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Biography of a Chairman Mao Badge: The Creation and Mass Consumption of a Personality Cult (Paperback)

By Melissa Schrift

Rutgers University Press, United States, 2001. Paperback. Condition: New. New.. Language: English . Brand New Book. Strangely moving. While [in China, Schrift] discovered a subculture of people who collected buttons bearing portraits of the Great Helmsman: thousands of varieties had been manufactured from the Cultural Revolution, when they served as one of the few permitted forms of personal adornment or aesthetic display. I found reading the book a surprisingly emotional experience. -Newsday; Newsday Long Island A wonderfully rich and riveting account, Biography of a Chairman Mao Badge represents an important contribution to our understanding of the Cultural Revolution and its place in Chinese culture. Schrift provides an informative examination of the Mao cult's recent transformation into its present form of pop cultural campiness. -William Jankowiak, author of Sex, Death, and Hierarchy in a Chinese City An excellent study of symbolism and factionalism in Maoist China. Schrift shows how mundane objects were transformed into sacred icons of revolutionary ideology. This book offers new insights into the dynamics of the Cultural Revolution. - J. L. Watson, author of Golden Arches East: McDonald's in East Asia With the Great Proletarian Cultural Revolution in 1966, the regime of Chairman Mao Zedong launched a propaganda...



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