

# TEMPLE UNIVERSITY PRESS



New Books \* Spring 2014

# TEMPLE UNIVERSITY PRESS

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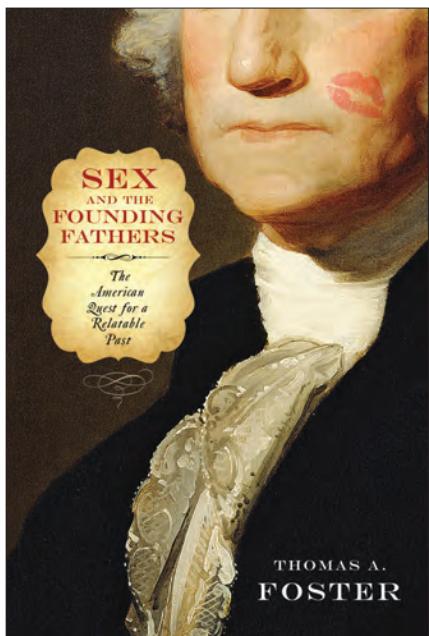
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How the desire to know the "real" Founders has influenced the stories we tell and remember



HISTORY/SEXUALITY STUDIES/  
SEXUAL IDENTITY/AMERICAN STUDIES  
**FEBRUARY**  
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*Sexuality Studies series*



## Sex and the Founding Fathers

*The American Quest for a Relatable Past*

**THOMAS A. FOSTER**

A History Book Club selection

Biographers, journalists, and satirists have long used the subject of sex to define the masculine character and political authority of America's Founding Fathers. Tracing these commentaries on the Revolutionary Era's major political figures in *Sex and the Founding Fathers*, Thomas Foster shows how continual attempts to reveal the true character of these men instead exposes much more about Americans and American culture than about the Founders themselves.

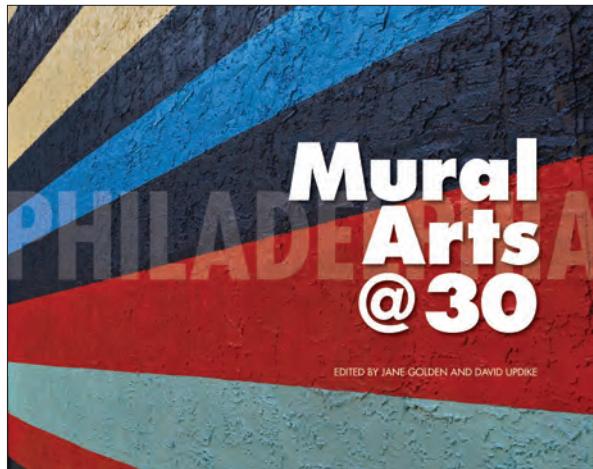
*Sex and the Founding Fathers* examines the remarkable and varied assessments of the intimate lives of George Washington, Thomas Jefferson, John Adams, Benjamin Franklin, Alexander Hamilton, and Gouverneur Morris from their own time to ours. Interpretations can change radically; consider how Jefferson has been variously idealized as a chaste widower, condemned as a child molester, and recently celebrated as a multicultural hero.

Foster considers the public and private images of these generally romanticized leaders to show how each generation uses them to reshape and reinforce American civic and national identity.

**THOMAS A. FOSTER** is Associate Professor in the History Department at DePaul University. He is the author of *Sex and the Eighteenth-Century Man: Massachusetts and the History of Sexuality in America*, and the editor of three books, the most recent being *Documenting Intimate Matters: Primary Sources for a History of Sexuality in America*.

- Publishing on President's Day 2014
- Advance galley promotion to national media
- Available on NetGalley
- Promotion/giveaways on Social Media

A history of the Mural Arts Program and what it can teach other cities about public art



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**PAPER | 978-1-4399-1131-0**  
**\$35.00 | £27.99**



## Philadelphia Mural Arts @ 30

**EDITED BY JANE GOLDEN  
AND DAVID UPDIKE**  
Foreword by Rick Lowe

The Mural Arts Program of Philadelphia began in 1984 as a summer youth program with modest support from city government. Under the guidance of Jane Golden, however, it gradually grew into one of the largest and most successful public art organizations in the country, garnering support from local corporations, foundations, and individuals to extend the reach and effectiveness of its innovative programs.

Now three decades later, the Mural Arts Program has created more than 3,800 murals and public art projects that have made lasting imprints in every Philadelphia neighborhood. In the process, Mural Arts has engaged thousands of people of all ages from across the city, helped hundreds of ex-offenders train for new jobs, transformed the face of struggling commercial corridors, and developed funding partners in both public and private sectors.





While the Mural Arts Program has significantly changed the appearance of the city, it has also demonstrated how participatory public art can empower individuals and promote communal healing around difficult issues. This book is a celebration of and guide to the program's success.

*Philadelphia Mural Arts @ 30* traces the program's history and evolution, acknowledging

the challenges and rewards of growth and change while maintaining a core commitment to social, personal, and community transformation.

Contributors include: Dr. Arthur C. Evans, Jr., Arlene Goldbard, Thora Jacobson, Rick Lowe, Dr. Samantha L. Matlin, Paulette Moore, Jeremy Nowak, Maureen H. O'Connell, Elisabeth Perez Luna, Robin Rice, Dr. Jacob Kraemer Tebes, Elizabeth Thomas, Cynthia Weiss, Howard Zehr, and the editors.

**JANE GOLDEN** has been the Executive Director of the Philadelphia Mural Arts Program for 30 years. Under Golden's direction, the Mural Arts Program has become the largest program of its kind in the United States. She is the co-author of *Philadelphia Murals and the Stories They Tell* and *More Philadelphia Murals and the Stories They Tell* (both Temple).

**DAVID UPDIKE** is an editor in the Philadelphia Museum of Art's publishing department. He has been a consultant to numerous nonprofits and university presses and is a regular contributor to *Ornament* magazine.



