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2. Record Nr.	UNINA9910463080803321
Autore	Berger Arthur Asa <1933-, >
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Nota di contenuto

Ocean Travel and Cruising: A Cultural Analysis; Copyright; Contents; Preface: The Joke Is on Me!; Acknowledgments; Chapter 1. The Economics of Cruising; Cruising to Alaska: A Case Study; Cruises Compared to Land-Based Vacations; Other Ways Cruise Lines Make Money; Cruise Categories; Consolidation of the Cruise Industry; Exploitation of Workers on Cruise Ships?; Conclusion; Chapter 2. Signs at Sea: The Semiotics of Cruising; A Primer on Semiotics; The Cruise Ship As a Sign System; Cruises and Pilgrimages; Names of Cruise Lines and the Perceived Elitism of the Cruise Experience
Taking Photographs and Using Video Cameras ConclusionConclusion; Chapter 3. Sociological Analysis of Cruising; Cruise Demographics; Gender and Cruising; Carnivalization Theory and Cruising; The Sociology of Dining; Time Budgets and the Busy Life at Sea; New Trends in Cruising; Conclusion; Chapter 4. A Psychoanalytic Interpretation of Cruising; The Compulsion to Cruise; Sea and Psyche; The Paradise Myth and Cruises; Cruise Liners As Floating Utopias; Hedonism and Pleasure Seeking; Cruise Taking As Regression in the Service of the Ego; The Gourmet/Gourmand Problem; Unconditional Love
The Agony of the ChoiceEscaping the Boredom of Everyday Life; Behind the Facade: Daily Life of Crew Members; The Ship As a Labyrinth: A Speculative Theory; The Cruise Travel Agent As "Fairy Godmother"; Conclusion; Chapter 5. Selling Smooth Sailing: Advertising and Marketing Cruises; Interpreting Advertisements; What Can Be Analyzed in a Print Advertisement?; Cruise Advertising in the August 2002 Travel + Leisure Magazine; Commonalities in These Cruise Advertisements; Two Cruise Line Brochure (Catalog) Covers; Conclusion; Chapter 6. Cruising (on) the Internet; Cruising the Internet for Cruises
Categories of Cruise-Related Web SitesInternet Cruise-Only Travel Agencies; Cruise Line Web Sites; Conclusion; Chapter 7. Notes from a Cruise Journal; References; Index

Sommario/riassunto

A one-of-a-kind analysis of ocean cruising! In *Ocean Travel and Cruising: A Cultural Analysis*, noted author Arthur Asa Berger turns his critical eye to the phenomenon of ocean cruising. This academically solid yet reader-friendly book brings a multidisciplinary cultural studies approach to the subject, examining ocean cruising from economic, semiotic, sociological, psychoanalytic, and marketing perspectives, and offering insights not provided by the more traditional sociological approaches to the subject. You'll explore cruise demographics, the relationship between cruising and gender