

1. Record Nr.	UNINA9910828723903321
Autore	Lahusen Christian
Titolo	The rhetoric of moral protest : public campaigns, celebrity endorsement, and political mobilization / / Christian Lahusen
Pubbl/distr/stampa	Berlin ; ; New York : , : W. de Gruyter, , 1996
ISBN	3-11-081325-4
Edizione	[Reprint 2013]
Descrizione fisica	1 online resource (444 pages) : illustrations, music
Collana	de Gruyter Studies in Organization ; ; 76 De Gruyter studies in organization ; ; 76
Disciplina	306.4/84
Soggetti	Popular music - Political aspects Music - Social aspects Advertising campaigns Social movements
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (pages [395]-425).
Nota di contenuto	part I. Towards a theory of political mobilization -- part II. Investing in popular music : the opportunities for campaigning -- part III. Designing and composing protest simulacra : the campaign events and artifacts -- part IV. Understanding and explaining mobilization : campaign strategies and organized collective action -- part V. The globalization of collective action : international campaigns in context.