Captions see inside bck cover



#### also of interest

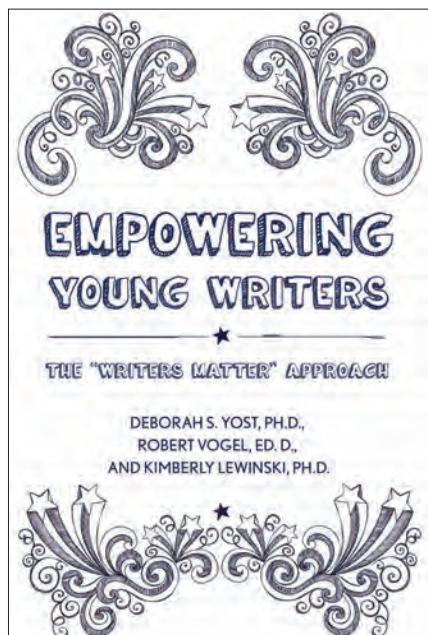
**PHILADELPHIA MURALS AND THE STORIES THEY TELL**  
Jane Golden, Robin Rice and  
Monica Yant Kinney  
photographs by David Graham  
and Jack Ramsdale

CLOTH | 978-1-56639-951-7  
\$39.50 | £27.99

**MORE PHILADELPHIA MURALS AND THE STORIES THEY TELL**  
Jane Golden, Robin Rice and  
Natalie Pompilio  
photographs by David Graham  
and Jack Ramsdale

CLOTH | 978-1-59213-527-1  
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## How writing helps celebrate students' lives and nurture their personal voices



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**184 PP. | 8 HALFTONES**  
**6 x 9"**  
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**CLOTH | 978-1-4399-1081-8**  
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# Empowering Young Writers

## *The "Writers Matter" Approach*

**DEBORAH S. YOST, PH.D., ROBERT VOGEL, ED.D., AND KIMBERLY E. LEWINSKI, PH.D.**

Pioneered in Philadelphia, and launched in middle schools in the fall of 2005, the "Writers Matter" approach was designed to discover ways to improve the fit between actual English curricula, district/state standards and, more recently, the Common Core Curriculum Standards for writing instruction. Adapted from Erin Gruwell's successful Freedom Writers Program, "Writers Matter" develops students' skills in the context of personal growth, understanding others, and making broader connections to the world.

*Empowering Young Writers* emphasizes a focus on free expression and establishing connections between the curriculum and students' personal lives. Program creator Robert Vogel, and his co-authors offer proven ways to motivate adolescents to write, work diligently to improve their writing skills, and think more critically about the world.

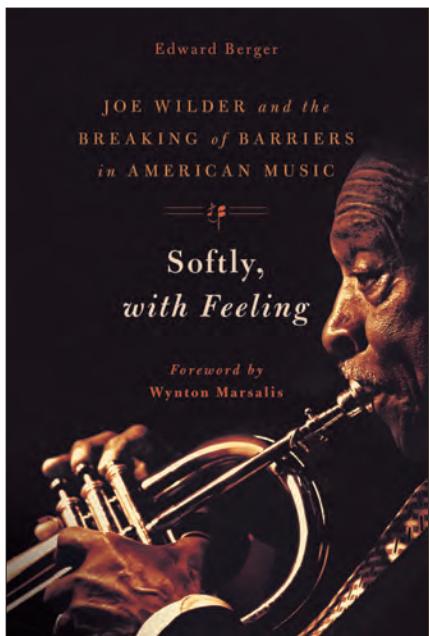
This comprehensive book will help teachers, administrators, and education students apply the "Writers Matter" approach, which can have a profound impact on their students' lives and social development.

**DEBORAH S. YOST** is Professor of Education at La Salle University. She served as the primary researcher for Writers Matter over the past several years.

**ROBERT VOGEL** is Professor of Education, Founding Director of the Writers Matter Program, and Co-Director of Leadership and Global Understanding Minor at La Salle University.

**KIMBERLY E. LEWINSKI** is Assistant Professor of Education at La Salle University and serves as Assistant Director for the Writers Matter Program.

## The story of Joe Wilder, who broke musical and racial barriers

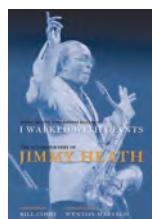


BIOGRAPHY/MUSIC/  
AFRICAN AMERICAN STUDIES

APRIL

384 PP. | 35 HALFTONES  
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### also of interest

I WALKED WITH GIANTS  
The Autobiography of Jimmy Heath  
**Jimmy Heath and Joseph McLaren,**  
Foreword by Bill Cosby  
Introduction by Wynton Marsalis

CLOTH | 978-1-4399-0198-4  
\$39.50 | £27.99

*Best Book of the Year from the Jazz Journalists Association, 2011*

## Softly, with Feeling

*Joe Wilder and the Breaking of Barriers in American Music*

**EDWARD BERGER**

With a Foreword by Wynton Marsalis

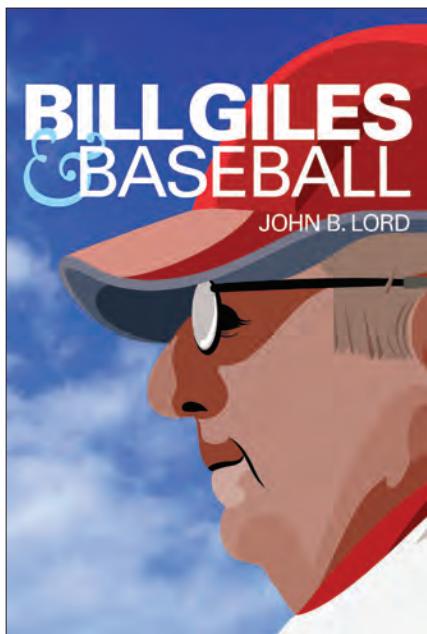
Trumpeter Joe Wilder is distinguished for his achievements in both the jazz and classical worlds. He was a founding member of the Symphony of the New World, where he played first trumpet, and he performed as lead trumpet and soloist with Lionel Hampton, Jimmy Lunceford, Dizzy Gillespie, and Count Basie. Yet Wilder is also known as a pioneer who broke down racial barriers, the first African American to hold a principal chair in a Broadway show orchestra, and one of the first African Americans to join a network studio orchestra.

In *Softly, with Feeling*, Edward Berger tells Wilder's remarkable story from his growing up in working-class Philadelphia to becoming one of the first 1,000 black Marines during World War II. Reminiscences by Wilder and his colleagues, including renowned Philadelphia-area musicians Jimmy Heath and Buddy DeFranco, help place Wilder's experiences within a broader context of American musical and social history.

Wilder's modesty and ability to perform in many musical genres may have prevented him from achieving popular recognition, but in *Softly, with Feeling*, his legacy and contributions to music and culture are assured.

**EDWARD BERGER** is a writer/photographer whose other books include *Benny Carter: A Life in American Music* (with Morroe Berger and James Patrick) and *Basically Speaking: An Oral History of George Duvivier*. He produced two Grammy-winning albums for jazz great Benny Carter, and has been a long-time co-host of *Jazz from the Archives* on WBGO-FM, Newark.

The extraordinary story of the man who helped bring a World Series championship back to Philadelphia



SPORTS/  
BUSINESS & ECONOMICS/  
PHILADELPHIA REGION

APRIL

336 PP. | 6 X 9"

CLOTH | 978-1-4399-0786-3  
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## Bill Giles and Baseball

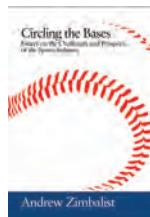
JOHN B. LORD

Bill Giles oversaw one of the greatest eras of winning that the Philadelphia Phillies ever enjoyed. In *Bill Giles and Baseball*, John Lord chronicles Giles' remarkable career—which includes 44 years with the Phillies—to provide an insider's view of the business of the sport, which takes place off the field.

