

**'Lesser Breeds'**

Racial Attitudes in Popular British Culture, 1890-1940

*Michael Diamond***Pub Date:** August 2006**Binding:** Paperback**Price:** £12.99 / \$21.95**ISBN:** 9781843312161**Category:** SOCIAL SCIENCE / Media Studies**BISAC code:** SOC052000**BIC code:** JFSL1**Extent:** 300 pages**Size:** 215 x 135mm / 8.5 x 5.3**Illustrations:** 19+ halftone illustrations**Rights Held:** World**Description****A study of racial attitudes in popular British culture between 1890 and 1940.**

'Lesser Breeds' focuses on racism as manifested in the popular culture of nineteenth- and early twentieth-century Britain, exemplified by attitudes to the Chinese, Arabs, Blacks and Jews. This compelling book investigates the manifold expressions of prejudice in the popular arts of the period. Like Diamond's successful *Victorian Sensation*, this is a comparative exploration of how popular racism was naturalised, what issues it raised and fed off, and what this said about British people at the time. One of the author's key concerns is the way in which the popular media feeds on stereotypes, which go on to reinforce relatively uninformed cultural and social assumptions. The parallel to our own cultural and political climate is compelling. This fascinating title will be of interest given the current trend of tabloid racism; it will also appeal to a general and unfailing interest in the intriguingly vulgar British Empire.

Readership: This fascinating title will be of interest given the current trend of tabloid racism; it will also appeal to a general and unfailing interest in the intriguingly vulgar British Empire.

Contents

Introduction; Chapter 1: The Yellow Peril and the Background to Villainy; 2. Chapter 2: Chinese Villains and Masterminds; 3. Chapter 3: Gordon and Arab Nationalism; 4. French North Africa and the Lure of the Desert; Chapter 5: The Sheikh and His Imitators; Chapter 6. Ghettoes and Stereotypes; Chapter 7: Jewish 'Pride of Race'; Chapter 8: The Jews and Some Famous Authors; Chapter 9: Jews on Jews; Chapter 10: Coping with Africa; Chapter 11: Blacks in the Caribbean and Home; Afterword; Notes; Index

About the Author

Michael Diamond has been an editor, producer and presenter for the BBC, where he worked on *The World at One* and the *BBC World Service*. He has a lifelong interest in the Victorian age. He has recently published *Victorian Sensation: Or the Spectacular, the Shocking and the Scandalous in Nineteenth-Century Britain* (Anthem Press, 2004).

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