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KEY=BOOK - AUTUMN MATA

VISUAL IMAGERY, METADATA, AND MULTIMODAL LITERACIES ACROSS THE CURRICULUM

IGI Global A student's learning experience can be enhanced through a multitude of pedagogical strategies. This can be accomplished by visually engaging students in classroom activities. Visual Imagery, Metadata, and Multimodal Literacies Across the Curriculum is a pivotal reference source that examines the role of visual-based stimuli to create meaningful learning in contemporary classroom settings. Highlighting a range of relevant topics such as writing composition, data visualization, and literature studies, this book is ideally designed for educators, researchers, professionals, and academics interested in the application of visual imagery in learning environments.

ELIJAH MUHAMMAD AND SUPREME LITERACY

LESSONS IN SUPREME KNOWLEDGE, WISDOM, AND UNDERSTANDING

Rowman & Littlefield Elijah Muhammad and the Supreme of Literacy explores how Elijah Muhammad framed the term literacy as contrasted with its generally known definitions and applications. The text frames a construct for understanding why Elijah Muhammad considered the science of literacy essential to the success of the Blackman and woman in America specifically, and people in general. It outlines the scriptural foundations of Muhammad's teachings, drawn from both Bible and Qur'an. A detailed review of the course of study prescribed for his followers supplies Elijah Muhammad's the unique perspective on both literacy and language. Examples of his study curricula are offered. A brief history of Muhammad's own educational process is presented, with an emphasis on the pedagogy of literacy as practiced by Muhammad's teacher, W.D. Fard. Material on the early educational focus of The Nation of Islam is introduced. And finally, general commentary on the teachings is made known through the lenses of three men in their role as teachers: W. D. Fard, teacher of Elijah Muhammad, Muhammad himself, and Minister Louis Farrakhan, student of Elijah Muhammad.

LIFE IS SO GOOD

Random House Trade Paperbacks One man's extraordinary journey through the twentieth century and how he learned to read at age 98 "Things will be all right. People need to hear that. Life is good, just as it is. There isn't anything I would change about my life."—George Dawson In this remarkable book, George Dawson, a slave's grandson who learned to read at age 98 and lived to the age of 103, reflects on his life and shares valuable lessons in living, as well as a fresh, firsthand view of America during the entire sweep of the twentieth century. Richard Glaubman captures Dawson's irresistible voice and view of the world, offering insights into humanity, history, hardships, and happiness. From segregation and civil rights, to the wars and the presidents, to defining moments in history, George Dawson's description and assessment of the last century inspires readers with the message that has sustained him through it all: "Life is so good. I do believe it's getting better." WINNER OF THE CHRISTOPHER AWARD "A remarkable autobiography . . . the feel-good story of the year."—The Christian Science Monitor "A testament to the power of perseverance."—USA Today "Life Is So Good is about character, soul and spirit. . . . The pride in standing his ground is matched—maybe even exceeded—by the accomplishment of [George Dawson's] hard-won education."—The Washington Post "Eloquent . . . engrossing . . . an astonishing and unforgettable memoir."—Publishers Weekly Look for special features inside. Join the Circle for author chats and more.

READING CULTURE

CONTEXTS FOR CRITICAL READING AND WRITING

Longman Publishing Group Reading Culture is the original cultural studies-based reader. Now in its fourth edition, this widely used text continues to challenge students with provocative readings, images, writing assignments, and fieldwork projects. In addition to an updated case study of talk television, this edition of Reading Culture includes a second case study which draws on both print and internet resources to examine debates on the meaning and the consequences of the Columbine High School shootings. As with previous editions, Reading Culture continues to include instruction for reading and evaluating visual messages, for conducting micro-ethnographies, and for writing about the culture of everyday life.

