Eventually, you will completely discover a other experience and capability by spending more cash. still when? pull off you receive that you require to acquire those every needs in the same way as having significantly cash? Why dont you try to get something basic in the beginning? Thats something that will guide you to comprehend even more approximately the globe, experience, some places, afterward history, amusement, and a lot more?

It is your no question own get older to accomplishment reviewing habit. accompanied by guides you could enjoy now is culture in the marketplace gender art and value in the american southwest objects histories below.

2001-03-20

Culture in the Marketplace - Molly H. Mullin -

DIVThe creation of the Indian art market in the Southwest in the 20s and 30s./div
Culture in the Marketplace

The creation of the Indian art market in the Southwest in the 20s and 30s.

Gender, Culture, and Consumer Behavior - Cele C. Otnes - 2012-04-27
This book covers the gamut of topics related to gender and consumer culture. Changing gender roles have forced scholars and practitioners to re-examine some of the fundamental assumptions and theories in this area. Gender is a core component of identity and thus holds significant implications for how consumers behave in the marketplace. This book offers innovative research in gender and consumer behavior with topics relevant to psychology, marketing, advertising, sociology, women’s studies and cultural studies. It offers 16 chapters of cutting-edge research on gender, international culture and consumption. Unique to this volume is its emphasis on consumption and masculinity and inclusion of topics on a rapidly changing world of advertising, communications, psychology and consumer behavior.

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Consumer behavior.

**Gender on the Market** - Deborah Kapchan - 2010-11-24

Selected by Choice magazine as an Outstanding Academic Book for 1996 Gender on the Market is a study of Moroccan women's expressive culture and the ways in which it both determines and responds to current transformations in gender roles. Beginning with women's emergence into what has been defined as the most paradigmatic of Moroccan male institutions—the marketplace—the book elucidates how gender and commodity relations are experienced and interpreted in women's aesthetic practices. Deborah Kapchan compellingly demonstrates that Moroccan women challenge some of the most basic cultural assumptions of their society—especially ones concerning power and authority.

** Appropriately Indian** - Smitha Radhakrishnan - 2011-02-11

An ethnography analyzing India's class of transnational information technology professionals and their influential ideas about
what it means to be Indian.

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**The Material Culture of Gender, the Gender of Material Culture** - Henry Francis du Pont Winterthur Museum - 1997
Moving beyond traditional notions of gender as a static concept wherein human beings are passively molded into gender-appropriate behavior, 23 scholars instead view it as a negotiated, contested, and interactive process. In showing some of the ways gender is made visible, they explore avenues such as the gender of things that surround us; subtle and invisible processes of inclusion and exclusion from valuation; fusing form and content, practice and product; and how the material culture of gender produces gendered beings.

**Working Class Cultures in Britain, 1890-1960** - Prof Joanna Bourke - 2008-01-28
Integrating a variety of historical approaches and methods, Joanna Bourke looks at the construction of class within the intimate contexts
locality and the nation to assess how the subjective identity of the 'working class' in Britain has been maintained through seventy years of radical social, cultural and economic change. She argues that class identity is essentially a social and cultural rather than an institutional or political phenomenon and therefore cannot be understood without constant reference to gender and ethnicity. Each self contained chapter consists of an essay of historical analysis, introducing students to the ways historians use evidence to understand change, as well as useful chronologies, statistics and tables, suggested topics for discussion, and selective further reading.

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**Gender Diversity** - Serena Nanda - 2014-01-22
Anthropologist Serena Nanda has heralded the importance of understanding human similarities and differences throughout her writing and teaching career. This was especially evidenced in her groundbreaking work, Gender Diversity: Crosscultural Variations, a masterful, far-
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imperative to come out. Drawing on diverse multidisciplinary appeal, the enhanced edition is sure to energize the undergraduate classroom.

**The Gender and Consumer Culture Reader** - Jennifer Scanlon - 2000-08-01
From its sweaty beats to the pulsating music on the streets, Latin/o America is perceived in the United States as the land of heat, the toy store for Western sex. It is the territory of magical fantasy and of revolutionary threat, where topography is the travel guide of desire, directing imperial voyeurs to the exhibition of the flesh. Jose Quiroga flips the stereotype upside down: he shows how Latin/o American lesbians and gay men have consistently eschewed notions of sexual identity for a politics of intervention. In Tropics of Desire, Quiroga reads hesitant Mexican poets as sex-positive voices, he questions how outing and identity politics can fall prey to the manipulations of the state, and explores how invisibility has been used as a tactical tool in opposition to the universal cultural examples such as the performance of bolero and salsa, film, literature, and correspondence, and influenced by masters like Roland Barthes, Walter Benjamin and a rich tradition of Latin American stylists, Quiroga argues for a politics that denies biological determinism and cannibalizes cultural stereotypes for the sake of political action.

