

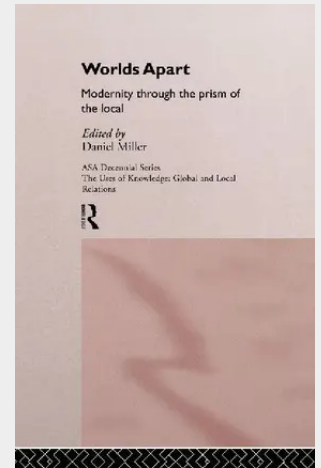
Miller

Worlds Apart

Modernity Through the Prism of the Local

Worlds Apart is concerned with one of the new futures of anthropology, namely the advances in technologies which create an imagination of new global and local forms. It also analyses studies of the consumption of these forms and attempts to go beyond the assumptions that consumption either localises or fails to effect global forms and images. Several of the chapters are written by anthropologists who have specialised in material culture studies and who examine the new forms, especially television and mass commodities, as well as some new uses of older forms, such as the body. The book also considers the ways in which people are increasingly not the primary creators of these images but have become secondary consumers.

An exploration of the notions of 'global' and 'local'. Through detailed ethnographic examples, the authors show how global institutions are manifested in local contexts.



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