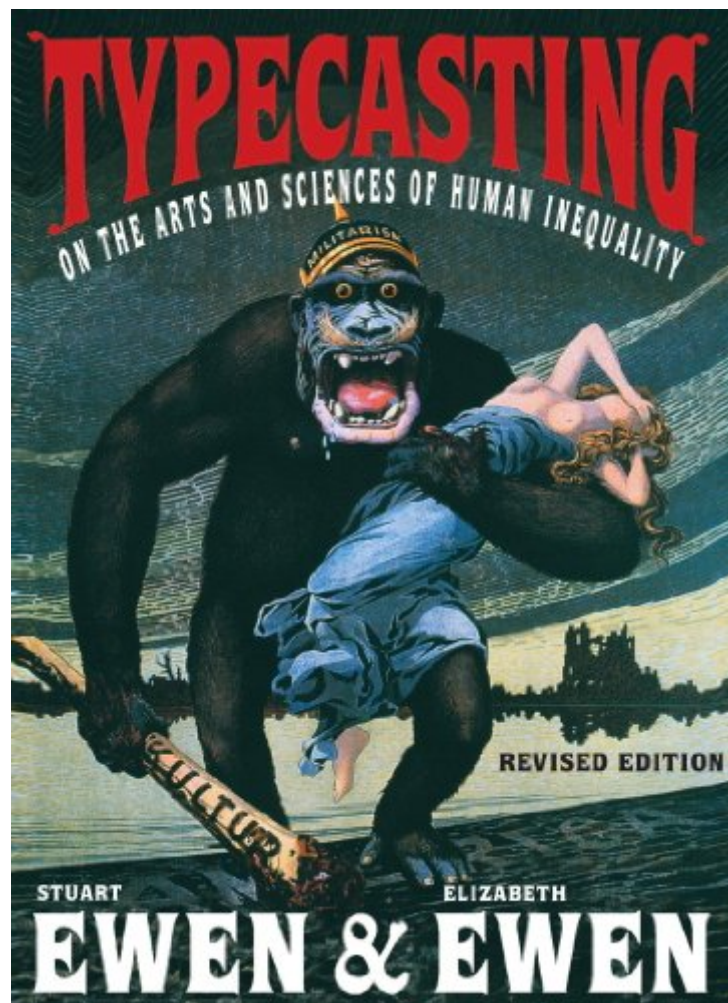




The book was found

Typcasting: On The Arts And Sciences Of Human Inequality



Synopsis

Typecasting chronicles the emergence of the "science of first impression" and reveals how the work of its creatorsâ "early social scientistsâ "continues to shape how we see the world and to inform our most fundamental and unconscious judgments of beauty, humanity, and degeneracy. In this groundbreaking exploration of the growth of stereotyping amidst the rise of modern society, authors Ewen & Ewen demonstrate "typecasting" as a persistent cultural practice. Drawing on fields as diverse as history, pop culture, racial science, and film, and including over one hundred images, many published here for the first time, the authors present a vivid portrait of stereotyping as it was forged by colonialism, industrialization, mass media, urban life, and the global economy.

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Customer Reviews

Why do we typecast? If you're a thoughtful person, you can probably come up with a reasonable response: Typecasting helps us sort through information quickly. The cowboy in the white hat will be the good guy, the blonde will be an airhead, the black person will be...President of the United States? Even to argue that there is every good reason for the black person to be president is to

acknowledge the extent to which typecasting affects our thinking. But isn't it useful to be able to sort through information quickly? Isn't that why typecasting evolved to begin with? Certainly, it's important to recognize friend or foe quickly and take action, especially if our senses register "foe." And we are able to recognize foes quickly because their stereotypes have been defined. Thus, we are easily able to avoid getting on the plane with that Middle Eastern group; in fact, perhaps the airline will refuse to allow them to board. What? They're actually US-born citizens? Well, that'll teach them to walk around looking like Muslims, won't it? Oh...they are Muslims? Well, the airline officials were simply responding to the established research that helps them identify terrorists. "Typecasting: On the Arts and Sciences of Human Inequality," takes us right to the heart of that research. Typecasting did not evolve as science documented what we know about stereotypes; what we think we know about stereotypes has driven the (so-called) scientific documentation. "Typecasting" leads the reader from curiosity cabinets to physiognomy, on through phrenology (with its skull charts documenting everything from breathing power to parental love) and body typing, which makes it possible to identify criminals, dullards, and perverts at a glance (just think how useful that's going to be at your office!

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