Based on extensive interviews, *Bill Giles and Baseball* spans Giles' life from his childhood growing up in the game to the tumultuous years he spent as the president and managing partner of the Phillies. Purchasing the team in 1981, when baseball experienced its first serious labor stoppages, Giles also watched baseball add franchises, grapple with franchise fees, realign the leagues, and restructure baseball's postseason. Yet Giles, the public face of the Phillies championship teams of 1980, 1983, and 1993, is best remembered for his critical role in creating innovative TV deals, and leading the efforts to build the Phillies' beautiful new ballpark.

A book about the business of baseball as seen through the eyes of one of the architects of the game, *Bill Giles and Baseball* captures the spectacle of the sport through fascinating behind-the-scenes stories of our national pastime.

JOHN B. LORD is Professor of Marketing and Director of Sports Marketing at Saint Joseph's University. He is the co-editor (with Aaron L. Brody) of *Developing New Food Products for a Changing Marketplace* and contributor to *Strategic Management: A Cross Functional Approach*.



### also of interest

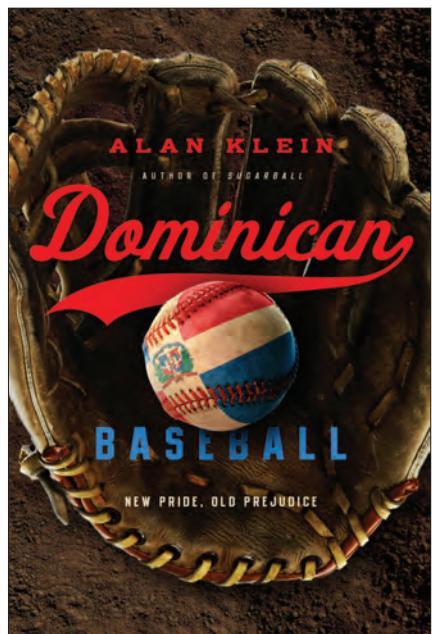
#### CIRCLING THE BASES

Essays on the Challenges and Prospects of the Sports Industry

Andrew Zimbalist

PAPER | 978-1-4399-0283-7  
\$26.95 | £18.99

From the author of *Sugarball*, a look at the important and contested relationship between Major League Baseball and Dominican player development



## Dominican Baseball

*New Pride, Old Prejudice*

**ALAN KLEIN**

Pedro Martínez. Sammy Sosa. Manny Ramírez. By 2000, Dominican baseball players were in every Major League clubhouse, and regularly winning every baseball award. In 2002, Omar Minaya became the first Dominican general manager of a Major League team. But how did this code-dependent relationship between MLB and Dominican talent arise and thrive?

In his incisive and engaging book, *Dominican Baseball*, Alan Klein examines the history of MLB's presence and influence in the Dominican Republic, the development of the booming industry and academies, and the dependence on Dominican player developers, known as *buscones*. He also addresses issues of identity fraud and the use of performance-enhancing drugs as hopefuls seek to play professionally.

*Dominican Baseball* charts the trajectory of the economic flows of this transnational exchange, and the pride Dominicans feel in their growing influence in the sport. Klein also uncovers the prejudice that prompts MLB to diminish Dominican claims on legitimacy. This sharp, smartly argued book deftly chronicles the uneasy and often contested relations of the contemporary Dominican game and industry.

**ALAN KLEIN** is a Professor of Sociology-Anthropology at Northeastern University. He is the author of *Sugarball: The American Game, the Dominican Dream; Growing the Game: The Globalization of Major League Baseball*; and *Baseball on the Border: A Tale of Two Laredos*.

SPORTS/LATIN AMERICAN/CARIBBEAN STUDIES/SOCIOLOGY

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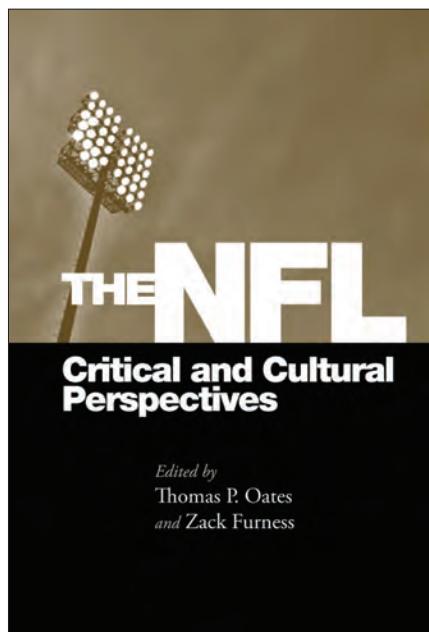
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Critical essays on the NFL as a cultural force in the United States



Edited by  
Thomas P. Oates  
and Zack Furness

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*Sporting series*



# The NFL

## *Critical and Cultural Perspectives*

**EDITED BY THOMAS P. OATES AND ZACK FURNESS**

The National Football League is one of the most significant cultural engines in contemporary American life. Yet despite intense and near ubiquitous media coverage, commentators rarely turn a critical lens on the league to ask what material and social forces have contributed to its success, and how the NFL has influenced public life in the United States.

The editors of and contributors to *The NFL* examine the league as a culturally, economically, and politically powerful presence in American life. The essays, explore how the NFL is packaged for commercial consumption, the league's influence on American identity, and its relationship to state and cultural militarism.

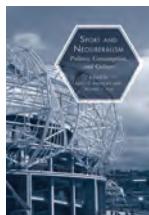
*The NFL* is the first collection of critical essays to focus attention on the NFL as a cultural force. It boldly moves beyond popular celebrations of the sport and toward a fuller understanding of football's role in shaping contemporary sport, media, and everyday life.

Contributors include: David L. Andrews, Aaron Baker, Michael Butterworth, Jacob Dittmer, Dan Grano, Samantha King, Kyle Kusz, Toby Miller, Ronald L. Mower, Dylan Mulvin, Oliver J.C. Rick, Katie Rodgers, and the editors.

**THOMAS P. OATES** is Assistant Professor of American Studies and Journalism & Mass Communication at the University of Iowa. His work on sports, media, and contemporary culture has appeared in *Communication and Critical/Cultural Studies* and the *Sociology of Sport Journal*.

**ZACK FURNESS** is Assistant Professor of Communications at Penn State University, Greater Allegheny. He is the editor of *Punkademics* and the author of *One Less Car: Bicycling and the Politics of Automobility* (Temple).

