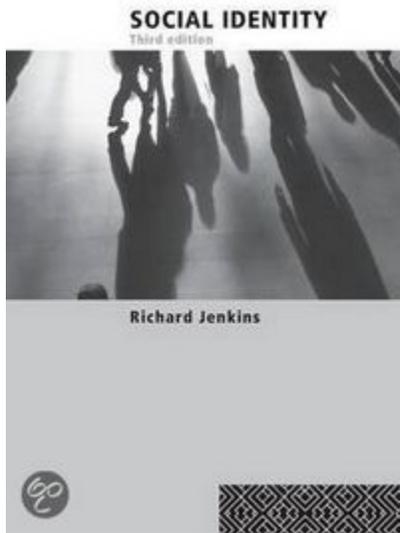


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KEY IDEAS



Without social identity there is no human world. Without frameworks of similarity and difference, people would be unable to relate to each other in a consistent and meaningful fashion. In the second edition of this highly successful text, Richard Jenkins develops his argument that identity is both individual and collective, and should therefore be considered within one analytic framework. Using the work of major social theorists, such as Mead Goffman and Barthes, to explore the experience of identity in everyday life, Jenkins considers a range of different issues, including:

- * embodiment,
- * categorization and boundaries
- * the institutionalizing of identities
- * identity and modernity and the significance of identity in modernity.

