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Culture In A Liquid Modern

In 'Culture in a Liquid Modern World' Zygmunt Bauman, a renowned sociologist, social thinker and Professor Emeritus at the University of Leeds, writes fascinatingly about the influence of globalisation on the peregrinations of culture and how the concept of culture has changed dramatically since the days when "every [cultural] offering used to be addressed to a specific social class, and to that class alone" (p. 5).

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But in our contemporary liquid-modern world, culture has lost its missionary role and has become a means of seduction: it seeks

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no longer to enlighten the people but to seduce. In its original formulation, 'culture' was intended to be an agent for change, a mission undertaken with the aim of educating 'the people' by bringing the best of human thought and creativity to them.

Culture in a Liquid Modern World by Zygmunt Bauman

But in our contemporary liquid-modern world, culture has lost its missionary role and has become a means of seduction: it seeks no longer to enlighten the people but to seduce them. The function of culture today is not to satisfy existing needs but to create new ones, while simultaneously ensuring that existing needs remain permanently unfulfilled.

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Culture in a Liquid Modern World | Wiley

Theda Skocpol once wrote that it is only the " truly blessed " among sociologists who can publish their reading notes as books (Skocpol 1978, p. 415). Among the truly blessed we might

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include the Zygmunt Bauman of Culture in a Liquid Modern

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Culture in a Liquid Modern World Zygmunt Bauman In its original formulation, 'culture' was intended to be an agent for change, a mission undertaken with the aim of educating 'the people' by bringing the best of human thought and creativity to them.

Culture in a Liquid Modern World

In Culture in a Liquid Modern World, Zygmunt Bauman describes a shift in the self-designated role of 'Culture', from its Enlightenment mission of educating the masses in the name of progress to making itself available in a market like any other commodity.

"Zygmunt Bauman, Culture in a Liquid Modern World" by

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...

Like all artificial (and real!) cultural constructions elitism and its accompanying cultural snobbism cannot sustain itself in the modern liquid world. In this respect social and political conservatism has met its demise, along with its liberal antithesis.

Amazon.com: Customer reviews: Culture in a Liquid Modern World

In Culture in a Liquid Modern World, renowned Polish sociologist Zygmunt Bauman offers insightful meditations on the devolution of culture from tool for the cultivation of human potential to insipid product of base consumerism. This devolution is fueled, Bauman argues, by the same untethered global market forces that tear people from their places of origin, spitting them out as migrants far from home with no chance of return.

Rachel Green on "Culture in a Liquid Modern World" |

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Zygmunt Bauman, who introduced the idea of liquid modernity, wrote that its characteristics are about the individual, namely increasing feelings of uncertainty and the privatization of ambivalence. It is a kind of chaotic continuation of modernity, where a person can shift from one social position to another in a fluid manner. Nomadism becomes a general trait of the "liquid modern" man as he flows through his own life like a tourist, changing places, jobs, spouses, values, and sometimes more ...

Late modernity - Wikipedia

Culture in a Liquid Modern World Zygmunt Bauman , Lydia Bauman In this new book Zygmunt Bauman - one of the most brilliant and influential social thinkers of our time - retraces the peregrinations of the concept of culture and examines its fate in a world marked by the powerful new forces of globalization, migration and the intermingling of populations.

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Culture in a Liquid Modern World | Zygmunt Bauman, Lydia ...

But in our contemporary liquid-modern world, culture has lost its missionary role and has become a means of seduction: it seeks no longer to enlighten the people but to seduce them.

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Bauman ...

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Withal, the concept of culture and art can only find a sense in the liquid society if it abandons its traditional understanding and adopts the deconstructive approach.

Zygmunt Bauman - Wikipedia

Liquid Modernity concludes the analysis undertaken in Bauman's two previous books *Globalization: The Human Consequences* and *In Search of Politics*. Together these volumes form a brilliant analysis of the changing conditions of social and political life by one of the most original thinkers writing today.

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