Record Nr. UNINA9910458551303321 Vehicles: cars, canoes, and other metaphors of moral ambivalence // **Titolo** edited by David Lipset and Richard Handler; contributors, Mark Auslander [and eight others] New York; ; Oxford, [England]: ,: Berghahn Books, , 2014 Pubbl/distr/stampa ©2014 **ISBN** 1-78533-751-3 1-78238-376-X Descrizione fisica 1 online resource (224 pages) Disciplina 629.04/6 Soggetti Vehicles - Social aspects Transportation - Social aspects Material culture Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Includes index. Nota di contenuto Contents; Figures; Acknowledgments; Introduction - Charon's Boat and Other Vehicles of Moral Imagination; Part I - Persons as Vehicles; Chapter 1 - Living Canoes: Vehicles of Popular Imagination among the Murik of Papua New Guinea; Chapter 2 - Cars, Persons, and Streets: Erving Goffman and the Analysis of Traffic Rules; Part II - Vehicles as Gendered Persons; Chapter 3 - ""It's Not an Airplane, It's My Baby"": Using a Gender Metaphor to Make Sense of Old Warplanes in North America Chapter 4 - Is Female to Male as Lightweight Cars Are to Sports Cars? Gender Metaphors and Cognitive Schemas in Recessionary JapanPart III - Equivocal Vehicles: Chapter 5 - Little Cars that Make Us Cry: Yugoslav Fica as a Vehicle for Social Commentary and Ritual Restoration of Innocence; Chapter 6 - ""Let's Go F.B.!"": Metaphors of Cars and Corruption in China; Chapter 7 - Barrio Metaxis: Ambivalent Aesthetics in Mexican-American Lowrider Cars; Chapter 8 - Driving into the Light: Traversing Life and Death in a Lynching Reenactment by African-

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Sommario/riassunto

Metaphor, as an act of human fancy, combines ideas in improbable ways to sharpen meanings of life and experience. Theoretically, this arises from an association between a sign-for example, a cattle carand its referent, the Holocaust. These "sign-vehicles" serve as modes of semiotic transportation through conceptual space. Likewise, on-theground vehicles can be rich metaphors for the moral imagination. Following on this insight, Vehicles presents a collection of ethnographic essays on the metaphoric significance of vehicles in different cultures. Analyses include canoes in Papua New Guinea,