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Gender and Culture in America - Linda Stone - 2002
This lively book uses a historical framework to address gender in America in terms of a set of dominant cultural themes—explaining how these themes both fluctuate over time, and are responded to in different ways by various ethnic groups and social classes. It encourages readers to consider gender in America as enmeshed in the country's distinctive cultural traditions. Chapter topics include a cultural history of American gender: 1600 to 1900; a look at the twentieth century; coverage of native Americans, African Americans, Latinos, and Asian Americans; gender on the college campus; and themes and issues of American gender. For anyone interested in getting a better look at mainstream American cultural values concerning gender.
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Women and Men - Nancy Bonvillain - 2020-03
"This book is a cross-cultural study of gender roles and relationships focusing on economic and material conditions as well as the ideological valuations affecting and reflecting cultural models of gender"--

Gender and Popular Culture - Katie Milestone - 2020-10-22
This fully updated second edition of Gender and Popular Culture examines the role of popular culture in the construction of gendered identities in contemporary society. It draws on a wide range of cultural forms - including popular music, social media, television and magazines - to illustrate how femininity and masculinity are produced, represented, used and consumed. Blending primary and secondary research, Milestone and Meyer introduce key theories and concepts in gender studies and popular culture, which are made accessible and interesting through their application to topical examples such as the #MeToo campaign, intensive mothering and social media, discourses about women and binge drinking, and gender and popular music. Included in this revised edition is a new chapter on digital culture, examining the connection between digital platforms and gender identities, relations and activism, as well as a
concepts in gender studies and popular culture. All chapters have been updated to acknowledge recent changes in gender images and relations as well as media culture. Additionally, there is new material on the Fourth Wave Women's Movement, audiences and prosumers, and the role of social media. Gender and Popular Culture is the go-to textbook for students of gender studies, media and communication, and popular culture.

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**Uncertain Terms** - Faye Ginsburg - 1992-08-31

Feminist anthropologists discuss the influence of
sophisticated guide to the very latest issues and in American society

**Uncertain Terms** - Faye Ginsburg - 1992-08-31
Feminist anthropologists discuss the influence of ethnicity, class, race, and politics on sexual roles in American society

**Doing Gender in Media, Art and Culture** - Rosemarie Buikema - 2009-06-02
Doing Gender in Media, Art and Culture is an introductory text for students specialising in gender studies. The truly interdisciplinary and intergenerational approach bridges the gap between humanities and the social sciences, and it showcases the academic and social context in which gender studies has evolved. Complex contemporary phenomena such as globalisation, neo-liberalism and ‘fundamentalism’ are addressed that stir up new questions relevant to the study of culture. This vibrant and wide-ranging collection of essays is essential reading for anyone in need of an accessible but

concepts within gender studies. 'Doing Gender in Media, Art, and Culture' is an indispensable introduction to third wave feminism and contemporary gender studies. It is international in scope, multidisciplinary in method, and transmedial in coverage. It shows how far feminist theory has come since Simone de Beauvoir's Second Sex and marks out clearly how much still needs to be done.'..Hayden White, Professor of Historical Studies, Emeritus, University of California, and Professor of Comparative Literature, Stanford University, US

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Exploring Culture and Gender Through Film
- Christian Hammons - 2018-08-08
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concepts and case studies presented in a variety of media. The book pairs accessible documentaries and ethnographic films with written material that addresses the same themes and issues. It provides conceptual tools and background information to help students understand both the visual and written content. The material is loosely organized into three sections. The first focuses on basic concepts in anthropology while the second applies these concepts to the subject of inequality. The final section broadens this application to include issues in globalization. Specific topics include ethnography, ritual and gender, tribal politics, shatter zones, social media and social movements, stories of the black market, and genocide. While ideally designed to be used in conjunction with the suggested films, the book also successfully stands alone as an introduction to cultural anthropology through contemporary issues. Exploring Culture and Gender through
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**Gender and Culture**
- Melford E. Spiro - 2017-07-05

