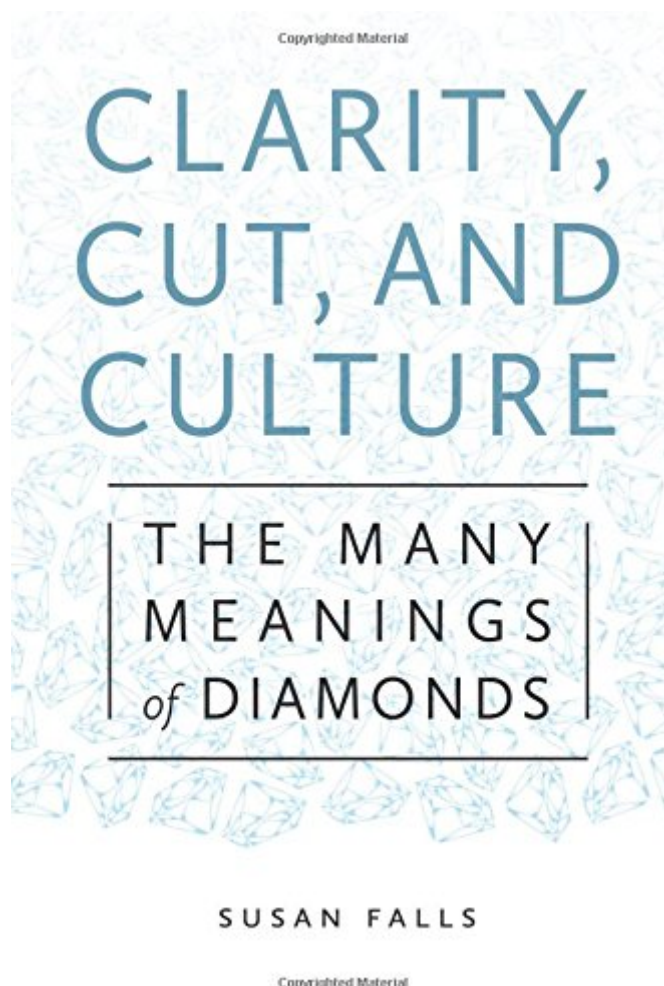


# Clarity, Cut, and Culture: The Many Meanings of Diamonds PDF



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Clarity, Cut, and Culture: The Many Meanings of Diamonds by Susan Falls ISBN 1479879908

Images of diamonds appear everywhere in American culture. And everyone who has a diamond has a story to tell about it. Our stories about diamonds not only reveal what we do with these tiny stones, but also suggest how we create value, meaning, and identity through our interactions with material culture in general.

Things become meaningful through our interactions with them, but how do people go about making meaning? What can we learn from an ethnography about the production of identity, creation of kinship, and use of diamonds in understanding selves and social relationships? By what means do people positioned within a globalized political-economy and a compelling universe of advertising

interact locally with these tiny polished rocks?

This book draws on 12 months of fieldwork with diamond consumers in New York City as well as an analysis of the iconic De Beers campaign that promised romance, status, and glamour to anyone who bought a diamond to show that this thematic pool is just one resource among many that diamond owners draw upon to engage with their own stones. The volume highlights the important roles that memory, context, and circumstance also play in shaping how people interpret and then use objects in making personal worlds. It shows that besides operating as subjects in an ad-burdened universe, consumers are highly creative, idiosyncratic, and theatrical agents.

## **Clarity, Cut, and Culture: The Many Meanings of Diamonds Review**

This Clarity, Cut, and Culture: The Many Meanings of Diamonds book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of Clarity, Cut, and Culture: The Many Meanings of Diamonds without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry Clarity, Cut, and Culture: The Many Meanings of Diamonds can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This Clarity, Cut, and Culture: The Many Meanings of Diamonds having great arrangement in word and layout, so you will not really feel uninterested in reading.