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Nota di contenuto	Part I Masks and Human Identities Within Collective Social Performances -- Chapter 1. Masks and Human Connections: An Introduction -- Chapter 2. Unmasking the Protester: Deciphering the Collective Disguise of Masked Identities in Political Resistance and Communication -- Chapter 3. Masked Belles and Beasts: Uncovering Toys as Extensions, Avatars and Activists in Human Identity Play -- Chapter 4. (M)asking for a Return: Social Hypocrisy and Social Engineering -- Chapter 5. Narrative Masking of Social Performance in Education -- Chapter 6. A Game of Masks: The Communicative Performance of the Portuguese Populist Far-Right -- Part II The Signifying Mask: Ethnographic Meanings and Representation Challenges -- Chapter 7. The Semiotics of the Mask: To Reveal by Concealing and Conceal by Revealing -- Chapter 8. Masks and the Masked Ones: Performance, Interaction and Hybridity -- Chapter 9. Sissy Masks: Effeminate Freak Show and Theatrical Faggotry in Pretending-to-Be-Gay Films -- Chapter 10. From Masking Pandemic Times to Identity Challenges: Representations in Current Literature -- Chapter 11. Masks and Masquerades in Amazigh Morocco -- Part III The Ambiguity of Masks Use in Visual Culture, Digital Contexts and Social Interaction -- Chapter 12. How to Build, Rebuild or Destruct Identity Through Face Masks in Visual Culture -- Chapter 13. From Invisibility to Ethnic Humor on Social Networks: The Long Emancipation of the Portuguese in France -- Chapter 14. The Ambiguity of Masks as Transformative

Conveyors of Meaning: Protection, Disguise, and Interactive Performance -- Chapter 15. The Digital Mask on Social Media: The Tyranny of Beauty Filters Among Digital Natives -- Part IV Shaping Intersubjective Relationships: Ethics, Reason and Memory -- Chapter 16. Levinas and the Impact of Mask Wearing on Intersubjective Relationships -- Chapter 17. Ethics and Politics of Masking and Unmasking: Contrasting Lévinas' and Deleuze's Takes on the Face -- Chapter 18. Mask as a Means of Shaping Intellectual Identity -- Chapter 19. The Face and the Masks: (Mis)representations of Memory -- Chapter 20. Face Mask: Implications for Individual–Society Relationship. /.

Sommario/riassunto

"The contributors to this fascinating book highlight the manifold ways in which the symbolic meanings and practices related to mask making and wearing have changed over time. The book tells you all you need to know about the history and enduring social power of the mask." — Deborah Lupton, Professor in the Centre for Social Research in Health at UNSW Sydney, Australia. Co-author of *The Face Mask in COVID Times* (2021). "Masks and Human Connections is undoubtedly praiseworthy in facing the challenge of gathering and starting to articulate suggestions, studies, and interpretations concerning the new meanings of masks, with a rich variety of topics and methodologies." — Massimo Leone, Professor of Philosophy of Communication, Cultural Semiotics, and Visual Semiotics at the University of Turin, Italy. This interdisciplinary collection explores four distinct perspectives about the mask, as object of use for protection, identity, and disguise. In part I, contributors address human identities within collective social performance, with chapters on performativity and the far right and masked identities in political resistance and communication. Part II focuses on the mask as a signifying object with strong representational challenges, exploring representations in festivals, literature, and film. Part III investigates the ambiguous use of the mask as a protective and concealing element, delving into visual culture and digital social media contexts. Finally, Part VI draws on the work of Levinas and Deleuze to investigate a philosophical view of the mask that addresses memory and ethics within intersubjective relationships. Questioning the contemporary world, using communication, sociology, visual culture, and philosophical theory, the volume provides a pedagogical and formative perspective on the mask. Luisa Magalhaes is Assistant Professor at the Catholic University of Portugal, and editor of *Toys and Communication* (2018). Candido Oliveira Martins is Associate Professor at the Catholic University of Portugal.
