

Librería  
*Bonilla y Asociados*  
desde 1950



**Título:** Explorations In The Ethnography

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**Precio:** Desconocido

**Editorial:**

**Año:** 1989

**Tema:**

**Edición:** 1ª

**Sinopsis**

**ISBN:** 9780521379335

irst published in 1974, this collection of classic case studies in the ethnography of speaking had a formative influence on the field. No other volume has so successfully provided a broad, cross-cultural survey of the use, role and function of language and speech in social life. The essays deal with traditional societies in Native North, Middle, and South America, Africa, and Oceania, as well as English, French, and Yiddish speaking communities in Europe and North America and Afro-American communities in North America and the Caribbean. Now reissued, the collection includes a key introduction by the editors that traces the subsequent development of the ethnography of speaking and indicates directions for future research. The theoretical and methodological concepts and perspectives that illuminated the first edition are recognized and valued by many disciplines beyond that of linguistic anthropology. Scholars and students whose backgrounds may be in literature, speech communication, performance studies or ethnomusicology will equally welcome this edition.