BOOK PUBLISHING AND THE READING CULTURE IN NIGERIA

PROCEEDINGS OF SEMINARS AND A WORKSHOP ORGANIZED BY THE NATIONAL LIBRARY OF NIGERIA, OYO STATE BRANCH, IBADAN

METADISOURSE IN DIGITAL COMMUNICATION

NEW RESEARCH, APPROACHES AND METHODOLOGIES

Springer Nature

AGING WELL

SURPRISING GUIDEPOSTS TO A HAPPIER LIFE FROM THE LANDMARK STUDY OF ADULT DEVELOPMENT

Little, Brown Spark In an unprecedented series of studies, Harvard Medical School has followed 824 subjects -- men and women, some rich, some poor -- from their teens to old age. Harvard's George Vaillant now uses these studies -- the most complete ever done anywhere in the world -- and the subjects' individual histories to illustrate the factors involved in reaching a happy, healthy old age. He explains precisely why some people turn out to be more resilient than others, the complicated effects of marriage and divorce, negative personality changes, and how to live a more fulfilling, satisfying and rewarding life in the later years. He shows why a person's background has less to do with their eventual happiness than the specific lifestyle choices they make. And he offers step-by-step advice about how each of us can change our lifestyles and age successfully. Sure to be debated on talk shows and in living rooms, Vaillant's definitive and inspiring book is the new classic account of how we live and how we can live better. It will receive massive media attention, and with good reason: we have never seen anything like it, and what it has to tell us will make all the difference in the world.

PATTERSON'S AMERICAN EDUCATIONAL DIRECTORY

FORUM

A JOURNAL FOR THE TEACHER OF ENGLISH OUTSIDE THE UNITED STATES

GEORGE

Thorndike Striving Reader "When people look at George, they think they see a boy. But she knows she's not a boy. She knows she's a girl. George thinks she'll have to keep this a secret forever. Then her teacher announces that their class play is going to be Charlotte's Web. George really, really, REALLY wants to play Charlotte. But the teacher says she can't even try out for the part ... because she's a boy. With the help of her best friend, Kelly, George comes up with a plan. Not just so she can be Charlotte -- but so everyone can know who she is, once and for all"--

BUPPIES, B-BOYS, BAPS, AND BOHOS

NOTES ON POST-SOUL BLACK CULTURE

Da Capo Press In this title contemporary black American culture is chronicled through essays on music, film, sports, publishing, politics and city life. This edition includes essays on the Hughes brothers, the business of hip-hop and Latrell Sprewell.

ENGLISH TEACHING FORUM

ONLINE

THE ROMANCE BETWEEN GREECE AND THE EAST

Cambridge University Press Twenty essays by renowned scholars explore contact between Greece and the Ancient Near East through the medium of prose fiction.

ISE THE LIVING WORLD

QUEER REPRESENTATIONS

READING LIVES, READING CULTURES (A CENTER FOR LESBIAN AND GAY STUDIES BOOK)

NYU Press Queer Representations celebrates the eclectic, diverse nature of gay and lesbian culture and its production. The volume begins by asking how we can interpret an image--is the image homosexual and if so, how can we understand it? Closely connected to its interpretation is how we visualize homosexuality, or, in Allen Ellenzweig's term, how we picture the homoerotic, the organizing principle of a section devoted to American cinema and performance in general. The crucial role of biography and autobiography is the central preoccupation of the next section, with essays on Radclyffe Hall, Langston Hughes, and Louisa May Alcott. Featuring many of the most respected figures in queer studies and contemporary queer literature, among them Dorothy Allison, Edmund White, Barbara Smith, Essex Hemphill, Michael Cunningham, Allen Ginsberg, Samuel R. Delany, Dale Peck, Jewelle Gomez, Joan Nestle, a final section explores the creation of queer literature, birthpangs, growing pains, and achievements. By emphasizing the interconnectedness of gay and lesbian lives and the literature which has been instrumental in defining, reconstructing, and representing these lives, this anthology serves as a diverse introduction to queer culture and literature.

