



Iconic Power (Cultural Sociology)

Jeffrey C. Alexander, Dominik Bartmanski, Bernhard Giesen

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Iconic Power is a collection of original articles that explores social aspects of the phenomenon of icon. Having experienced the benefits and realized the limitations of so called "linguistic turn," sociology has recently acknowledged a need to further expand its horizons. "Visual sociology" is emerging as a separate field and prominent scholars announce the coming of "the pictorial turn." The methods and themes taken up in these studies respond to this shift in social scientific interest. Each contribution to this book carefully tests the analytic purchase and empirical implications of iconicity. If we can succeed in understanding the iconic, we should be able to know our culture much better.

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