

Librería
Bonilla y Asociados
desde 1950



Título: Verbal Art As Performance

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Precio: Desconocido

Editorial:

Año: 1997

Tema:

Edición: 1ª

Sinopsis

ISBN: 9780881330489

This highly insightful and stimulating collection of relevant studies on verbal performance (artistic action and event), seen from the point of view of sociolinguistics, linguistic anthropology, folklore studies and semiotics, represents a clear assembly of perspective and methodology. The initial essay is succinct and suggestive, and the scope of the theory is exemplified by four supplementary essays. The book provides readers of folklore, anthropology, linguistics, or any field interested in performance and its verbal dimensions with excellent background material for a contrastive approach to narrative, ritual, and ceremonial forms of verbal behavior in different sociocultural settings.