REAL PRESENCES

Open Road Media Renowned scholar George Steiner explores the power and presence of the unseen in art. "It takes someone of [his] stature to tackle this theme head-on" (The New York Times). There is a philosophical school of thought that believes the presence of God in art, literature, and music—in creativity in general—is a vacant metaphor, an eroded figure of speech, a ghost in humanity's common parlance. George Steiner posits the opposite—that any coherent understanding of language and art, any capacity to communicate meaning and feeling, is premised on God. In doing so, he argues against the kind of criticism that obscures, instead of elucidates, meaning. From the power of language to vital philosophical tenets, Real Presences examines the role of meaning and of the spiritual in art throughout history and across cultures.

POPULAR CULTURE STUDIES ACROSS THE CURRICULUM

ESSAYS FOR EDUCATORS

McFarland Academic curricula are being strengthened and enriched through the enlightened realization that no discipline is complete unto itself. In the interdisciplinary studies that result, the one theme that remains universal is popular culture. Academia throughout the disciplines is rapidly coming to understand that it should be used in courses campus-wide and on all levels. All in the world of education benefit from the use of the cultures around them. This work emphasizes the need for interdisciplinary mingling and explores the ways in which instructors can utilize popular culture studies in order to deepen both their own areas of specialization and their students' appreciation of education. The collection of 18 essays spans campus curricula, including the humanities (English literature, American studies, folklore and popular culture), the social sciences (anthropology, history, sociology and communications), religion and philosophy, geography, women's studies, economics and sports. Also addressed is the importance of popular culture courses in both community colleges and high school settings.

PATTERSON'S AMERICAN EDUCATION

CULTURAL ANTHROPOLOGY

Pearson Higher Ed Anthropology in today's world. Through clear writing, a balanced theoretical approach, and engaging examples, Cultural Anthropology stresses the importance of social inequality and human rights, the environment, culture change and applied aspects of anthropology. Rich examples of gender, ethnicity, race, class, and age thread through the topical coverage of economic systems, the life-cycle, health, kinship, social organization, politics, language, religion, and expressive culture. In addition, the last two chapters address how migration is changing world cultures and how the importance of local cultural values and needs are shaping international development policies and programs. Note: MyAnthroLab does not come automatically packaged with this text. To purchase MyAnthroLab, please visit: www.myanthrolab.com or you can purchase a valuepack of the text + MyAnthroLab (at no additional cost): ValuePack ISBN-10: 0205949509 / ValuePack ISBN-13: 9780205949502

PUBLISHERS, READERS AND THE GREAT WAR

LITERATURE AND MEMORY SINCE 1918

Bloomsbury Publishing Literature is at the heart of popular understandings of the First World War in Britain, and has perpetuated a popular memory of the conflict centred on disillusionment, horror and futility. This book examines how and why literature has had this impact, exploring the role played by authors, publishers and readers in constructing the memory of the war since 1918. It demonstrates that publishers were as influential as authors in shaping perceptions of the conflict, and it provides a detailed analysis of critical and popular responses to war books, tracing the evolution of readers' attitudes to the war between 1918 and 2014. By exploring the cultural legacy of the war from these two previously overlooked perspectives, Vincent Trott offers fresh insights regarding the emergence of a collective memory of the First World War in Britain. Drawing on a broad range of primary source

material, including publishers' correspondence, dust jackets, adverts, book reviews and diary entries, and examining canonical authors such as Wilfred Owen, Siegfried Sassoon and Vera Brittain alongside long-forgotten texts and more recent autobiographical works by Harry Patch and Henry Allingham. *Publishers, Readers and the Great War* provides a rich and nuanced analysis of the climate within which First World War literature was written, published and received since 1918.

