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We live in a world ruled by fictions of every kind -- mass merchandising, advertising, politics conducted as a branch of advertising, the instant translation of science and technology into popular imagery, the increasing blurring and intermingling of identities within the realm of consumer goods, the preempting of any free or original imaginative response to experience by the television screen. We live inside an enormous novel. For the writer in particular it is less and less necessary for him to invent the fictional content of his novel. The fiction is already there. The writer's task is to invent the reality.

- Ballard, J. G.

There is something else which has the power to awaken us to the truth. It is the works of writers of genius. They give us, in the guise of fiction, something equivalent to the actual density of the real, that density which life offers us every day but which we are unable to grasp because we are amusing ourselves with lies.

- Weil, Simone

Fiction is not imagination. It is what anticipates imagination by giving it the form of reality.

This is quite opposite to our own natural tendency which is to anticipate reality by imagining it, or to flee from it by idealizing it. That is why we shall never inhabit true fiction; we are condemned to the imaginary and nostalgia for the future.

- Baudrillard, Jean

