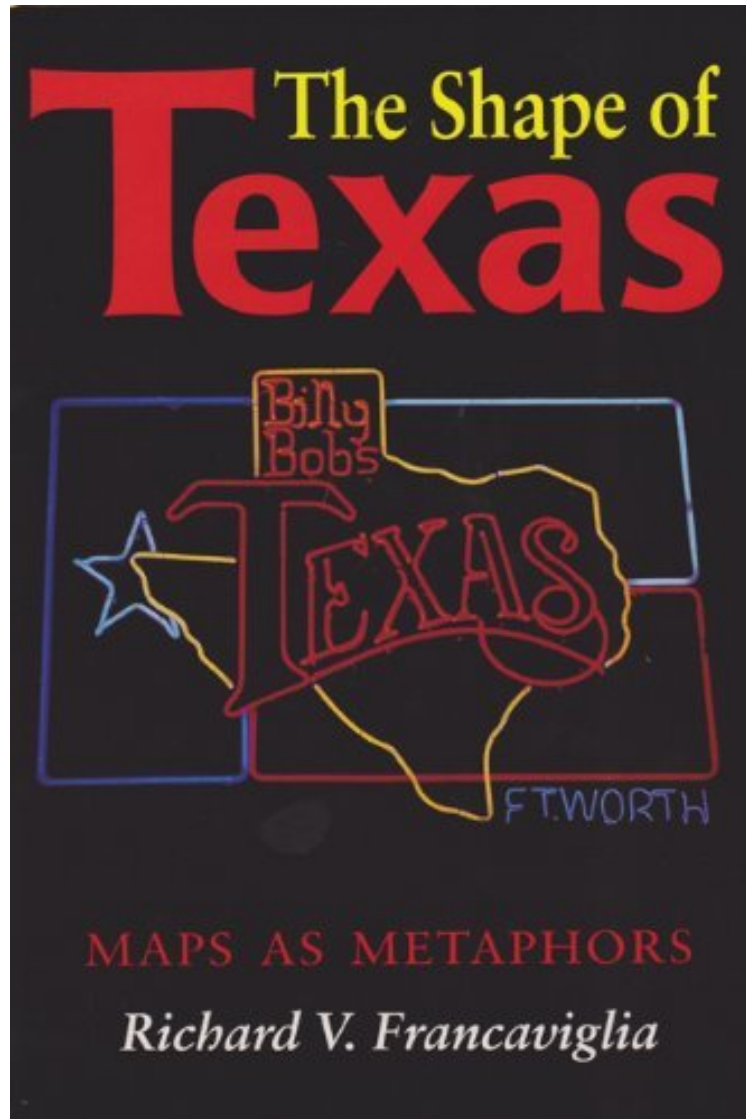


(Library ebook) The Shape of Texas: Maps as Metaphors (Texas A M University Military)

The Shape of Texas: Maps as Metaphors (Texas A M University Military)

Von Richard V. Francaviglia
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Von Richard V. Francaviglia : The Shape of Texas: Maps as Metaphors (Texas A M University Military) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Shape of Texas: Maps as Metaphors (Texas A M University Military):

Kundenrezensionen Hilfreichste Kundenrezensionen 0 von 0 Kunden fanden die folgende Rezension hilfreich. The Map As Cultural Icon Von Ein Kunde While this is not a book for everyone, those interested in either maps or popular

iconography will find few if any its equal. It will appeal primarily to three groups of readers. The first is persons interested in maps and cartography, especially the role of the map in present day popular culture. The second group consists of Texans and others interested in Texana. The third are persons interested in the visual arts. (I belong to the first two of these.) Richard Francaviglia is an associate professor of history and the director of the Center for Greater Southwestern Studies and the History of Cartography at the University of Texas at Arlington. He is a talented writer, skilled at presenting abstract subjects so that they are accessible to both his intellectual colleagues and to the intelligence lay reader. This book is evidence of that skill. As a northerner transplanted to Texas, Francaviglia has been struck by the overwhelming presence of the outline map of the state of Texas in advertising, company logos, road signs, and other manifestations. As he notes in his introduction, "if Texas were a tribe located in an exotic part of the world, anthropologists probably would have seriously studied their peculiar use of the map by now. But as of this writing, no one else has described the phenomenon in this book." This is not an understatement. If the reader doubts it when opening the book, he/she will not doubt it by the end. Francaviglia traces the rise of the use of the outline map in the 20th century and its supplanting of the Lone Star as the most common Texas icon. He catalogues the use of the outline map in ways which span the gamut from the mundane to the bizarre. He does not, however, treat this as a source of humor (though many things are very funny), but rather as something deeply revealing about Texas regional culture and character. The book is well illustrated with 27 color plates and over 100 black and white photos and drawings. It is a tribute to Dr. Francaviglia's interests in the topic that he obtained financing from the Summerlee Foundation of Dallas to enable the inclusion of the color plates which would not normally be possible in a book of this price and specialized interest. If you have an academic interest in any of the topics I have addressed, this book is a must. If you are a Texan, this book is a hoot. If you are both, read and enjoy. You are guaranteed to both learn and laugh out loud.

Kurzbeschreibung Over the years America's most recognizable state outline has become one of its most potent symbols, a metaphor for Texas popular culture. In the last decade, the private, commercial, and official use of the Texas map as cultural symbol has boomed. Richard V. Francaviglia identifies this current trend as Tex-map mania, and contends that the Texas map as icon integrates geography with history - and gives shape to a mythic landscape and to abstracted notions of what Texas is and who Texans are. Written in a lively style that engages both the scholar and the general reader in a discussion of the power of symbol and the meaning and significance of a shared aesthetic, *The Shape of Texas* is at the crossroads of cartography and popular culture. Francaviglia uses more than one hundred illustrations in offering a provocative visual and written account of this important, yet much neglected, aspect of Texas history and the dynamics of a still emerging Texas identity. *Pressestimmen* " . . . the first serious attempt to examine the process by which a map becomes a popular symbol. Although its focus may be limited in that it concentrates on a single cartographic icon, the methodology will surely be applicable to the study of any popular map. . . . Francaviglia has just legitimized popular cartography as a thoughtful academic pursuit." --Jeffrey S. Murray, Association of Canadian Map Libraries **Kurzbeschreibung** Over the years America's most recognizable state outline has become one of its most potent symbols, a metaphor for Texas popular culture. In the last decade, the private, commercial, and official use of the Texas map as cultural symbol has boomed. Richard V. Francaviglia identifies this current trend as Tex-map mania, and contends that the Texas map as icon integrates geography with history - and gives shape to a mythic landscape and to abstracted notions of what Texas is and who Texans are. Written in a lively style that engages both the scholar and the general reader in a discussion of the power of symbol and the meaning and significance of a shared aesthetic, *The Shape of Texas* is at the crossroads of cartography and popular culture. Francaviglia uses more than one hundred illustrations in offering a provocative visual and written account of this important, yet much neglected, aspect of Texas history and the dynamics of a still emerging Texas identity.