TRANSFORMING COMMUNICATION

PROGRESSING FROM CROSS-CULTURAL TO INTERCULTURAL COMMUNICATION OF CHRIST

Zondervan Academic Effectively communicate Christ across Cultures The gospel message transcends cultures, but human communication does not. In *Transforming Communication* missionary and professor Vee J. D-Davidson provides principles for the intercultural communication of Christ. Using her twenty-five-plus years of experience teaching as a Westerner in Asia as a starting point, Davidson provides transferable principles that encourage awareness of context-specific issues and that see opportunities for intercultural communication as wholly unique opportunities, regardless of any perceived communication barriers. Readers from multiple different cultures will be able to apply the principles presented by use of relevant examples, illustrations, and enlightening insights provided from a wide range of Global South and Global North multicultural and intercultural perspectives. *Transforming Communication* offers practical principles to encourage and challenge Christian readers to build relationships that might well require engaging with issues that bring them out of their comfort zone but, the book also offers insights and encouraging devotional nuggets that feed into a triad of knowledge-impartation, self-examination and challenge, along with spiritual enrichment for the task.

CLASSICAL AND CONTEMPORARY SOCIAL THEORY

INVESTIGATION AND APPLICATION

Routledge Classical and Contemporary Social Theory: Investigation and Application, 1/e, is the most comprehensive, informative social theory book on the market. The title covers multiple schools of thought and applies their ideas to society today. Readers will learn the origins of social theory and understand the role of myriad social revolutions that shaped the course of societies around the world.

BIBLE INTERPRETATION AND THE AFRICAN CULTURE

GOSPEL RECEPTION AMONG THE POKOT PEOPLE OF KENYA

Wipf and Stock Publishers This book can be summarized in one sentence: that culture plays a determinant role in the way people perceive, interpret, and, therefore, respond to reality around them--ideas, events, people, and literature, including sacred literature. Thus, when people encounter new reality they perceive and conceptualize it in accordance with their worldview, which is shaped by their culture that is modeled to suit various geographical locations. In order to understand why people around the world behave and act as they do--they choose certain words in what they say and do certain things rather than others--it is important to understand and appreciate this fact. Failure to do so would make it very difficult to engage in any dealings with them, secular or religious, like doing business or evangelization. This is what happened to the Pokot people whose worldview is predominantly communitarian, and yet they were introduced to hermeneutics that are predominantly individualistic, which is at loggerheads with their communal aspirations. The manifestation of this reality is the interpretation of the Good Shepherd parable in the Gospel of John, which the Pokot have understood and contextualized in line with their worldview, against the intentions, goals, and disposition of their evangelizers.

RESOURCES IN EDUCATION

AFRICA AND THE NEW GLOBALIZATION

Routledge Globalization is not a new phenomenon in the international system. However, the various phases of globalization have had divergent scopes, actors, dimensions and dynamics - that is, each of the phases of globalization can be differentiated according to these terms. Against this background, this book focuses on the 'new globalization', a phase that emerged when the Cold War ended and which is, significantly, the most expansive and technologically advanced of all the phases of globalization. The contributors identify and discuss many of the frontier issues in Africa that are being impacted by the dynamics of this new globalization - debt, human rights, development, state sovereignty, the environment, and the HIV/AIDS pandemic. The volume will hold particular interest for students, scholars and researchers of African and development politics.

CRIME'S POWER

ANTHROPOLOGISTS AND THE ETHNOGRAPHY OF CRIME

Springer The changes that are engulfing the world today - the fall of nation-states and dictatorships, migrations and border crossings, revolution, democratization, and the international spread of capital - call for new approaches to the subject of crime. Anthropologists engage a variety of methods to answer that call in *Crime's Power*. Their view of crime extends into the intimacies of everyday life as war transforms personal identities, the violence of a serial killer inhabits paintings, and as the feel of imprisonment reveals society's potentials. Moving beyond the fixities of law, this book explores the nature of crime as an expression of power across the spectrum of human differences.

