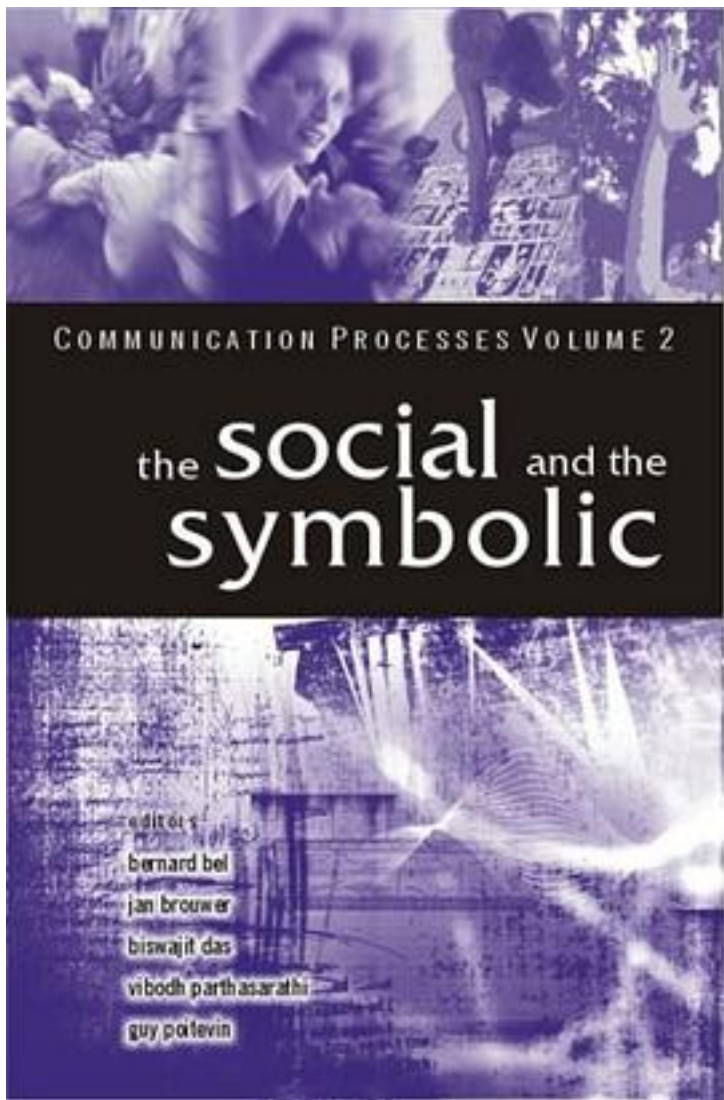


The Social and the Symbolic



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出版者:Sage Pubns

出版时间:2007-3

装帧:HRD

isbn:9780761934462

This book argues that communication - an exchange of symbols - is the essence of society and that this exchange is the foundation on which the human collective is based. It explores how the collective sense of the self is defined either with reference to, or in defiance of, dominant existing traditions. The various essays highlight the links between culture studies and the use of communication in binding together a community as also to provide a voice to the unheard and the unsung. Beginning by describing the pertinence of communication to grasping the overall substance of social reality, the volume is divided into the following three parts: - Forms of self-identity: This section looks at the emergence and construction of personal and collective identities through myths, religious idioms, stories and traditions of marginalized communities. - Grounds of work relations: Here, the contributors focus on occupations and vocations of the peasant and artisan communities of western India. - Bonds of health practices: The focus of this section is on healthcare practices and knowledge of traditional communities. The second in a three-volume series titled Communication Processes, this book will be of considerable interest to scholars of communication and media studies, oral studies as also social workers dealing with health practices.

作者介绍:

目录:

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