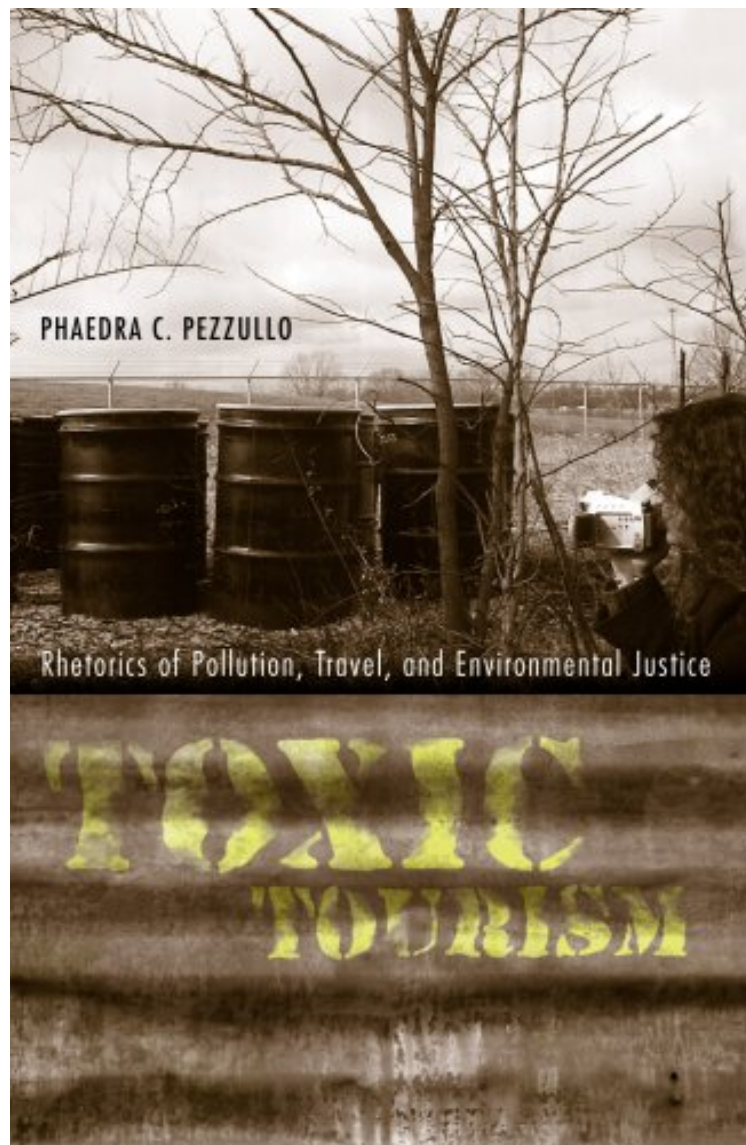


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Toxic Tourism: Rhetorics of Pollution, Travel, and Environmental Justice (Albma Rhetoric Cult Soc Crit)

Phaedra Carmen Pezzullo

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Phaedra Carmen Pezzullo : Toxic Tourism: Rhetorics of Pollution, Travel, and Environmental Justice (Albma Rhetoric Cult Soc Crit) before purchasing it in order to gage whether or not it would be worth my time, and all praised Toxic Tourism: Rhetorics of Pollution, Travel, and Environmental Justice (Albma Rhetoric Cult Soc Crit):

4 of 6 people found the following review helpful. excellent, scholarly examination of toxic tourismBy Stacey

Sowards This book provides excellent insight into the nature of the tourism industry as it relates to ecological awareness. Specifically, this book explores toxic tourism, or the traveling to areas that have been heavily polluted, as a form of advocacy tourism that also engages perspective, learning, and understanding about environmental pollution and its effect on various communities and the environment. In addition, this book is grounded theoretically in understanding tourism through the visual, but also other senses: the feeling of presence through smell, touch, bodily movement, and emotion. Pezzullo explains that the toxic tour often provides the embodiment of counterevidence to our everyday lives, which shapes our process of becoming. However, as Pezzullo observes in the conclusion, we also must remember that tourism, and especially toxic tourism, provides a learning experience, but does not necessarily clean up communities, nor does one actually know the experience of everyday life in toxic areas. In short, this book is insightful for not only those interested in environmental protection, but also those who are interested in tourism studies, advocacy tourism, environmental communication, and an understanding of how our experiences shape what we learn and know about the world.

Tourism is at once both a beloved pastime and a denigrated form of popular culture. Romanticized for its promise of pleasure, tourism is also potentially toxic, enabling the deadly exploitation of the cultures and environments visited. For many decades, the environmental justice movement has offered *toxic tours*; non-commercial trips intended to highlight people and locales polluted by poisonous chemicals. Out of these efforts and their popular reception, a new understanding of democratic participation in environmental decision-making has begun to arise. Phaedra C. Pezzullo examines these tours as a tactic of resistance and for their potential in reducing the cultural and physical distance between hosts and visitors. Pezzullo begins by establishing the ambiguous roles tourism and the toxic have played in the U.S. cultural imagination since the mid-20th century in a range of spheres, including Hollywood films, women's magazines, comic books, and scholarly writings. Next, drawing on participant observation, interviews, documentaries, and secondary accounts in popular media, she identifies and examines a range of tourist performances enabled by toxic tours. Extended illustrations of the racial, class, and gender politics involved include Louisiana's *Cancer Alley*; California's San Francisco Bay Area, and the Mexican border town of Matamoros. Weaving together social critiques of tourism and community responses to toxic chemicals, this critical, rhetorical, and cultural analysis brings into focus the tragedy of ongoing patterns of toxification and our assumptions about travel, democracy, and pollution.

"This volume pushes the literature on tourism into new directions, with progressive ends. Noting that the largest industry in the world, tourism, is itself often invasive, destructive, corrosive, and offensive, Pezzullo (communications, Indiana Univ.) demonstrates how noncommercial tours can serve as a rhetoric of resistance to mobilize public sentiment against toxic patterns and practices. That is, 'By weaving together social critiques of tourism and the responses of communities to the burdens of literal chemical toxicity, this book aims to bring into focus and hold accountable deeply embedded and highly problematic assumptions about travel, pollution, and democracy.' In particular, such experiential explorations of polluted areas serve to challenge the binary assumptions of society and environment and focus on racial, economic, and gendered cultural politics; that is, to shift the usual tourist gaze on the picturesque and nostalgic to that which is disgusting and grotesque as part of a revolutionary mission. After two introductory chapters that define terms, Pezzullo follows three case-study chapters with a conclusion and epilogue. The volume is well illustrated, referenced, and footnoted. *Summing Up: Recommended. Upper-division undergraduates and above.*" CHOICE Pezzullo's topic and approach are as fresh as her subject matter is fetid. . . . Her exposure of corporate cooptation of environmentalism (*astroturfing*) is eloquent. The discussion of AstraZeneca's manufacturing cycle of making cancer-causing herbicides, cancer treatment drugs, and sponsorship of Breast Cancer Awareness is revelatory and awful. . . . Pezzullo throws the political work of the tour into sharp relief, not merely toxic tours, but potentially all tours. This is excellent work because it points to the possibility of a more active and engaged type of tourism as opposed to a passive and alienated one." Dean MacCannell, author of *The Tourist: A New Theory of the Leisure Class*