DEMOCRATIC VERNACULARS

RHETORICS OF READING, WRITING, SPEAKING, AND CRITICISM SINCE THE ENLIGHTENMENT

Routledge *Democratic Vernaculars* is a comprehensive, culturally inclusive, and thematically unified history of the communicative, audience-centered rhetorical vernacular that occupies the "middle range" of English, bounded on the one side by expressive structure (grammar and linguistics) and on the other by aesthetics (literature). Broadening the history of rhetoric by considering a vast collection of vernacular resources such as elementary grammars and readers, popular guidebooks, textbooks, and rhetorical treatises, this book advances the history of the rhetorical theory and pedagogy since the 17th century by examining ways in which diverse vectors of the rhetorical vernacular coalesced to produce an English language sufficiently idiomatic for practical social exchange while being, at the same time, suitable for higher literary, scholarly, and cultural pursuits. *Democratic Vernaculars* is essential reading for scholars in rhetoric and the histories of language and education, and can serve as a text for upper-division undergraduate and graduate courses in rhetoric.

SOUNDS OF MODERN HISTORY

AUDITORY CULTURES IN 19TH- AND 20TH-CENTURY EUROPE

Berghahn Books Long ignored by scholars in the humanities, sound has just begun to take its place as an important object of study in the last few years. Since the late 19th century, there has been a paradigmatic shift in auditory cultures and practices in European societies. This change was brought about by modern phenomena such as urbanization, industrialization and mechanization, the rise of modern sciences, and of course the emergence of new sound recording and transmission media. This book contributes to our understanding of modern European history through the lens of sound by examining diverse subjects such as performed and recorded music, auditory technologies like the telephone and stethoscope, and the ambient noise of the city.

WHAM! GEORGE & ME

THE SUNDAY TIMES BESTSELLER 2020

Penguin UK It's that time of year again . . . Turn up 'Last Christmas', get the mince pies out and head back to the 80s in the remarkably honest and fascinating autobiography from one half of the world's greatest pop duo THE SUNDAY TIMES BESTSELLER 'I couldn't put it down. Such a fantastic book' Chris Evans, Virgin Radio _____ School mates. Band mates. Soul mates . . . When Andrew Ridgley took George Michael, the new boy at school, under his wing, he discovered a soul mate. In Wham! George and Me, Andrew tells the story of how they rode a rollercoaster of success around the world while making iconic records and surviving superstardom with their friendship intact. It is a memoir of love, music, the flamboyant 1980s and living in a pop hurricane. No one else can ever tell their story - because no one else was there . . . For the first time, Andrew Ridgeley tells the inside story of Wham!, his life-long friendship with George Michael and the formation of a band that changed the shape of the music scene in the early eighties. _____ 'A joyous celebration of the Wham! years. For anyone who was a teenager in the early 1980s, it will take you on a nostalgia trip. It's an honest but affectionate account of a remarkable duo who remained true to their origins and their friendship throughout it all' Daily Express 'As infectious as their music' Daily Mirror 'A remarkably generous memoir. In more than one sense, the biography of a friend' Spectator 'A great story' Saturday Live, Radio 4 'A lovely book. A love letter to George' Graham Norton, BBC One 'Charming, heartfelt . . . there's a real poignancy to Ridgeley's description of Wham!'s glory days' Sunday Times

READING GEORGE SZIRTES

Bloodaxe Books Limited George Szirtes is a leading figure in contemporary poetry in England and in Hungary, the country of his birth. His poems explore - in a wide variety of complex, skilfully handled forms - his origins, his life, and his critical engagements with works by other poets and artists. They offer powerful and moving meditations on the roles and functions of the poet in the modern world. Reading George Szirtes offers the first sustained analysis of Szirtes' work, mapping his development chronologically and thematically, and paying close attention to form and technique in its analysis of each poem. Haunted by his family's knowledge and experience of war, occupation and the Holocaust, as well as by loss, danger and exile, all of Szirtes' poetry covers universal themes: love, desire and illusion; loyalty and betrayal; history, art and memory; humanity and truth. Throughout his work, there is a conflict between two states of mind, the possibility of happiness and apprehension of disaster. These are played out especially in his celebrated long poems and extended sequences, The Photographer in Winter, Metro, The Courtyards, An English Apocalypse and Reel. John Sears offers detailed and lucid readings of these and other key poems - including Szirtes' most recent poetry - relating them to historical events and to work by other poets. Reading George Szirtes is a critical companion volume to George Szirtes' New and Collected Poems. Both books are published on Szirtes' 60th birthday.

