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Travelogue A Life; Africa Sells, Bali Too; Low Living on High Ground? Gorer Does Fieldwork; Allying Anthropology and Neo-Freudianism for the Allies; Keeping Busy; Gorer, Mead, Love, Sex; How to Straddle the Academic and the Popular, Mead-Style; Kinship at the Core: Gorer's Relations with British Anthropologists; Gorer Lives?; 4 Robert Graves: Empowering Anthropological Modes of Explanation in Myth and Ritual; A Life; Rivers, Graves, the Trenches, the Underworld; Goddesses, Muses, and Other Modes of Thought Magic, Witchcraft, and Other Gravesian Modes of Thought Anthropologica; Academe, the Poet, and the Popular; The Perils of Collaborating with Charisma; Anthropologists, Academic and Otherwise; Of the Poker- and the Po-Faced: Graves, His Critics, and His Co-Believers; 5 Mass Observation: A Radical, Popular Ethnography of the People, by the People, and for the People; A Democratic Surrealism; A Day in the Life; Going Bush in Bolton; Observing Mass Observation; Assessing Mass Observation; From MO to PoMo; 6 The Literary Image of the Anthropologist; A Note on Terminology, and a Caveat; Character Fieldwork Function; No Time for a Conclusion?; 7 Parting Comments: Public Interest, Multiple Anthropologies; Bibliography; Archives; Interviews; Books, Articles; Index

Sommario/riassunto

This articulate and authoritative survey of both the popular and academic trends in anthropology demonstrates the broad relevance of anthropological knowledge and argues for a more inclusive conception of the discipline that engages the public imagination. Demonstrates the evolving social contexts of British anthropological theory and practice from the mid-19th century Highlights the importance of popular anthropology in forming and sustaining the professional discipline Explores the past and present cross-fertilization of anthropologists, scientists and prominent
