

1. Record Nr.	UNINA9910460582503321
Autore	Winnubst Shannon
Titolo	Way too cool : selling out race and ethics / / Shannon Winnubst
Pubbl/distr/stampa	New York ; ; Chichester, West Sussex : , : Columbia University Press, , [2015] ©2015
ISBN	0-231-53988-6
Edizione	[Pilot project. eBook available to selected US libraries only]
Descrizione fisica	1 online resource (257 p.)
Disciplina	306.3/4
Soggetti	Advertising - Social aspects - United States - History Minorities in advertising - United States - History Commodification - United States Neoliberalism - United States Electronic books. United States Race relations
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 and index.
Nota di contenuto	Front matter -- Contents -- Acknowledgments -- Introduction: A Very Uncool Book -- 1. Excavating Categories -- 2. Rethinking Difference -- 3. From Instant Karma to Instant Wealth -- 4. "How Cool Is That?" -- 5. Reading Race as the Real -- 6. Stop Making Sense -- Notes -- Bibliography -- Index
Sommario/riassunto	Life, liberty, and the pursuit of cool have informed the American ethos since at least the 1970s. Whether we strive for it in politics or fashion, cool is big business for those who can sell it across a range of markets and media. Yet the concept wasn't always a popular commodity. Cool began as a potent aesthetic of post-World War II black culture, embodying a very specific, highly charged method of resistance to white supremacy and the globalized exploitation of capital. Way Too Cool follows the hollowing-out of "coolness" in modern American culture and its reflection of a larger evasion of race, racism, and ethics now common in neoliberal society. It revisits such watershed events as the 1960s Civil Rights Movement, second-wave feminism, the emergence of identity politics, 1980s multiculturalism, 1990s rhetorics

of diversity and colorblindness, 9/11, and Hurricane Katrina, as well as the contemporaneous developments of rising mass incarceration and legalized same-sex marriage. It pairs the perversion of cool with the slow erasure of racial and ethical issues from our social consciousness, which effectively quashes our desire to act ethically and resist abuses of power. The cooler we become, the more indifferent we grow to the question of values, particularly inquiry that spurs protest and conflict. This book sounds an alarm for those who care about preserving our ties to an American tradition of resistance.

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UNISA996396425703316

Williams John <1636?-1709.>

The truth of the Holy Scriptures [[electronic resource]] : a sermon preached at St. Martin's in the Fields, April 1, 1695 : being the fourth of the lecture for this present year, founded by the Honourable Robert Boyle, Esquire // by John Williams .

London, : Printed for Ri. Chiswell, and Tho. Cockerill ..., 1695

[4], 32 p

Revelation

Sermons, English - 17th century

Inglese

Materiale a stampa

Monografia

Reproduction of original in Huntington Library.

Errata: p. 32.

eebo-0113