Based on a study of the Israeli kibbutz movement, Gender and Culture discusses the differences in male and female orientations to marriage, the family, and work. Spiro describes the counterrevolution in the kibbutz movement as it evolved over a quarter century period. The kibbutz Spiro first studied, Kiryat Yedidim, was thirty years old at the time, and he returned there twenty-five years later. Spiro initially found
the pioneers of the kibbutz movement, in their attempt to implement their vision of a society based on sexual equality, had created a revolution in the character of marriage, the structure of the family, patterns of child rearing, and the sexual division of labor. The counterrevolution he found twenty-five years later was no less fascinating: a return to certain important features of the prerevolutionary forms of these social institutions. This return to tradition has been the work primarily of the young women who, born and raised in the kibbutz, had been inculcated with the revolutionary ideology of the kibbutz pioneers. Studying the same community after a twenty-five-year interval enables readers to observe the children of the first study as adults in the follow-up study. This longitudinal dimension provides the most important basis for the interpretations offered in Gender and Culture. A new introduction discusses additional, even more radical changes that have occurred since the book's original publication in 1979, situating the kibbutz experience in the context of contemporary gender studies and feminist thought. The book will be of continuing importance for sociologists, anthropologists, psychologists, and women's studies scholars.

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**Politics in the Marketplace** - Katie Jarvis - 2019-01-17

Introduction: inventing citizenship in the revolutionary marketplace -- The Dames des Halles: economic lynchpins and the people personified -- Embodying sovereignty: the October days, political activism, and maternal work -- Occupying the marketplace: the battle over public space, particular interests, and the body politic -- Exacting change: money, market women, and the crumbling corporate world -- The cost of female citizenship: price controls and the gendering of democracy in revolutionary France -- Selling legitimacy: merchants, police, and the politics of popular subsistence -- Commercial licenses as political contracts: working out autonomy and economic citizenship -- Conclusion: fruits of labors: citizenship as social experience

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**Authorship, Commerce, and Gender in Early Eighteenth-Century England** - Catherine Ingrassia - 1998-11-05
The contemporaneous development of speculative investment and the novel in the early eighteenth century, and women's role in both.

**Diversity in Coaching** - Jonathan Passmore - 2013-05-03
Diversity in Coaching, published with the Association for Coaching, explores the impact and implication of difference in coaching. The book looks at how coaches can respond to issues of gender, generational, cultural, national and racial difference. Understanding how diversity impacts upon coaching is a crucial element to coaching effectively in today's diverse society and can give coaches the edge when responding to their coachees need. Written by an international team of coaching professionals, the book provides guidance on understanding diversity and how coaches can adapt coaching...
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**Cultural Perspectives in a Global Marketplace** - Dheeraj Sharma - 2015-05-29
This volume includes the full proceedings from the 2010 Cultural Perspectives in Marketing Conference held in Lille, France with the theme Cultural Perspectives in a Global Marketplace. This volume presents papers on various topics including marketing management, marketing strategy, and consumer behavior. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the
related to the science of marketing in theory, published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy’s flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

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Gender in Medieval Culture - Michelle M. Sauer - 2015-09-24
Gender in Medieval Culture provides a detailed examination of medieval society's views on both gender and sexuality, and shows how they are inextricably linked. Sex roles were clearly defined in the medieval world although there
inextricably linked. Sex roles were clearly defined in the medieval world although there were exceptions to the rules, and this book examines both the commonplace world view and the exceptions to it. The volume looks not only at the social and economic considerations of gender but also the religious and legal implications, arguing that both ecclesiastical and secular laws governed behaviour. The book covers key topics, including femininity and masculinity and how medieval society constructed these terms; sexuality and sex; transgressive sexualities such as homosexuality, adultery and chastity; and the gendered body of Christ, including the idea of Jesus as mother and affective spirituality. Using a clear chapter structure for easy navigation and categorisation, as well as a glossary of terms, the book will be a vital resource for students of medieval history.

