

1. Record Nr.	UNINA9910786271003321
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Titolo	Events and the social sciences // Hazel Andrews and Teresa Leopold
Pubbl/distr/stampa	Abingdon, Oxon : , : Routledge, , 2013
ISBN	1-135-09269-9 0-203-07074-7 1-299-14107-2 1-135-09270-2
Edizione	[1st ed.]
Descrizione fisica	1 online resource (xiii, 151 pages) : illustrations, map
Collana	Gale eBooks
Disciplina	394.2
Soggetti	Special events - Management Social sciences
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	Cover; EVENTS AND THE SOCIAL SCIENCES; Title Page; Copyright Page; Table of Contents; List of figures; List of tables; Case studies; Acknowledgements; 1 Introduction; The study of events; Chapter outlines; 2 Events and society; Pre-modern society; Modern society; Postmodern society; Summary; Suggested reading; Useful websites; 3 Events and ritual; Ritual; Religion and ritual; Rituals as rites of passage; Ritual scripts and artefacts; Secular rituals; Invented tradition and events; Summary; Suggested reading; Useful websites; 4 Events performances; The event as a performance Social vs. cultural performancesContextualising performances; Cultural norms; Communicating performances; Contested performances; Summary; Suggested reading; Useful websites; 5 Events and consumption; Consumption; Commodification; Consumption and identity; Changes in consumption practice; Conspicuous giving; Summary; Suggested reading; Useful websites; 6 Place and representation; Place; Landscape; Sense of place; Belonging and place identity; The production of space; Role of media; Summary; Suggested reading; Useful websites; 7 Habitus, the body and gender; Habitus; The senses; Embodiment Symbolic bodiesGender roles; Summary; Suggested readings; Useful

websites; Explanation for Figure 7.2; 8 Conclusion; Why the social sciences?; Areas for further research; Bibliography; Index

Sommario/riassunto

<P>As the events management field expands as an area of study, there is a need to move beyond the business and marketing-driven approaches which dominate the literature towards a more advanced conceptual analysis and understanding of events from a socio-cultural context.</P><P>This book addresses this need by examining intersections between the social sciences and the emerging field of events management. It applies and specifically contextualises social science theories within the discourse of events to provide a greater understanding of the significance of events in contemporary society. It f