THE ETHICS OF READING IN MANUSCRIPT CULTURE

GLOSSING THE LIBRO DE BUEN AMOR

Reexamining the roles played by author, reader, scribe, and text in medieval literary practice, John Dagenais argues that the entire physical manuscript must be the basis of any discussion of how meaning was made. Medievalists, he maintains, have relied too heavily on critical editions that seek to create a single, definitive text reflecting an author's intentions. In reality, manuscripts bear not only authorial texts but also a variety of elements added by scribes and readers: glosses, marginal notes, pointing hands, illuminations, and fragments of other, seemingly unrelated works. Using the surviving manuscripts of the fourteenth-century Libro de buen amor, a work that has been read both as didactic treatise on spiritual love and as a celebration of sensual pleasures, Dagenais shows how consideration of the physical manuscripts and their cultural context can shed new light on interpretive issues that have puzzled modern readers. Dagenais also addresses the theory and practice of reading in the Middle Ages, showing that for medieval readers the text on the manuscript leaf, including the text of the Libro, was primarily rhetorical and ethical in nature. It spoke to them directly, individually, always in the present moment. Exploring the margins of the manuscripts of the Libro and of other Iberian works, Dagenais reveals how medieval readers continually reshaped their texts, both physically and ethically as they read, and argues that the context of medieval manuscript culture forces us to reconsider such comfortable received notions as text and literature and the theories we have based upon them.

DISCIPLINES AND INTERDISCIPLINARITY IN FOREIGN LANGUAGE STUDIES

Museum Tusulanum Press In the last part of the twentieth century, the human sciences witnessed three paradigmatic turns' that made it possible to comprehend each individual discipline in the light of a unitary object of study, the text: the pragmatic turn within linguistics, the linguistic turn within historical and cultural studies, and the cultural turn within literary studies. Combined with the more comprehensive nature of the texts studied (the mass media, postcolonial studies, etc.), reflection on the theoretical approach is more important today than ever as a means of interdisciplinary practice across both disciplines and languages. Most of the contributions in this book were originally presented at a conference on Disciplines and Interdisciplinarity in Foreign Language Studies. The conference took place at the University of Aarhus, Denmark, 19-20 September 2003 and was organised by The Language and Culture Network. Founded in 2002, the network promotes interdisciplinary collaboration between the traditional branches of Foreign Language Studies.

ALONE

Aladdin Perfect for fans of Hatchet and the I Survived series, this harrowing middle grade debut novel-in-verse from a Pushcart Prize-nominated poet tells the story of a young girl who wakes up one day to find herself utterly alone in her small Colorado town. When twelve-year-old Maddie hatches a scheme for a secret sleepover with her two best friends, she ends up waking up to a nightmare. She's alone—left behind in a town that has been mysteriously evacuated and abandoned. With no one to rely on, no power, and no working phone lines or internet access, Maddie slowly learns to survive on her own. Her only companions are a Rottweiler named George and all the books she can read. After a rough start, Maddie learns to trust her own ingenuity and invents clever ways to survive in a place that has been deserted and forgotten. As months pass, she escapes natural disasters, looters, and wild animals. But Maddie's most formidable enemy is the crushing loneliness she faces every day. Can Maddie's stubborn will to survive carry her through the most frightening experience of her life?

