

1. Record Nr.	UNINA9910790639503321
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Titolo	Tribal modern : branding new nations in the arab gulf / / Miriam Cooke
Pubbl/distr/stampa	Berkeley, California : , : University of California Press, , 2014 ©2014
ISBN	0-520-28010-5 0-520-95726-1
Descrizione fisica	1 online resource (223 p.)
Classificazione	HIS026000HIS000000SOC032000
Disciplina	306.09536
Soggetti	Ethnology - Persian Gulf States Persian Gulf States Social life and customs
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	Front matter -- Contents -- Introduction -- 1. Uneasy Cosmopolitanism -- 2. Pure Blood and the New Nation -- 3. The Idea of the Tribe -- 4. The Brand -- 5. Building the Brand -- 6. Heritage Engineering -- 7. Performing National Identity -- 8. Gendering the Tribal Modern -- Conclusion -- Acknowledgments -- Notes -- References -- Index
Sommario/riassunto	In the 1970's, one of the most torrid and forbidding regions in the world burst on to the international stage. The discovery and subsequent exploitation of oil allowed tribal rulers of the U.A.E, Qatar, Bahrain, and Kuwait to dream big. How could fishermen, pearl divers and pastoral nomads catch up with the rest of the modernized world? Even today, society is skeptical about the clash between the modern and the archaic in the Gulf. But could tribal and modern be intertwined rather than mutually exclusive? Exploring everything from fantasy architecture to neo-tribal sports and from Emirati dress codes to neo- Bedouin poetry contests, Tribal Modern explodes the idea that the tribal is primitive and argues instead that it is an elite, exclusive, racist, and modern instrument for branding new nations and shaping Gulf citizenship and identity-an image used for projecting prestige at home and power abroad.

