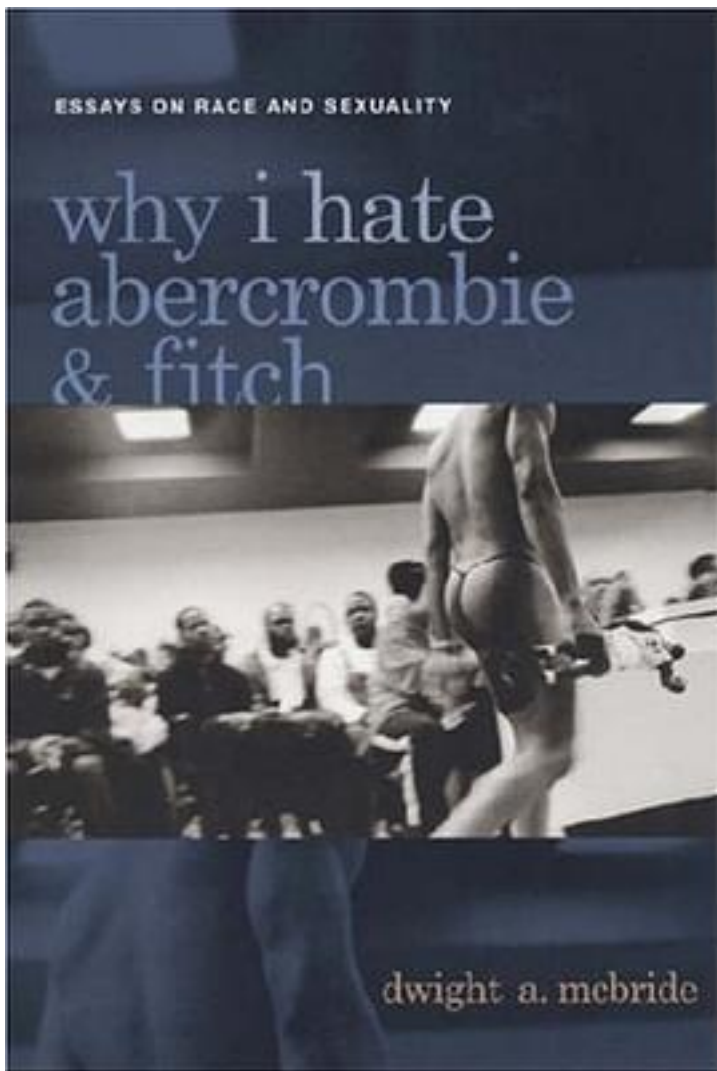


Why I Hate Abercrombie and Fitch



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著者:McBride, Dwight A.

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Why hate Abercrombie? In a world rife with human cruelty and oppression, why waste your scorn on a popular clothing retailer? The rationale, Dwight A. McBride argues, lies in "the banality of evil," or the quiet way discriminatory hiring practices and racist ad campaigns seep into and reflect malevolent undertones in American culture. McBride maintains that issues of race and sexuality are often subtle and always messy, and his compelling new book does not offer simple answers. Instead, in a collection of essays about such diverse topics as biased marketing strategies, black gay media representations, the role of African American studies in higher education, gay personal ads, and pornography, he offers the evolving insights of one black gay male scholar. As adept at analyzing affirmative action as dissecting Queer Eye for the Straight Guy, McBride employs a range of academic, journalistic, and autobiographical writing styles. Each chapter speaks a version of the truth about black gay male life, African American studies, and the black community. Original and astute, Why I Hate Abercrombie & Fitch is a powerful vision of a rapidly changing social landscape. Praise for Impossible Witnesses: "A necessary and compelling work. --Toni Morrison "McBride teases out complexity and depth heretofore overlooked. Don't miss this important text!" --Cornel West "Ambitious and thought-provoking." --The Journal of American History

作者介绍:

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标签

美國---United_States

政治

Dwight_McBride

评论

只看了同名的那篇，很失望。作者的论证基本止步于：A&F实体店的店员和宣传册页、店员着装政策的黑人可见度低，不接受黑人族群常见的发型等等，尤其是在和Ralph Lauren的视觉策略相对比，为RL辩驳说RL只不过是想把美国中产阶级着装推给白黑黄在内的所有人，但A&F就只是单纯在塑造纯白人的gay

apparel，实在过于牵强了。难道Ralph Lauren的中产性还不够白吗？作者越是觉得A&F的审美白人中心无趣单一，这种清爽短发肌肉白人帅哥的形象日趋占据其他族裔gay审美中心位置的现实就越是让作者的愤恨显得尴尬

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书评

Once upon a time, human pleasure was ostensibly restricted due to the hierarchy of the power relation between people. The disciplinary projects made it repressive to us. Not everyone could seek pleasures, like wearing what they wanted to wear, according to ...

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