**also of interest** .....

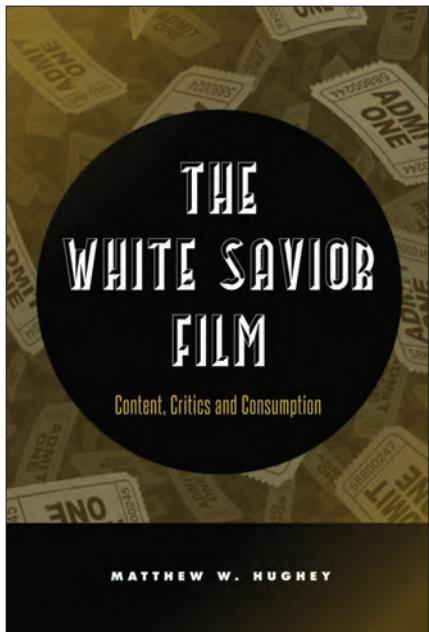


**SPORT AND NEOLIBERALISM**  
Politics, Consumption, and Culture  
edited by David L. Andrews and  
Michael L. Silk

PAPER | 978-1-4399-0504-3  
\$37.95 | £26.99

*Sporting Series*

Surveying the prevalence and popularity of films in which heroic white characters uplift racial others



RACE & ETHNICITY/MASS MEDIA &  
COMMUNICATIONS/SOCIOLOGY

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## The White Savior Film

*Content, Critics, and Consumption*

MATTHEW W. HUGHEY

The cinematic trope of the white savior film—think of Sandra Bullock in *The Blind Side*, Kevin Costner in *Dances with Wolves*, or Tom Cruise in *The Last Samurai*—features messianic characters in unfamiliar or hostile settings discovering something about themselves and their culture in the process of saving members of other races from terrible fates.

In *The White Savior Film*, Matthew Hughey provides a cogent, multipronged analysis of this subgenre of films to investigate the underpinnings of the Hollywood-constructed images of idealized (and often idealistic) white Americans.

Hughey considers the production, distribution, and consumption of white savior films to show how the dominant messages of sacrifice, suffering, and redemption are perceived by both critics and audiences. Examining the content of fifty films, nearly 3,000 reviews, and interviews with viewer focus groups, he accounts for the popularity of this subgenre and its portrayal of “racial progress.”

*The White Savior Film* shows how we as a society create and understand these films and how they reflect the political and cultural contexts of their time.

**MATTHEW W. HUGHEY** is Associate Professor of Sociology at the University of Connecticut. He is the author or co-author of seven books, including *White Bound: Nationalists, Antiracists, and the Shared Meanings of Race*.



### also of interest

FRAMING BLACKNESS

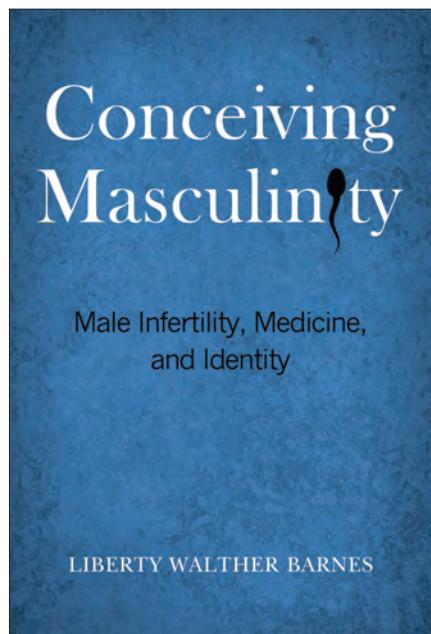
The African American Image in Film

Ed Guerrero

PAPER | 978-1-56639-126-9  
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*Culture and the Moving Image Series*

Shining a light on the world of male infertility, and how clinics bolster and protect men's notions of masculinity



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GENDER STUDIES/SOCIOLOGY

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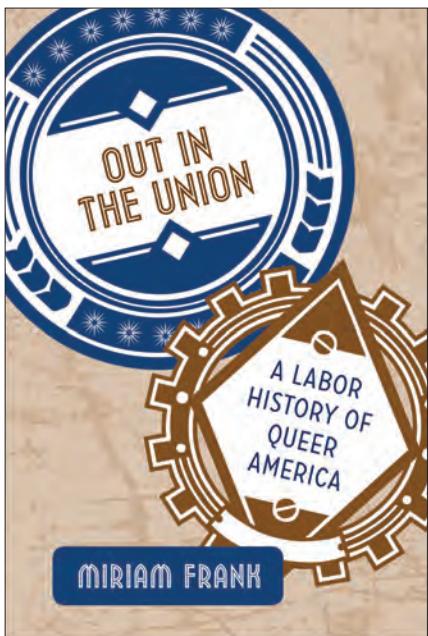
DAMAGED GOODS?  
Women Living with Incurable  
Sexually Transmitted Diseases  
**Adina Nack, Ph.D.**

PAPER | 978-1-59213-708-4  
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MEDICALIZED MASCULINITIES  
**edited by Dana Rosenfeld and  
Christopher A. Faircloth**

PAPER | 978-1-59213-098-6  
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A groundbreaking history of queer activists who advanced the causes of labor organizing and LGBT rights



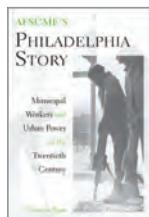
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SEXUALITY STUDIES/  
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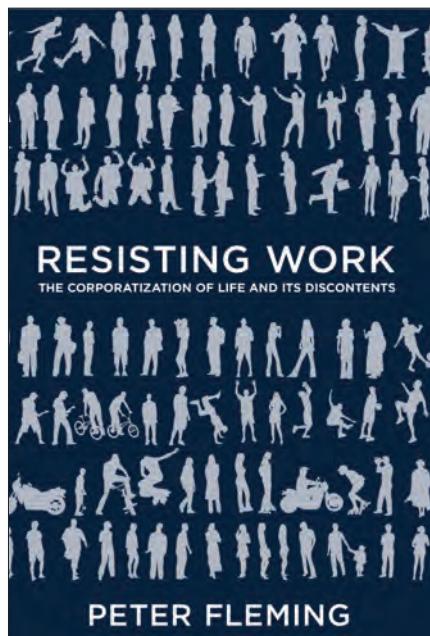
##### AFSCME'S PHILADELPHIA STORY

Municipal Workers and Urban Power in the Twentieth Century

Francis Ryan

PAPER | 978-1-4399-0279-0  
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How life and work have become synonymous, and what we can do about it



LABOR STUDIES & WORK/  
BUSINESS/ECONOMICS/  
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## Resisting Work

*The Corporatization of Life  
and Its Discontents*

**PETER FLEMING**

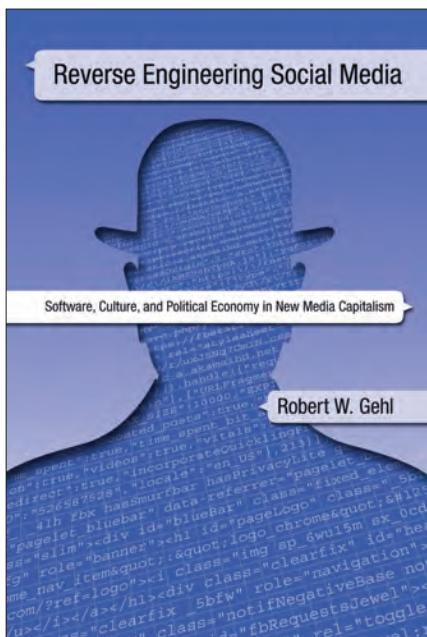
A job is no longer something we "do," but instead something we "are." As the boundaries between work and non-work have dissolved, we restructure ourselves and our lives using social ingenuity to get things done and be resourceful outside the official workday.

