Steven C. Dinero is the former executive director of the Carbon County Museum in Rawlins, Wyoming.

Virtual Tribe

Indigenous Identity in Social Media

In the post-colonial era, tribal peoples are particularly vulnerable to new technologies and industrialization, which threaten their cultures, homelands and ways of living. However, there is a surprising exception to this trend in the form of social media. This book explores how tribal and indigenous peoples across the globe are using social media such as Facebook, Instagram and WhatsApp in fresh and inventive ways unique to their values and lifestyles. These platforms help tribal peoples to communicate across boundaries and barriers as never before, and are helping to strengthen communal identity and development in the global age.

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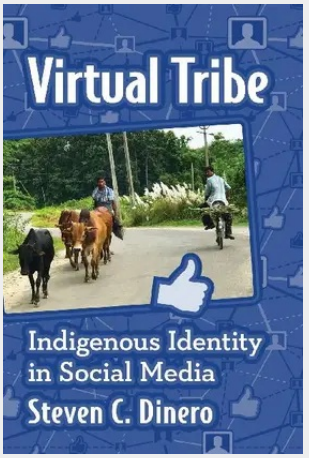

43,10 €
43,10 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781476674704
Medium: Buch
ISBN: 978-1-4766-7470-4
Verlag: McFarland
Erscheinungstermin: 01.03.2020
Sprache(n): Englisch
Auflage: Erscheinungsjahr 2020
Produktform: Kartoniert
Gewicht: 279 g
Seiten: 137
Format (B x H): 152 x 229 mm

Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)