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Nota di contenuto	CONTENTS; PREFACE; Introduction - TARTAN, TARTANRY AND HYBRIDITY; 1 - GHEIBHTE BREACAIN CHARNAID ('SCARLET TARTANS WOULD BE GOT . . .'): THE RE-INVENTION OF TRADITION; 2 - PLAIDING THE INVENTION OF SCOTLAND; 3 - FROM DAVID STEWART TO ANDY STEWART: THE INVENTION AND RE-INVENTION OF THE SCOTTISH SOLDIER; 4 - PAYING FOR THE PLAID: SCOTTISH GAELIC IDENTITY POLITICS IN NINETEENTH CENTURY NORTH AMERICA; 5 - TARTANRY INTO TARTAN: HERITAGE, TOURISM AND MATERIAL CULTURE; 6 - MYTH, POLITICAL CARICATURE AND MONSTERING THE TARTAN; 7 - TARTANRY AND ITS DISCONTENTS: THE IDEA OF POPULAR SCOTTISHNESS 8 - 'WHA'S LIKE US?': ETHNIC REPRESENTATION IN MUSIC HALL AND POPULAR THEATRE AND THE REMAKING OF URBAN SCOTTISH SOCIETY 9 - LITERARY TARTANRY AS TRANSLATION; 10 - LOOKING AT TARTAN IN FILM: HISTORY, IDENTITY AND SPECTACLE; 11 - TARTAN COMICS AND COMIC TARTANRY; 12 - ROCK, POP AND TARTAN; 13 - CLASS WARRIORS OR GENEROUS MEN IN SKIRTS? THE TARTAN ARMY IN THE

SCOTTISH AND FOREIGN PRESS; 14 - DON'T TAKE THE HIGH ROAD:
TARTANRY AND ITS CRITICS; BIBLIOGRAPHY; NOTES ON THE
CONTRIBUTORS; INDEX

Sommario/riassunto

Draws together contributions from the leading researchers to provide a contemporary evaluation of tartan and tartanry.