

1. Record Nr.	UNINA9910812939703321
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Titolo	Folklore recycled : old traditions in new contexts // Frank de Caro
Pubbl/distr/stampa	Jackson : , : University Press of Mississippi, , [2013] ©2013
ISBN	1-62103-936-6 1-61703-765-6
Descrizione fisica	1 online resource (242 p.)
Disciplina	398.20973
Soggetti	Folklore - United States - History and criticism Folk literature, American - History and criticism Literature and folklore - United States - History and criticism Folk art - United States - 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 (pages 222-225) and index.
Nota di contenuto	COVER; TITLE; COPYRIGHT; CONTENTS; ACKNOWLEDGMENTS; INTRODUCTION: Folklore's Messiness; CHAPTER 1 "Authentic Local Culture": The Open Textuality of a Folk Tradition; CHAPTER 2 "In This Folk-Lore Land": Establishing Race, Class, and Identity through Folklore Studies (coauthor, Rosan Augusta Jordan); CHAPTER 3 "Unrivalled Charms": Folklore, Nonfiction, and Lafcadio Hearn; CHAPTER 4 Photographing Folklife: Document, Symbol, Propaganda; CHAPTER 5 The Age of Fire and Gravel": "Occult" and "Alternative History" Uses of Folklore CHAPTER 6 Americans and the Folk Arts in Mexico: Tourism, Fine Art, Architecture, Interior Decoration, International Relations CONNECTIONS: A Brief Conclusion; NOTES; SELECTED BIBLIOGRAPHY; 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	This title starts from the proposition that folklore - usually thought of in its historical social context as 'oral tradition' - is easily appropriated, recycled, into other contexts. The book discusses the larger issue of folklore being recycled into non-folk contexts, and proceeds to look at a number of instances of repurposing.

