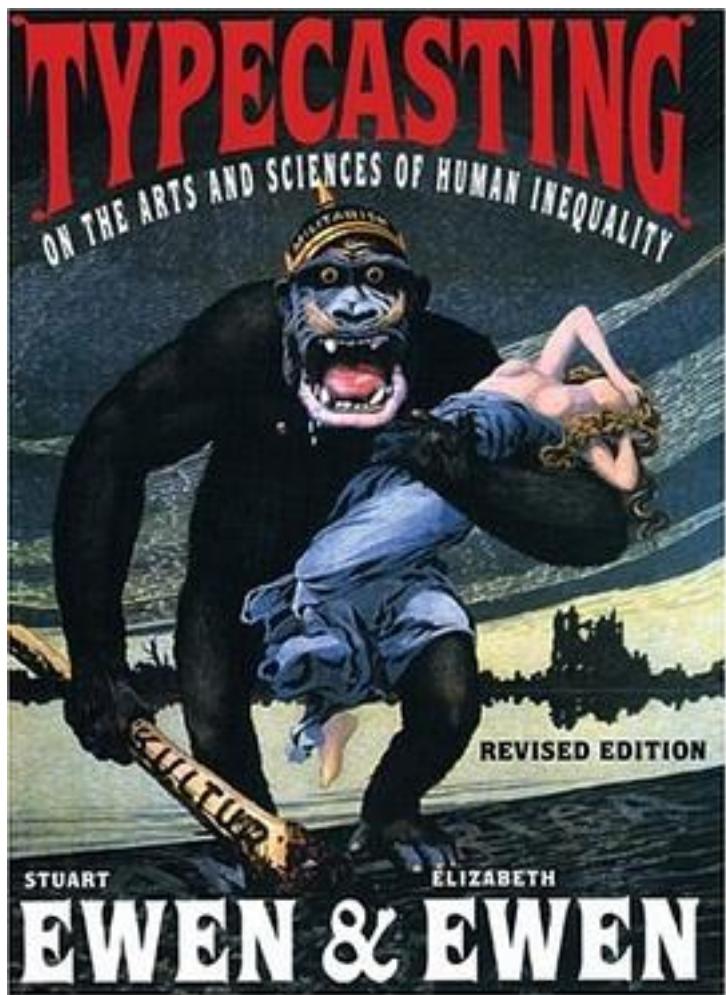


# Typecasting



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出版者:Consortium Book Sales & Dist

出版时间:2009-10

装帧:HRD

isbn:9781583227350

Typecasting chronicles the emergence of the "science of first impression" and reveals how the work of its creators—early social scientists—continues to shape how we see

the world and to inform our most fundamental and unconscious judgments of beauty, humanity, and degeneracy. In this groundbreaking exploration of the growth of stereotyping amidst the rise of modern society, authors Ewen & Ewen demonstrate "typecasting" as a persistent cultural practice. Drawing on fields as diverse as history, pop culture, racial science, and film, and including over one hundred images, many published here for the first time, the authors present a vivid portrait of stereotyping as it was forged by colonialism, industrialization, mass media, urban life, and the global economy.

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