE...

...WE'RE FACEBOOK FRIENDS.

YOU MUST HAVE MANY FRIENDS.

YES, I HAVE 832.

MY BEST FRIEND FANNY ONLY HAS 829.

HER EYES WERE SO

ARE YOU SINGLE?

I KEEP FORGETTING THAT YOU AIN'T FROM HERE...

...ANYONE WITH A FACEBOOK WOULD KNOW THAT MY LAST RELATIONSHIP ENDED 2 MONTHS AND 4 DAYS AGO.

SO, WOULD YOU WANT TO GO OUT WITH ME SOMETIME?
But we're not even friends yet!

But we've been talking for almost 2 hours now.

How long must we speak before we're friends?

I mean Facebook friends. It's not official until it's on Facebook!

If you invite me to engage in a relationship with you on Facebook, I will accept.

So if I were to create a Facebook account and friend you...

...then would you be my girlfriend?

It was the happiest moment of my life, looking into Lenina's eyes as
AND THEN I RUINED IT.
HAVE YOU EVER HAD A BOYFRIEND BEFORE?

I'VE BEEN IN 16 DIFFERENT FACEBOOK RELATIONSHIPS.
YOU?

YOU'LL BE MY FIRST

FIRST?

I DIDN'T HAVE SO MANY FRIENDS BACK IN NEW MEXICO.

OH.. MY...

FACEBOOK! I NEED TO POST ALL OF THIS ON FACEBOOK!
WHAT? WHY WOULD YOU DO THAT?

TO SHARE MY EXPERIENCES WITH MY FRIENDS

HAVE YOU NEVER HEARD OF PRIVACY?

... BUT THAT WAS REMOVED BECAUSE IT OBSTRUCTED COMMUNITY.

WHERE YOU CAN WRITE A "PRIVATE" MESSAGE TO YOUR FRIENDS...

WELL, I THINK THE OLD FACEBOOK HAD SOMETHING CALLED MESSAGING...

HEY! WE SHOULD FACEBOOK POST TOGETHER!

THE FACEBOOK THING WAS TOO MUCH FOR ME. I RAN BACK TO WHERE I

I GOTTA GO.
I decided to go to the office of the director and withdraw from the university.

Excuse me - I'm looking for Mustapha Mond?

So...

I take it that you don't much like our civilization, Mr. Savage.

No...

Of course, it does.

Well of course, Facebook makes everything very convenient.

But Facebook is no substitute for actual experience!

Where your world spends unnecessary time and energy in every single task of life...

We perform the same operations with a click of the mouse!
Imagine! A teen helps his girlfriend paint her grandfather's garage. When he's not looking, she wipes paint on his jeans. He gets her back by painting her hair yellow. Pretty soon, they're both covered in paint. They kiss for the first time outside the garage.

How is writing on someone's wall and poking him equivalent of such...

Life?

It's not...

But we must make sacrifices for the sake of progress.

But tell me, Mr. Savage, have you noticed how well-connected our world is?
YES, AND IT’S TERRIBLE!
YOUR PEOPLE ARE RELINQUISHING THEIR SELFHOOD!

WHEN SOCIETY INSTEAD OF INDIVIDUALS OWNS PRIVATE INFORMATION, INDIVIDUALS LOSE THEIR SENSE OF SELF AND BECOME ENSLAVED TO CIVILIZATION!

AND YET, IT GIVES US COMMUNITY.

YOUR CITIES ARE FILLED WITH LONELY CITIZENS CONSTANTLY BATTERED BY SENTIMENTS OF ISOLATION. WITH THE HELP OF FACEBOOK, OUR WORLD HAS DEFEATED ALIENATION ONCE AND FOR ALL!

BUT THAT’S WHAT LIFE IS!

LIFE IS THE EVERLASTING BATTLE AGAINST

AND I CHOOSE LIFE!

YOU’RE WELCOME.