SOMETHING TO HIDE

A LYNLEY NOVEL

Penguin An Instant New York Times Bestseller! Detective Sergeant Barbara Havers and Detective Inspector Thomas Lynley are back in the next Lynley novel from #1 New York Times bestselling author Elizabeth George. When a police detective is taken off life support after falling into a coma, only an autopsy reveals the murderous act that precipitated her death. She'd been working on a special task force within North London's Nigerian community, and Acting Detective Superintendent Thomas Lynley is assigned to the case, which has far-reaching cultural associations that have nothing to do with life as he knows it. In his pursuit of a killer determined to remain hidden, he's assisted by Detective Sergeants Barbara Havers and Winston Nkata. They must sort through the lies and the secret lives of people whose superficial cooperation masks the damage they do to one another.

AMERICAN BOOK PUBLISHING RECORD

THE ENGLISH CULT OF LITERATURE

DEVOTED READERS, 1774-1880

University of Virginia Press What constitutes reading? This is the question William McKelvy asks in *The English Cult of Literature*. Is it a theory of interpretation or a physical activity, a process determined by hermeneutic destiny or by paper, ink, hands, and eyes? McKelvy seeks to transform the nineteenth-century field of "Religion and Literature" into "Reading and Religion," emphasizing both the material and the institutional contexts for each. In doing so, he hopes to recover the ways in which modern literary authority developed in dialogue with a politically reconfigured religious authority. The received wisdom has been that England's literary tradition was modernity's most promising religion because the established forms of Christianity, wounded in the Enlightenment, inevitably gave up their hold on the imagination and on the political sphere. Through a series of case studies and analysis of a diverse range of writing, this work gives life to a very different story, one that shows literature assuming a religious vocation in concert with an increasingly unencumbered freedom of religious confession and the making of a reading nation. In the process the author shifts attention away from the idea of the literary critic in favor of considering the historic role of religious professionals in shaping and contesting the authority of print. Indebted to recent findings of book history and newer historiographies at odds with conventional secularization theory, this work makes an interdisciplinary contribution to revising the existing models for understanding change in Britain during the eighteenth and nineteenth centuries.

READER'S GUIDE TO THE SOCIAL SCIENCES

Routledge This 2-volume work includes approximately 1,200 entries in A-Z order, critically reviewing the literature on specific topics from abortion to world systems theory. In addition, nine major entries cover each of the major disciplines (political economy; management and business; human geography; politics; sociology; law; psychology; organizational behavior) and the history and development of the social sciences in a broader sense.

THE PILGRIM AND THE BEE

READING RITUALS AND BOOK CULTURE IN EARLY NEW ENGLAND

University of Pennsylvania Press "The Pilgrim and the Bee makes a broad claim about a reading-centered history, reclaiming for this purpose a distinctive body of texts. Brown's analysis marks an important step toward a better history of reading."—David D. Hall, Harvard University

THE BRITISH NATIONAL BIBLIOGRAPHY

THE MCDONALDIZATION OF SOCIETY 6

Pine Forge Press As one of the most noteworthy and popular sociology books of all time, *The McDonaldization of Society 6* demonstrates the power of the sociological imagination to 21st century undergraduates in a way that few other books have. This engaging work of social criticism is praised for sparking debate in and out of the classroom and for allowing students to read in depth on a small number of fascinating topics, and it vividly demonstrates the relevance of Weber's discussion of rationalization (the basis of McDonaldization) to the everyday life of today's student. **New and Retained Features:** * Links a large number of social phenomena to McDonaldization, some which are directly impacted by the principles of the fast-food chain and others where the effect is more tenuous * A new final chapter (10) on 'The DeMcDonaldization of Society?' examines the processes of deMcDonaldization and concludes that while it is occurring on the surface, McDonaldization is alive and well for example, in the structures that underlie Web 2.0+ Many new and updated examples are from the digital world, keeping the text ultimately relevant for the contemporary student reader * Addresses the advantages of McDonaldization, then focuses on the problems and dangers it poses and looks at efforts to deal with those challenges * Examines the link between McDonaldization and globalization * Challenges the reader to rethink McDonaldization as part of the structure of society and to act to reverse the trend towards it