

1. Record Nr.	UNINA9910778186703321
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Titolo	The myth of the French bourgeoisie [[electronic resource]] : an essay on the social imaginary, 1750-1850 // Sarah Maza
Pubbl/distr/stampa	Cambridge, Mass. ; ; London, : Harvard University Press, 2005
ISBN	0-674-04072-4
Descrizione fisica	1 online resource (272 p.)
Classificazione	89.42 15.65
Disciplina	305.550944
Soggetti	Middle class - France - History - 18th century Middle class - France - History - 19th century Society Communities - Social Classes Sociology & Social History Social Sciences Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Originally published: 2003.
Nota di contenuto	Acknowledgments Introduction: Is There a Class in This Text? 1. The Social Imaginary in Prerevolutionary France 2. Commerce, Luxury, and Family Love 3. Revolutionary Brotherhood and the War against Aristocracy 4. The Social World after Thermidor 5. The Political Birth of the Bourgeoisie, 1815-1830 6. The Failure of "Bourgeoisie Monarchy" Conclusion: The Bourgeois, the Jew, and the American Notes Index
Sommario/riassunto	Sarah Maza argues that the French bourgeois of history never in fact existed, except as a critical counter-norm to French society, an imagined and threatening embodiment of materialism, self-interest, commercialism and mass culture, which defined all that France rejected.