

Chapter 1 : The Old New Criticism and its Critics by R. V. Young | Articles | First Things

*Long silent to criticism, agribusiness reaches out He says Monsanto always thought of itself as the first step in the chain and has traditionally dealt more with farmers than consumers.*

He even gives tours, something he says he never would have done 20 years ago. Think genetically modified crops, overuse of hormones and antibiotics, inhumane treatment of animals and overprocessed foods. This explosion of talk about food — some based on fact, some based on fiction — already has transformed the marketplace. Slow to respond and often defensive, farmers and others in agribusiness have for several years let critics define the public debate and influence consumers. Now, the industry is trying to push farmers and businesses to fight back, connecting with those consumers through social media and outreach that many in agriculture have traditionally shunned. He cares for dairy cows, beef cattle and 30, hogs. Like a lot of other farmers, Hasheider was wrong. Silence on GMO foods Take the issue of genetically modified foods. There has been little scientific evidence to prove that foods grown from engineered seeds are less safe than their conventional counterparts, but consumer concerns and fears — many perpetuated through social media and the Internet — have forced the issue. A campaign to require labeling of modified ingredients on food packages has steadily gained attention, and some retailers have vowed not to sell them at all. Makers of the engineered seeds and the farmers and retailers who use them stayed largely silent, even as critics put forth a simple, persuasive argument: Consumers have a right to know if they are eating genetically modified foods. Still, director Michael Jacobson says, the issue has taken on a life of its own to the general public. Companies such as Monsanto Corp. He says the company was late to the public relations game as critics worked to vilify it, even holding marches on city streets to protest Monsanto by name. He says Monsanto always thought of itself as the first step in the chain and has traditionally dealt more with farmers than consumers. About a year ago, in an attempt to dispel some of the criticism, the company started addressing critics directly and answering questions through social media and consumer outreach. The company also is reaching out to nutritionists and doctors, people whom consumers may consult. Reaching out to mothers At a recent conference of meat producers, David Wescott, director of digital strategy at APCO Worldwide, told ranchers they needed to do a better job connecting with — and listening to — mothers, who often communicate on social media about food and make many of the household purchasing decisions. Other farm groups, such as Illinois Farm Families, are inviting moms to tour the fields. Tim Maiers of the Illinois Pork Producers Association says the group has found that consumers generally trust farmers, but they have a lot of questions about farming methods. One of the moms, Amy Hansmann, says that though she remains concerned about the amount of processed foods and chemicals in the food supply, her experiences touring conventional farms with Illinois Farm Families changed her thinking. Taking control of the message Chris Chinn, a blogger and a fifth generation farmer and mom from Clarence, Mo. Chinn, 38, carves 20 minutes or more out of her schedule every day to get on Twitter, comment on online articles and update her blog. Her Internet service can be spotty in rural Clarence, but she sometimes types out entire blog posts on her smartphone and tries to respond to every Tweet that is directed to her — some of them nasty. Chinn says she started using social media because of animal-rights campaigns that have aimed to eliminate gestation crates that she and other hog farmers use for pregnant sows. Hog farmers say the crates are important to keep the pigs and their piglets safe; animal-rights groups say they are inhumane and have pushed state legislatures to get rid of them. She believes that if people knew more about these operations, they would understand. The company won both fights. He has worked in the last few years on the labeling campaign. Hirshberg and other critics have argued that Monsanto and retailers should just accept the labels and move on. Responding to consumer demand Some farmers have decided that responding to consumer preference is the smartest route for their businesses. Nestled in low hills along the Missouri River just west of St. Louis, John Ridder has a 1, acre farm and a herd of cattle. His wife, Heidi, recently created a Facebook profile for their cattle ranch, and the two have worked with the Missouri Beef Industry Council to reach out to consumers. Many farmers are taking that a step further and taking advantage of the consumer trends — labeling foods as natural or local.

**Chapter 2 : Overview of the Value Chain Approach | Marketlinks**

*Chain of command thinking originated in an industrial age when work involved more rote activities, less information, and communication options were limited, Decision making and authority were clearly placed in the hands of a few individuals at or near the top of an organization chart.*

Local communities[ edit ] Walmart opened its Teotihuacan Superstore near the Pyramid of the Moon amid community protests. When Wal-mart plans a new store location, as often as not the company has to fight its way into town in the municipal equivalent of civil war between pro and anti Wal-Mart factions. Those who defend Walmart cite consumer choice and overall benefits to the economy, and object to bringing the issue into the political arena. Route 70 and Interstate 40 outside Nashville, Tennessee. The building site was home to both Native American burial grounds and a Civil War battlefield. Protests were mounted by Native Americans and Civil War interest groups, but the Walmart store was eventually constructed after moving graves and some modifications of the site so as not to interfere with the battlefield. The project developers donated land to permit access to the Civil War historic site. While there were initially no general objections to the Walmart store itself, many residents did not want to see Dixmont demolished, despite the fact that the Dixmont complex, having been abandoned in , was beyond maintainable condition and teenagers were dangerously trespassing onto the property on a regular basis. Both routes were shut down for weeks. While Walmart did "stabilize" the landslide, many residents said that Walmart merely stabilized the hillside so that it could continue with work to build the store. The study found that the crime rate in US counties that have Walmart stores declined at a much lower rate than the rest of the country since the s. In , in the case of Walmart Stores, Inc. The Supreme Court of Arkansas ruled in favor of Walmart saying that its pricing, including the use of loss leaders , was not predatory pricing. Mexican authorities found no wrongdoing on the part of Walmart. Walmart won appeal of the ruling, then the German Supreme Court overturned the appeal. In , Barry C. Lynn said that in a free market , Kraft could have passed those costs on to its distributors and ultimately consumers. Cadmium in jewelry is not known to be dangerous if the items are simply worn, but concerns come when a child bites or sucks on the jewelry, as children are apt to do. I can take advantage of that. The ACFTU had previously signed an agreement with the company in that allowed Walmart to set up management-controlled unions instead. The union asked for the workers to return to their jobs. Reuters reported that by July 8, , the striking workers returned to work when management agreed to consider their protests. For example, a class action lawsuit in Missouri asserted approximately , to , people who were forced to work off-the-clock, were denied overtime pay, or were not allowed to take rest and lunch breaks. Supreme Court case Wal-Mart v. Walmart quickly held talks with the workers, addressing their concerns. However, fire officials confirm that at no time were fire exits locked or employees blocked from escape. Walmart has advised all stores to ensure the door keys are available on site at all times. In one case, federal investigators say Walmart executives knew that contractors were using undocumented workers as they had been helping the federal government with an investigation for the previous three years. Earlier raids in and resulted in the arrests of workers without documentation located at Walmart stores around the country. