Jerrentrup

A Twisted Style

The Culture of Dreadlocks in "Western" Societies

In "western" cultures, some people have chosen a dreadlock hairstyle, despite many in mainstream society looking at it in a negative light. This book deals with contradictions surrounding the hairstyle such as often representing a protest against the prevailing right-wing political systems, yet also emphasizing the white person’s power to appropriate any style. Based on interviews and close observations in social media, the book offers insights into the culture(s) surrounding dreadlocks and ultimately interprets the phenomenon as a postmodern form of individuality.

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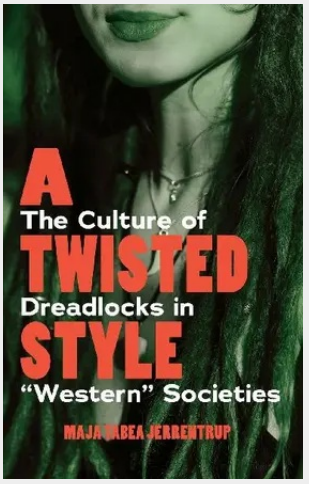

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