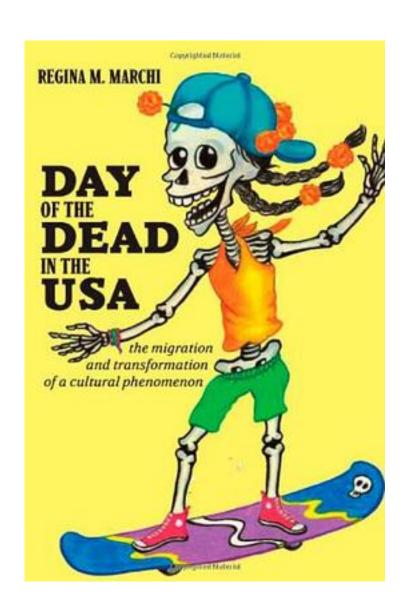
Day of the Dead in the USA



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Honoring relatives by tending graves, building altars, and cooking festive meals has been an honored tradition among Latin Americans for centuries. The tribute, ael Dia de los Muertos, a has enjoyed renewed popularity since the 1970s when Latino activists and artists in the United States began expanding aDay of the Deada north of the border with celebrations of performance art, Aztec danza, art exhibits, and other public expressions. Focusing on the power of ritual to serve as a communication medium, Regina M. Marchi combines a mix of ethnography, historical research, oral history, and critical cultural analysis to explore the manifold and unexpected transformations that occur when the tradition is embraced by the mainstream. A testament to the complex nature of ethnic identity, Day of the Dead in the USA provides insight into the power of ritual to create community, transmit oppositional messages, and advance educational, political, and economic goals.

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目录:
Day of the Dead in the USA_下载链接1_
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评论
 Day of the Dead in the USA_下载链接1_
书评
Day of the Dead in the USA_下载链接1_