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Publisher Bestsellers

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This month's submission comes from the Tar Heel State—the University of North Carolina Press. Based on sales figures for the 1993/1994 fiscal year, these books sold the most copies during that period according to Kathleen Ketterman, the press Marketing Manager. After reading the list you will understand why these titles are bestsellers, because it is an interesting mix ranging from gardening and birds to the Civil War and television with a sprinkling of other topics.

Ethnomimesis, a volume on folklore festivals and representation, by Robert Cantwell is a fascinating title which has seen little sales action since it was published in November of 1993. Choice may not have reviewed it, but we are bringing a brief synopsis of it to you in ATG. Sharpen your pencils and start checking the list, folks. Which ones has your library missed?

Top Ten Bestsellers
From The University of North Carolina Press
(net units sold from July 1, 1993-June 30, 1994)


University of North Carolina Press's Best Kept Secret


This book will fascinate all those intrigued by how we create and perpetuate our representations of folklore and culture. Ethnomimesis is Robert Cantwell’s word for the process by which we take cultural influences, traditions, and practices to ourselves and then manifest them to others. Ethnomimesis is an element of ordinary social communication, but springing out of it, too, is that extraordinary summoning up that produces our literature, our art, and our music.

Using such diverse cultural artifacts as King Lear and an eighteenth-century English manor garden to deepen our understanding of ethnomimesis, Cantwell then explores at length the representation of culture in our national museum, the Smithsonian, focusing especially on the Festival of American Folklife.

Robert Cantwell is a visiting associate professor of American Studies at the University of North Carolina at Chapel Hill and author of Bluegrass Breakdown: The Making of the Old Southern Sound. ©