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**Disrupting the Culture of Silence** - Kristine De Welde - 2015-03-01
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What do women academics classify as challenging, inequitable, or “hostile” work environments and experiences? How do these vary by women’s race/ethnicity, rank, sexual orientation, or other social locations? How do academic cultures and organizational structures work independently and in tandem to foster or challenge such work climates? What actions can institutions and individuals—individually and collectively—take toward equity in the academy? Despite tremendous progress toward gender equality and equity in institutions of higher education, deep patterns of discrimination against women in the academy persist. From the “chilly climate” to the “old boys’ club,” women academics must navigate structures and cultures that continue to marginalize, penalize, and undermine their success. This book is a “tool kit” for advancing greater gender equality and equity in higher education. It presents the latest research on issues of concern to them, and to anyone interested in a more equitable academy. It documents the challenging, sometimes hostile experiences of women academics through feminist analysis of qualitative and quantitative data, including narratives from women of different races and ethnicities across disciplines, ranks, and university types. The contributors’ research draws upon the experiences of women academics including those with under-examined identities such as lesbian, feminist, married or unmarried, and contingent faculty. And, it offers new perspectives on persistent issues such as family policies, pay and promotion inequalities, and disproportionate service burdens. The editors provide case studies of women who have encountered antagonistic workplaces, and offer action steps, best practices, and more than 100 online resources for individuals navigating similar situations. Beyond women in academe, this book is for their allies and for administrators.
climates? What actions can institutions and policies that allow gender inequality to exist on their campuses, and to researchers/scholars investigating these phenomena. It aims to disrupt complacency amongst those who claim that things are “better” or “good enough” and to provide readers with strategies and resources to counter barriers created by culture, climate, or institutional structures.

**Disrupting the Culture of Silence** - Kristine De Welde - 2015-03-01

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Cultural Change and the Market Revolution in America, 1789-1860 - Scott C. Martin - 2005

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Peruvain Street Lives - Linda J. Seligmann - 2004

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Gender, Culture, and Consumer Behavior - Cele Otnes - 2012
"When considering how we should introduce this volume, we reflected on our own lives as women heritages are distinct. We are both daughters of male liberal arts professors who provided most of the family income, while our mothers focused on child-rearing and community activities, as well as by-choice educational pursuits and forays into the working world. Linda is a first-generation American whose parents emigrated to the U.S. in 1970. Cele's ancestors were early U.S. settlers whose families relied on hard work and the G.I. Bill to fend off blows dealt by the Depression. We decided to offer examples of how gender, culture and consumption intersect in memories that demonstrate the dramatic and dynamic changes in these three areas over our lifetimes"--Provided by publisher.

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Asians are steeped in hierarchy; Scandinavians think the best boss is just one of the crowd. It's no surprise that when they try and talk to each other, chaos breaks out. In The Culture Map, INSEAD professor Erin Meyer is your guide through this subtle, sometimes treacherous terrain in which people from starkly different backgrounds are expected to work harmoniously together. She provides a field-tested model for decoding how cultural differences impact international business, and combines a smart analytical framework with practical, actionable advice.

**The Culture Map** - Erin Meyer - 2014-05-27
An international business expert helps you understand and navigate cultural differences in this insightful and practical guide, perfect for both your work and personal life. Americans precede anything negative with three nice comments; French, Dutch, Israelis, and Germans get straight to the point; Latin Americans and Asians are steeped in hierarchy; Scandinavians preceded anything negative with three nice comments; French, Dutch, Israelis, and Germans get straight to the point; Latin Americans and

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**Gender on the Market** - Deborah Anne Kapchan - 1996
"Kapchan's splendid ethnographic study of women's performance genres in Beni Mellal, Morocco, is an outstanding contribution to gender studies and to the understanding of Middle Eastern society."—Choice

**Gender in American Literature and Culture** - Jean Lutes - 2021-01-31
Gender in American Literature and Culture introduces readers to key developments in gender studies and American literary criticism. It offers nuanced readings of literary conventions and genres from early American writings to the present and moves beyond inflexible categories of masculinity and femininity that have reinforced misleading assumptions about public and private spaces, domesticity, individualism, and community. The book also demonstrates how rigid inscriptions of gender have perpetuated a legacy of violence and exclusion in the United States. Responding to a sense of 21st century cultural and political crisis, it illuminates the literary histories and cultural imaginaries that
Mayas in the Marketplace - Walter E. Little - 2010-07-05
Selling handicrafts to tourists has brought the Maya peoples of Guatemala into the world market. Vendors from rural communities now offer their wares to more than 500,000 international tourists annually in the marketplaces of larger cities such as Antigua, Guatemala City, Panajachel, and Chichicastenango. Like businesspeople anywhere, Maya artisans analyze the desires and needs of their customers and shape their products to meet the demands of the market. But how has adapting to the global marketplace reciprocally shaped the identity and cultural practices of the Maya peoples? Drawing on over a decade of fieldwork, Walter Little presents the first ethnographic study of Maya handicraft vendors in the international marketplace. Focusing on Kaqchikel Mayas who commute to Antigua to sell their goods, he explores three significant issues: how the tourist marketplace...