In his provocative book, *Resisting Work* Peter Fleming insists that many jobs in the West are now regulated by a new matrix of power—biopower—where "life itself" is put to work through our ability to self-organize around formal rules. This neoliberal system of employment tries to absorb our life attributes—from our consumer tastes, "downtime," and sexuality—into employment so that questions of human capital and resources replace questions of employee, worker, and labor.

Fleming then suggests that the corporation turns to communal life—what he calls "the common"—in order to reproduce itself and reinforce corporate culture. Yet a resistance against this new definition of work is in effect, and Fleming shows how it may already be taking shape.

**PETER FLEMING** is Professor of Business and Society at Cass Business School, City University, London. He is the co-author of several books, including *Contesting the Corporation: Struggle, Power and Resistance in Organizations* (with André Spicer), *Dead Man Working* (with Carl Cederström), and *The End of Corporate Social Responsibility: Crisis and Critique* (with Marc T. Jones).

Revealing the underside of our technology-laden world



MASS MEDIA & COMMUNICATIONS/  
CULTURAL STUDIES

JULY

226 PP. | 5 1/2 X 8 1/4"

PAPER | 978-1-4399-1035-1  
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EBOOK AVAILABLE



# Reverse Engineering Social Media

*Software, Culture, and Political Economy in  
New Media Capitalism*

**ROBERT W. GEHL**

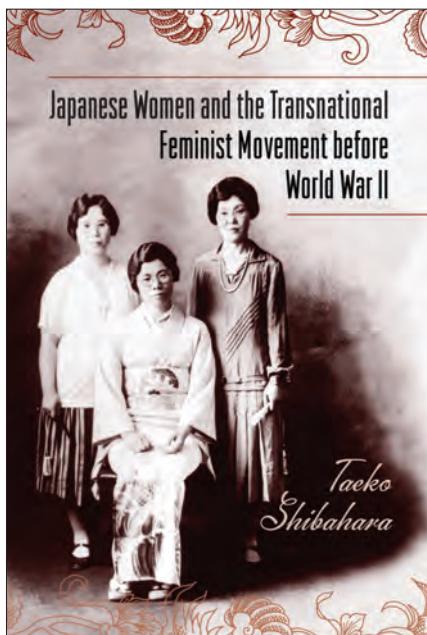
Robert Gehl's timely critique, *Reverse Engineering Social Media*, rigorously analyzes the ideas of social media and software engineers, using these ideas to find contradictions and fissures beneath the surfaces of glossy sites such as Facebook, Google, and Twitter.

Gehl adeptly uses a mix of software studies, science and technology studies, and political economy to reveal the histories and contexts of these social media sites. Looking backward at divisions of labor and the process of user labor, he provides case studies that illustrate how binary "Like" consumer choices hide surveillance systems that rely on users to build content for site owners who make money selling user data, and that promote a culture of anxiety and immediacy over depth.

*Reverse Engineering Social Media* also presents ways out of this paradox, illustrating how activists, academics, and users change social media for the better by building alternatives to the dominant social media sites.

**ROBERT W. GEHL** is Assistant Professor in the Department of Communication at the University of Utah. He is the co-editor (with Victoria Watts) of *The Politics of Cultural Programming in Public Spaces*.

How collaborations with their American counterparts enabled middle-class, urban Japanese women to promote modernity and gender equality



HISTORY/  
WOMEN'S STUDIES/  
ASIAN STUDIES  
APRIL  
208 PP. | 6 X 9"  
CLOTH | 978-1-4399-1038-2  
\$64.50 | £52.00  
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## Japanese Women and the Transnational Feminist Movement before World War II

TAEKO SHIBAHARA

This book traces the development of feminist consciousness in Japan from 1871 to 1941. Taeko Shibahara uncovers some fascinating histories as she examines how middle-class women navigated between domestic and international influences to form ideologies and strategies for reform. They negotiated a humanitarian space as Japan expanded its nationalist, militarist, imperialist, and patriarchal power.

Focusing on these women's political awakening and activism, Shibahara shows how Japanese feminists channeled and adapted ideas selected from international movements and from interactions with mainly American social activists.

*Japanese Women and the Transnational Feminist Movement before World War II* also connects the development of international contacts with the particular contributions of Ichikawa Fusae to the suffrage movement, Ishimoto Shidzue to the birth control movement, and Gauntlett Tsune to the peace movement by touching on issues of poverty, prostitution, and temperance. The result provides a window through which to view the Japanese women's rights movement with a broader perspective.

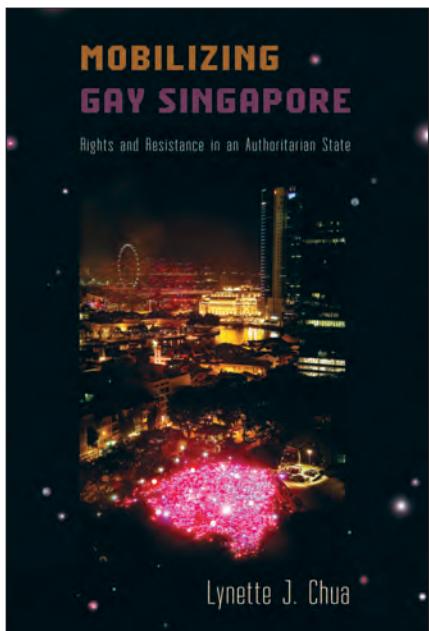
**TAEKO SHIBAHARA** is an independent scholar who teaches part time at Doshisha University and Ryukoku University. She is a co-translator of Ellen Carol DuBois and Lynn Dumenil's *Through Women's Eyes: An American History with Documents*.



