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Autore	MacClancy Jeremy
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4: Robert Graves: Empowering Anthropological Modes of Explanation in Myth and Ritual; A Life; Rivers, Graves, the Trenches, the Underworld; Goddesses, Muses, and Other Modes of Thought; Magic, Witchcraft, and Other Gravesian Modes of Thought; Anthropologica; Academe, the Poet, and the Popular; The Perils of Collaborating with Charisma; Anthropologists, Academic and Otherwise; Of the Poker- and the Po-Faced: Graves, His Critics, and His Co-Believers; Notes; 5: Mass Observation: A Radical, Popular Ethnography of the People, by the People, and for the People; A Democratic Surrealism; A Day in the Life; Going Bush in Bolton; Observing Mass Observation; Assessing Mass Observation; From MO to PoMo; Notes; 6: The Literary Image of the Anthropologist; A Note on Terminology, and a Caveat; Character; Fieldwork; Function; No Time for a Conclusion?; Notes; 7: Parting Comments: Public Interest, Multiple Anthropologies; Note; Bibliography; Archives; Interviews; Books, Articles; Index

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#### Sommario/riassunto

This articulate and authoritative survey of both the popular and academic trends in anthropology demonstrates the broad relevance of anthropological knowledge and argues for a more inclusive conception of the discipline that engages the public imagination. Demonstrates the evolving social contexts of British anthropological theory and practice from the mid-19th century. Highlights the importance of popular anthropology in forming and sustaining the professional discipline. Explores the past and present cross-fertilization of anthropologists, scientists and prominent

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