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Who Owns Native Culture? - Michael F. Brown
2009-07
"Documents the efforts of indigenous peoples to redefine heritage as a protected resource. Michael Brown takes readers into settings where native peoples defend what they consider to be their cultural property. By focusing on the complexity of actual cases, Brown casts light on indigenous grievances in diverse fields. He finds both genuine injustice and, among advocates for native peoples, a troubling tendency to mimic the privatizing logic of major corporations."--Jacket

The Gender and Consumer Culture Reader - Jennifer Scanlon - 2000-08-01
From its sweaty beats to the pulsating music on the streets, Latin/o America is perceived in the United States as the land of heat, the toy store for Western sex. It is the territory of magical fantasy and of revolutionary threat, where topography is the travel guide of desire, directing imperial voyeurs to the exhibition of the flesh. Jose Quiroga flips the stereotype upside down: he shows how Latin/o American lesbians and gay
for Western sex. It is the territory of magical sexual identity for a politics of intervention. In Tropics of Desire, Quiroga reads hesitant Mexican poets as sex-positive voices, he questions how outing and identity politics can fall prey to the manipulations of the state, and explores how invisibility has been used as a tactical tool in opposition to the universal imperative to come out. Drawing on diverse cultural examples such as the performance of bolero and salsa, film, literature, and correspondence, and influenced by masters like Roland Barthes, Walter Benjamin and a rich tradition of Latin American stylists, Quiroga argues for a politics that denies biological determinism and cannibalizes cultural stereotypes for the sake of political action.

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Craft, Community and the Material Culture of Place and Politics, 19th-20th Century - Dr Beverly Lemire - 2014-02-28
With object study at the core, this book brings together a collection of essays that address the past and present of craft production, its use and meaning within a range of community settings from the Huron Wendat of colonial Quebec to the Girls’ Friendly Society of twentieth-century England. The making of handcrafted objects has and continues to flourish despite the powerful juggernaut of global industrialization. By attending to the political histories of craft objects and their makers, over the last few centuries, these essays reveal the creative persistence of various hand mediums and the material debates they represented.

The Routledge Companion to Gender, Sex and Latin American Culture - Frederick Luis Aldama - 2018-05-24
The Routledge Companion to Gender, Sex and Latin American Culture is the first comprehensive volume to explore the intersections between gender, sexuality, and the creation, consumption, and interpretation of...
popular culture in the Americas. The chapters seek to enrich our understanding of the role of pop culture in the everyday lives of its creators and consumers, primarily in the 20th and 21st centuries. They reveal how popular culture expresses the historical, social, cultural, and political commonalities that have shaped the lives of peoples that make up the Américas, and also highlight how pop culture can conform to and solidify existing social hierarchies, whilst on other occasions contest and resist the status quo. Front and center in this collection are issues of gender and sexuality, making visible the ways in which subjects who inhabit intersectional identities (sex, gender, race, class) are "othered", as well as demonstrating how these same subjects can, and do, use pop-cultural phenomena in self-affirmative and progressively transformative ways. Topics covered in this volume include TV, film, pop and performance art, hip-hop, dance, slam poetry, gender-fluid religious ritual, theater, stand-up comedy, graffiti, videogames, photography, graphic arts, seek to enrich our understanding of the role of pop culture in the everyday lives of its creators and consumers, primarily in the 20th and 21st centuries. They reveal how popular culture expresses the historical, social, cultural, and political commonalities that have shaped the lives of peoples that make up the Américas, and also highlight how pop culture can conform to and solidify existing social hierarchies, whilst on other occasions contest and resist the status quo. Front and center in this collection are issues of gender and sexuality, making visible the ways in which subjects who inhabit intersectional identities (sex, gender, race, class) are "othered", as well as demonstrating how these same subjects can, and do, use pop-cultural phenomena in self-affirmative and progressively transformative ways. Topics covered in this volume include TV, film, pop and performance art, hip-hop, dance, slam poetry, gender-fluid religious ritual, theater, stand-up comedy, sports spectacles, comic books, sci-fi and other genre novels, lotería card games, news, web, and digital media.