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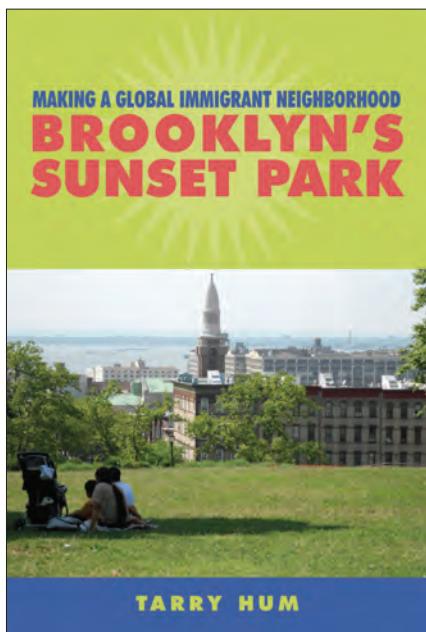
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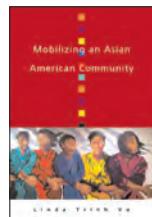
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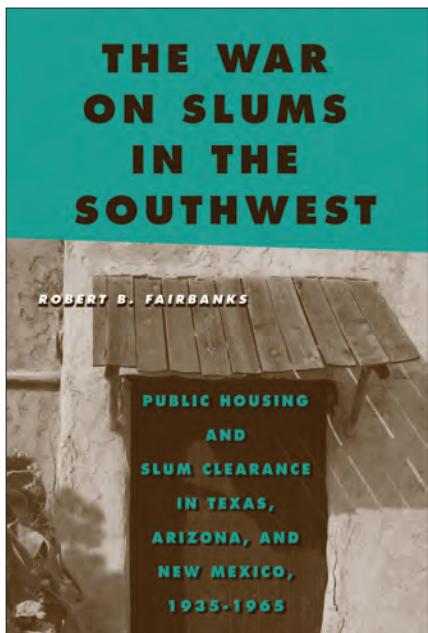
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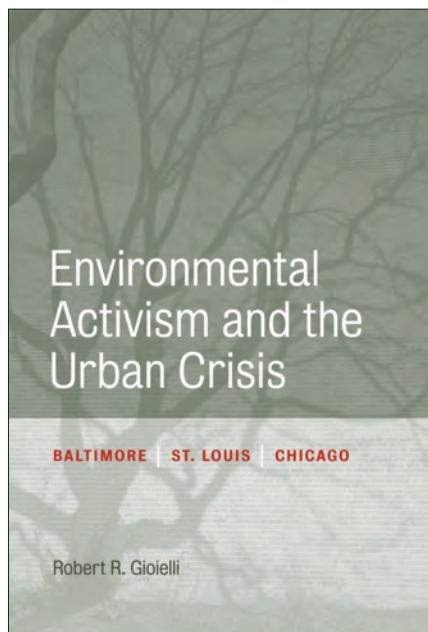
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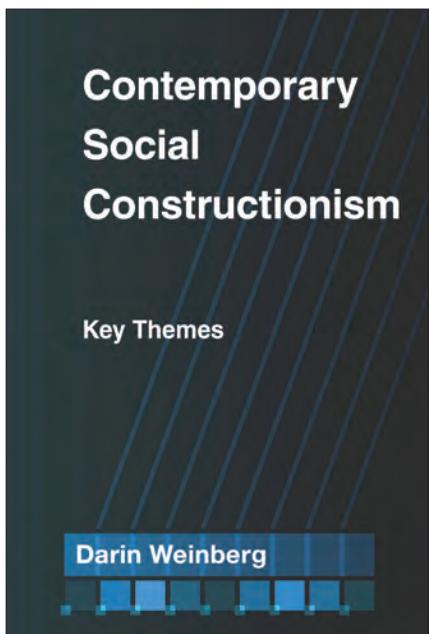


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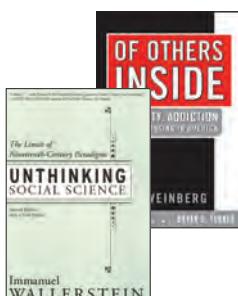
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**DARIN WEINBERG** is a Reader in the Department of Sociology at Cambridge University and a Fellow of King's College, Cambridge. He authored *Of Others Inside: Insanity, Addiction, and Belonging in America* (Temple), which won the Melvin Pollner Prize in Ethnomethodology.



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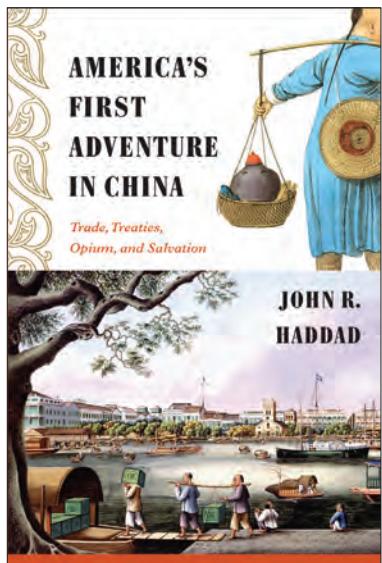
**MICHAEL E. BROWN** is Professor in the Department of Sociology and Anthropology at Northeastern University and former Professor of Sociology at Queens College and the Graduate School of the City University of New York. Among his books are *The Historiography of Communism*, *Collective Behavior* (with Amy Goldman) and *The Production of Society* as well as *New Studies in the Politics and Culture of U.S. Communism*, which he co-edited with Randy Martin, Frank Rosengarten and George Snedeker.



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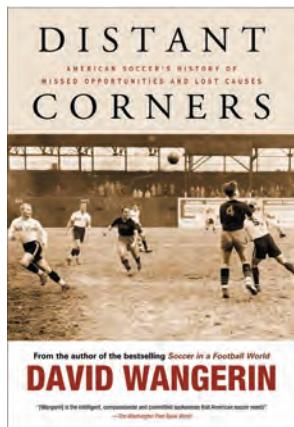
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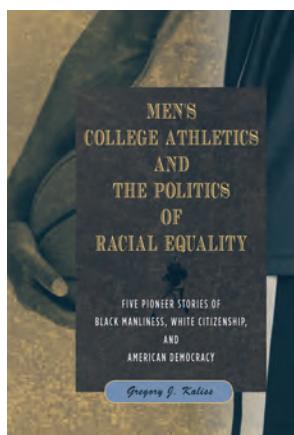


