

1. Record Nr.	UNINA9910811882003321
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Titolo	Reggae, Rastafari, and the rhetoric of social control // by Stephen A. King ; with contributions by Barry T. Bays III and P. Renee Foster
Pubbl/distr/stampa	Jackson, : University Press of Mississippi, c2002
ISBN	1-283-43439-3 9786613434395 1-60473-038-2 1-4175-0697-0
Edizione	[1st ed.]
Descrizione fisica	1 online resource (200 p.)
Altri autori (Persone)	BaysBarry T FosterP. Renee
Disciplina	781.646/097292
Soggetti	Reggae music - Jamaica - History and criticism Music - Social aspects - Jamaica Rastafari movement - Jamaica - History
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 (p. 150-162) and index.
Nota di contenuto	Cover; Contents; Acknowledgments; Introduction; PART ONE: (1959-1971); Chapter One: Ska and the Roots of Rastafarian Musical Protest; Chapter Two: Rocksteady, the Rude Boy, and the Political Awakening of Rastafari; Chapter Three: Early Reggae, Black Power, and the Politicization of Rastafari; Chapter Four: The Jamaica Labour Party's "Policy of the Beast" The Rhetoric of Social Control Strategies; PART TWO: (1972-1980); Chapter Five: International Reggae Popularization and Polarization of Rastafari Chapter Six: Michael Manley and the People's National Party's Co-optation of the Rastafari and Reggae Epilogue; Conclusion; Notes; Works Cited; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; Q; R; S; T; U; V; W; Y; Z
Sommario/riassunto	Who changed Bob Marley's famous peace-and-love anthem into "'Come to Jamaica and feel all right'"? When did the Rastafarian fighting white colonial power become the smiling Rastaman spreading beach towels for American tourists? Drawing on research in social movement theory and protest music, Reggae, Rastafari, and the Rhetoric of Social Control

traces the history and rise of reggae and the story of how an island nation commandeered the music to fashion an image and entice tourists. Visitors to Jamaica are often unaware that reggae was a revolutionary music rooted in the suffering of Jamaica's

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