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**Consumer Culture Theory** - Eric J. Arnould -
2018-06-21
Outlining the key themes, concepts and
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contributions from prominent researchers to
unravel the complexities of consumer culture by

interactions and the consuming human being. A
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Arnould & Thompson 2005 journal article. The
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Consumption Identity, Marketplace Cultures and
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case studies and real world scenarios, including:
How Fashion Bloggers Rule the Fashion World;
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**A Companion to American Art** - John Davis - 2015-01-30
A Companion to American Art presents 35 newly-commissioned essays by leading scholars that
Features contributions from a balance of established and emerging scholars, art and architectural historians, and otherspecialists. Includes several paired essays to emphasize dialogue and debate between scholars on important contemporary issues in American art history. Examines topics such as the methodological stakes in the writing of American art history, changing ideas about what constitutes “Americanness,” and the relationship of art to public culture. Offers a fascinating portrait of the evolution and current state of the field of American art history and suggests future directions of scholarship.

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**The Difficult Art of Giving** - Francesca Sawaya - 2014-07-24

The Difficult Art of Giving rethinks standard economic histories of the literary marketplace. Traditionally, American literary histories maintain that the post-Civil War period marked the transition from a system of elite patronage and genteel amateurism to what is described as
based philanthropy helped construct the supporting professionalism. These histories assert that the market helped to democratize literary production and consumption, enabling writers to sustain themselves without the need for private sponsorship. By contrast, Francesca Sawaya demonstrates the continuing importance of patronage and the new significance of corporate-based philanthropy for cultural production in the United States in the postbellum and modern periods. Focusing on Henry James, William Dean Howells, Mark Twain, Charles Chesnutt, and Theodore Dreiser, Sawaya explores the notions of a free market in cultural goods and the autonomy of the author. Building on debates in the history of the emotions, the history and sociology of philanthropy, feminist theory, and the new economic criticism, Sawaya examines these major writers' careers as well as their rich and complex representations of the economic world. Their work, she argues, demonstrates that patronage and corporate-

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**Made in Mexico** - W. Warner Wood - 2008
The story behind the international trade in Oaxacan textiles

**Gender and Sexuality in Popular Culture** - Suzanne Regan - 2014-12-31

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**Nature, Culture and Gender** - Carol MacCormack - 1980-12-31
No Aboriginal content.

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**Taste of the Nation** - Camille Begin - 2016-06-15
During the Depression, the Federal Writers'
expectations, recipes and accounts of restaurant fare at group eating events like church dinners, political barbecues, and clambakes. Its America Eats project sought nothing less than to sample, and report upon, the tremendous range of foods eaten across the United States. Camille Begin shapes a cultural and sensory history of New Deal-era eating from the FWP archives. From "ravioli, the diminutive derbies of pastries, the crowns stuffed with a well-seasoned paste" to barbeque seasoning that integrated "salt, black pepper, dried red chili powder, garlic, oregano, cumin seed, and cayenne pepper" while "tomatoes, green chili peppers, onions, and olive oil made up the sauce", Begin describes in mouth-watering detail how Americans tasted their food. They did so in ways that varied, and varied widely, depending on race, ethnicity, class, and region. Begin explores how likes and dislikes, cravings and disgust operated within local sensory economies that she culls from the FWP’s vivid descriptions, visual cues, culinary
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The Politics of Gender in Colonial Korea - Theodore Jun Yoo - 2008-03-04
This study examines how the concept of "Korean woman" underwent a radical transformation in Korea's public discourse during the years of Japanese colonialism. Theodore Jun Yoo shows that as women moved out of traditional spheres to occupy new positions outside the home, they encountered the pervasive control of the colonial state, which sought to impose modernity on them. While some Korean women conformed to the dictates of colonial hegemony, others took deliberate pains to distinguish between what was "modern" (e.g., Western outfits) and thus legitimate, and what was "Japanese," and thus illegitimate. Yoo argues that what made the experience of these women unique was the dual confrontation with modernity itself and with Japan as a colonial power.
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