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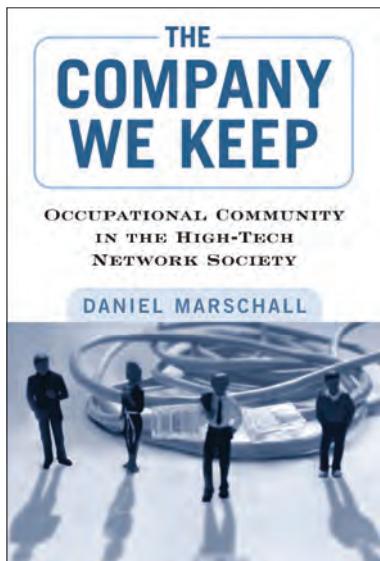
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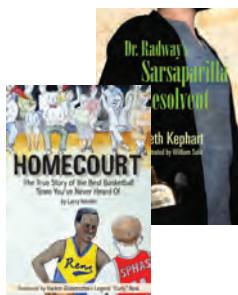
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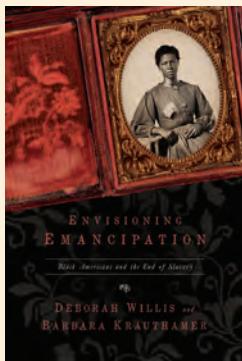


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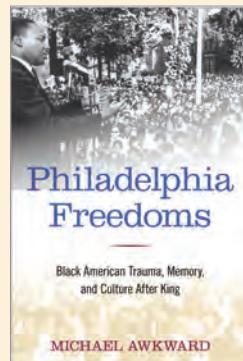


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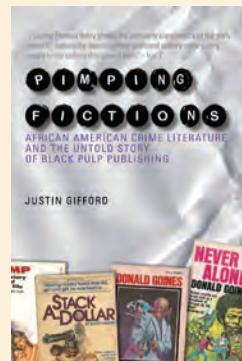


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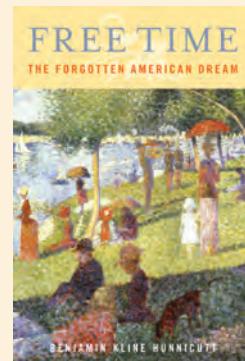
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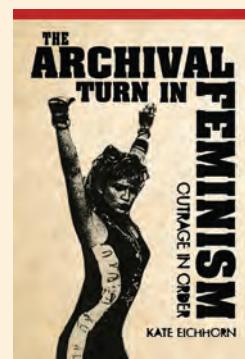
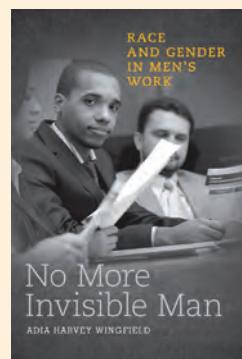
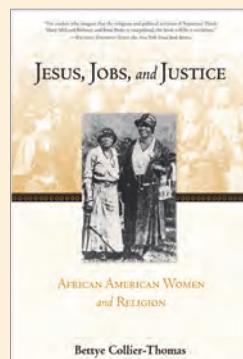
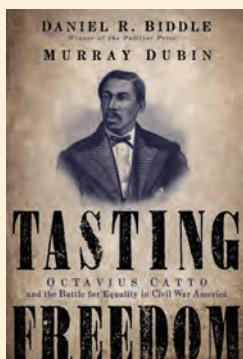
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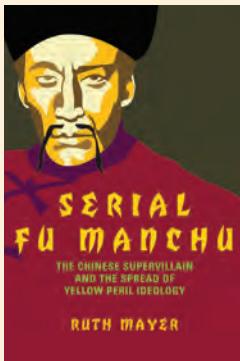
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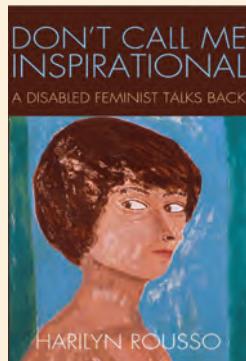




