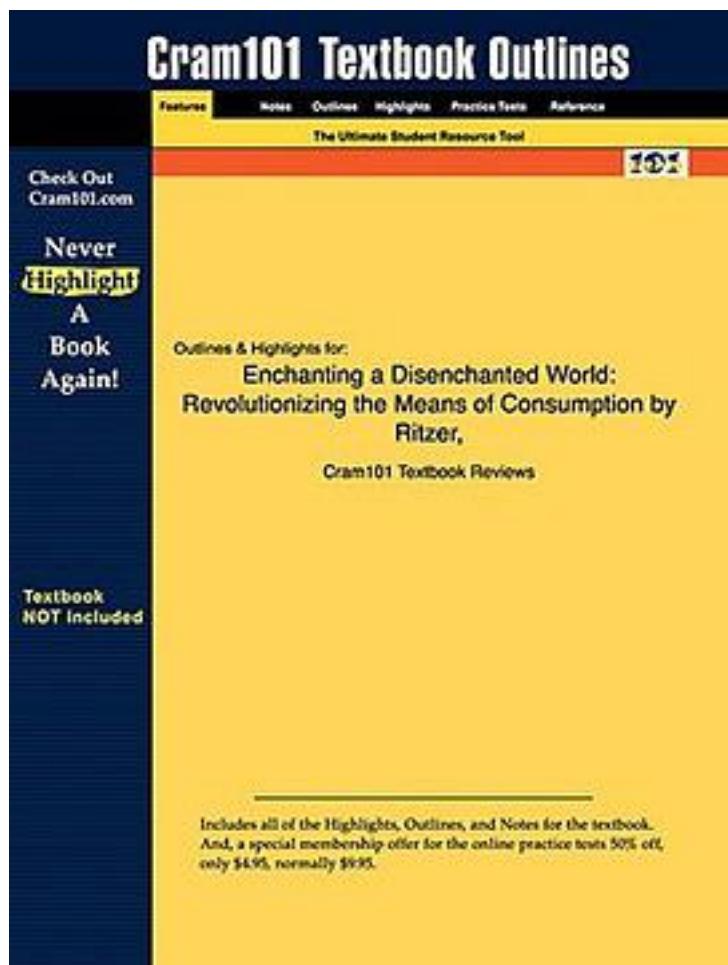


Enchanting a Disenchanted World



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出版者:Pine Forge Press

出版时间:2009-12-09

装帧:Paperback

isbn:9781412975810

"Enchanting a Disenchanted World, Third Edition" is about Disney, about malls, about Cruise Lines, Las Vegas, the World Wide Web, Planet Hollywood, Credit Cards, and all

other ways we now consume. Its thesis is that our society has undergone fundamental change because of the way and the level at which we consume. In the process of taking capitalism to a new level, we have created new 'cathedrals' of consumption (places which enchant us in order to stay longer and consume more), but these 'places' of consumption (whether in our home or at the mall or in cyberspace) are in a constant state of 'enchanting the disenchanted' because their rational qualities are both necessary and deadening at the same time, in a constant state of 'luring' us through new 'spectacle'. In the process of understanding this paradox of (post) modern life, readers understand how the classic social theorists from the past (Marx and Weber) are still very relevant to understanding this social development, as are the post-modern theorist (Beaudrillard and Foucault) as well. The recent economic recession will be discussed throughout the book. There are no other 'trade-like' books appealing to undergraduates, which combine this ability to connect the 'everyday world' of the '20-something consumer' with sociological analysis. "Enchanting a Disenchanted World" is a unique analysis of the world of consumption, especially the settings in which consumption takes place, of interest to students, laypeople and scholars alike. The impact of the current global recession will be discussed throughout the text. The book offers rich detail on consuming in such places as Las Vegas, Disney World, on cruise ships, in Wal-Mart, at McDonald's, and, new to this edition, on the Web. A wide range of theoretical perspectives - Marxian, Weberian, critical theory, postmodern theory - are employed, as well as a number of concepts such as hyperconsumption, implosion, simulation, time and space to show students how sociological theory can be applied to everyday phenomena.

作者介绍:

乔治·瑞泽尔 (George Ritzer) , 男, 生于1940年, 美国著名社会学家, 马里兰大学社会学系杰出教授。主要代表作有《社会学: 一门多元范式的科学》(1975年)、《古典社会学理论》(1992年)、《社会的麦当劳化》(1993年)、《表达美国: 全球***社会之评论》(1995年)、《后现代社会理论》(1997年)、《当代社会学理论及其古典根源》(2003年)、《虚无的全球化》(2004年)等。多部著作被世界众多知名高校选作教材, 并在世界范围内被译为多种语言文字出版发行。

罗建平, 男, 1975年出生, 河南商城人, 哲学博士。现任华侨大学哲学与社会发展学院副院长、副教授、硕士生导师。1997年毕业于河南师范大学政治教育系, 获文学学士学位; 2005年毕业于华侨大学人文与公共管理学院, 获哲学和法学双硕士学位; 2007-2010年在中国人民大学哲学院攻读博士学位; 2012-2013年在美国马里兰大学社会学系访学。主要从事消费哲学和消费社会学研究。在《哲学研究》《教学与研究》《东南学术》等杂志发表论文10余篇。

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书评

文/严杰夫

上海迪士尼乐园最近正式宣布了开园日期。对翘首以盼的迪士尼粉丝来说，2016年将迎来准备已久的朝圣日；但对于许多观察者而言，上海迪士尼的开园则隐藏着更多含义。譬如社会学家乔治·瑞泽尔，他就把迪士尼看作是资本主义新消费工具的代表性案例。瑞泽尔最著名...

作为美国当代最知名的社会学家之一，乔治·瑞泽尔并不以理论建构和创新见长。他最赖以成名的一面，是对社会学理论发展史的系统梳理和普及化传播。他的《古典社会学理论》《后现代社会理论》《当代社会学理论及其古典根源》等著作，已经被世界众多知名高校选为教材，广泛...

瑞泽尔“消费方式”概念的建构深受马克思“生产方式”概念的启发。韦伯的理性化、赋魅和祛魅，构成了瑞泽尔“消费的圣殿”或“新的消费方式”的内在来源。最近几十年来，新的消费方式在美国层出不穷，从连锁店、快餐店、娱乐场到一站式购物中心再到网络购物平台等，书里所关注...

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