

1. Record Nr.	UNINA9910784956403321
Autore	Stolow Jeremy <1965->
Titolo	Orthodox by design [[electronic resource]] : Judaism, print politics, and the ArtScroll revolution // Jeremy Stolow
Pubbl/distr/stampa	Berkeley, CA ; ; London, : University of California Press, c2010
ISBN	1-282-77276-7 9786612772764 0-520-94554-9
Descrizione fisica	1 online resource (285 p.)
Collana	An S. Mark Taper Foundation book in Jewish studies
Disciplina	070.50973
Soggetti	Jewish publishing - United States - History Jewish publishers - United States - History Publishers and publishing - United States - History Ultra-Orthodox Jews - United States - Intellectual life Orthodox Judaism - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Contents -- Figures -- Tables -- Acknowledgments -- Introduction -- ONE. Authoritative and Accessible -- TWO. ArtScroll's Public Life -- THREE. Prayer Books, Cookbooks, Self- Help Books -- FOUR. Materializing Authenticity -- FIVE. Gravity and Gravititas -- Notes -- Select Bibliography -- Index
Sommario/riassunto	Orthodox by Design, a groundbreaking exploration of religion and media, examines ArtScroll, the world's largest Orthodox Jewish publishing house, purveyor of handsomely designed editions of sacred texts and a major cultural force in contemporary Jewish public life. In the first in-depth study of the ArtScroll revolution, Jeremy Stolow traces the ubiquity of ArtScroll books in local retail markets, synagogues, libraries, and the lives of ordinary users. Synthesizing field research conducted in three local Jewish scenes where ArtScroll books have had an impact-Toronto, London, and New York-along with close readings of key ArtScroll texts, promotional materials, and the Jewish blogosphere, he shows how the use of these books reflects a broader cultural shift in the authority and public influence of Orthodox Judaism.

Playing with the concept of design, Stolow's study also outlines a fresh theoretical approach to print culture and illuminates how evolving technologies, material forms, and styles of mediated communication contribute to new patterns of religious identification, practice, and power. Finalist for the National Jewish Book Award in the scholarship category, Jewish Book Council