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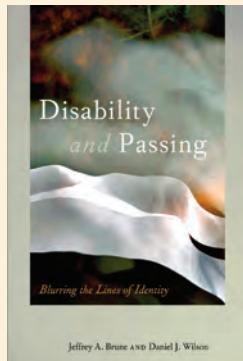
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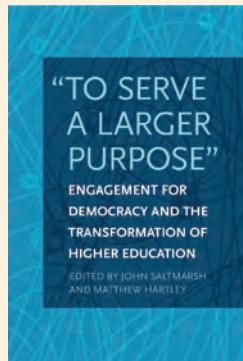
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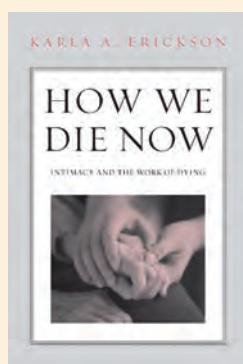
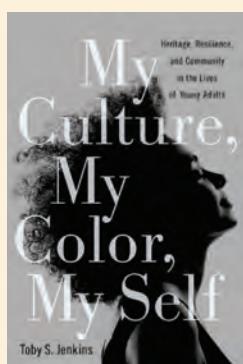
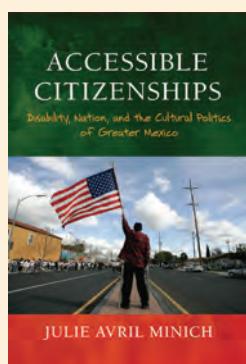
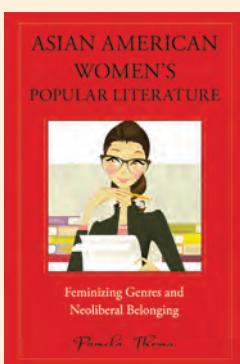
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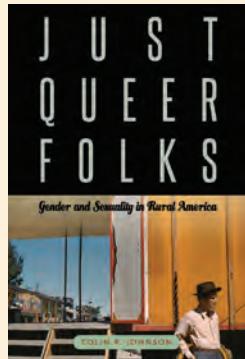
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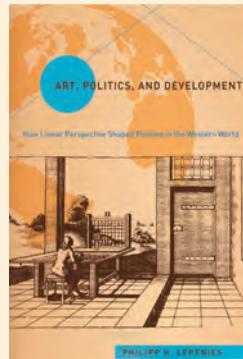
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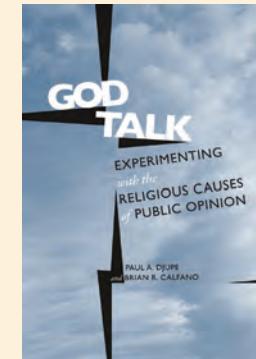
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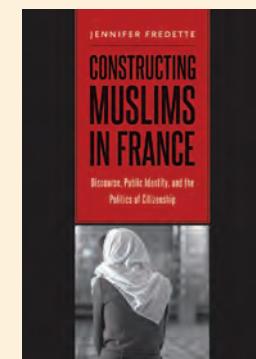
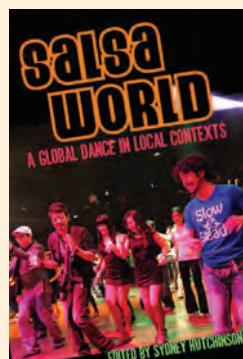
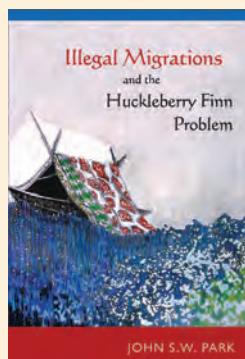
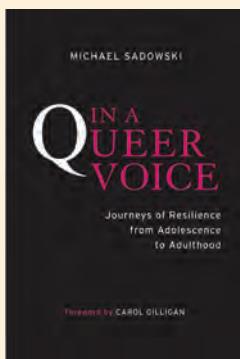
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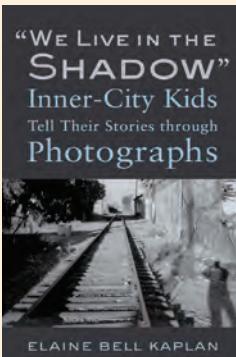
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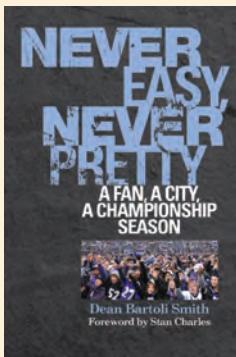
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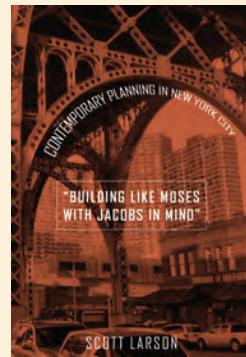
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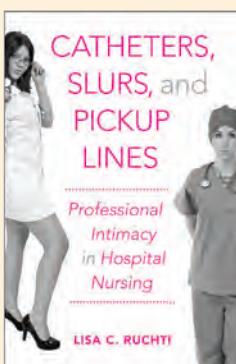
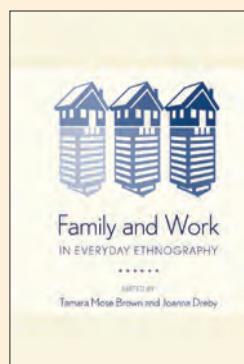
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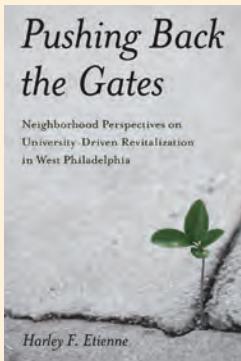
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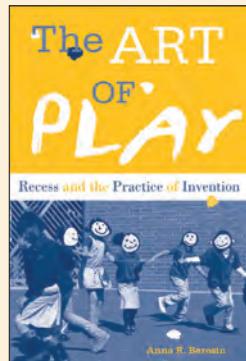
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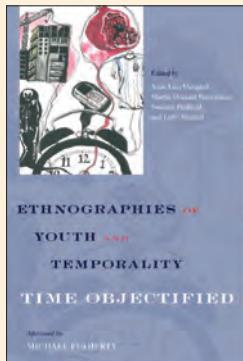
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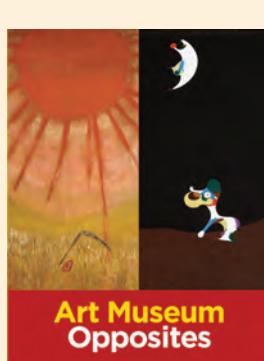
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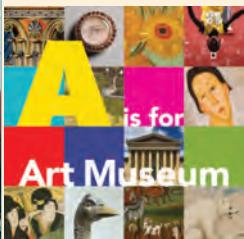
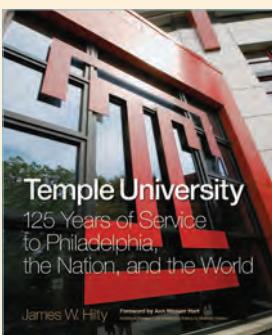
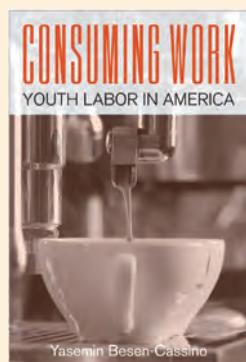
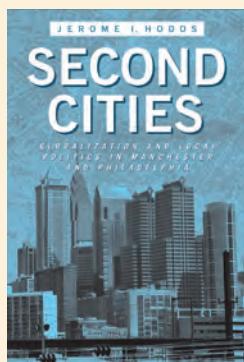
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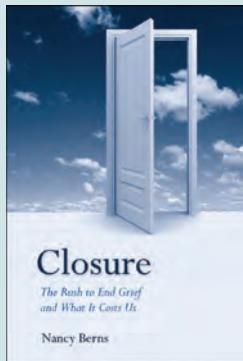
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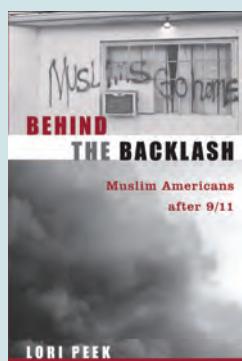
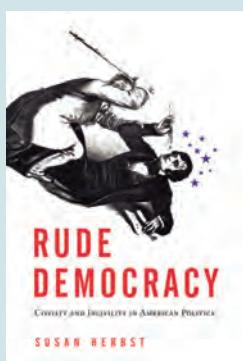
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#### ILLUSTRATIONS

**Cover:** *The Design in Motion* dedications were planned to coincide with Earth Day in 2009 and 2010. Each year the festivities were launched by a parade of the vinyl-wrapped recycling trucks down Broad Street to LOVE Plaza.

**Inside front cover (left) & page 3 (top left):** The four sides of Bodine High School for International Affairs became a wraparound mural and a detailed curriculum on the importance of water from the molecular, to the cultural, to the global. Artists Beverly Fisher and Eurhi Jones borrowed

Hokusai's iconic wave on the north side of the building to convey the importance of the moon and the tides in the dynamics of the earth. Photo by Jack Ramsdale.

**Inside front cover (right):** *The Washington Family*. Edward Savage. Oil on canvas, 1789-1796. Andrew W. Mellon Collection. Courtesy National Gallery of Art, Washington.

**Page 2:** Mural Arts crew leader Nathaniel Lee observes the project from a boom lift. Clustered on the upper stories of newly rehabbed commercial buildings, *Personal Melody* created a new perspective for Philadelphia murals. Photo by Steve Weinik.

**Page 3 (lower right):** Paint Day, 2012 Neighborhood girls at the Hank Gathers Youth Access Center at 25th and Diamond Streets help paint the mural, *The Color of Your Voice*, by Keir Johnston and Ernel Martinez. Photo by Steve Weinik.

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