

1. Record Nr.	UNINA9910811399003321
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Titolo	Racial worldmaking : the power of popular fiction // Mark C. Jerng
Pubbl/distr/stampa	New York : , : Fordham University Press, , 2019
ISBN	0-8232-8054-3 0-8232-7777-1
Edizione	[First edition.]
Descrizione fisica	1 online resource (200 pages)
Collana	Comparative Theology: Thinking Across Traditions
Disciplina	813.409353
Soggetti	American fiction - History and criticism English fiction - History and criticism Racism in literature
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	This edition previously issued in print: 2017.
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	When does racial description become racism? Critical race studies has not come up with good answers to this question because it has overemphasized the visibility of race. According to dominant theories of racial formation, we see race on bodies and persons and then link those perceptions to unjust practices of racial inequality. 'Racial Worldmaking' argues that we do not just see race. We are taught when, where, and how to notice race by a set of narrative and interpretive strategies. These strategies are named 'racial worldmaking' because they get us to notice race not just at the level of the biological representation of bodies or the social categorization of persons. Rather, they get us to embed race into our expectations for how the world operates.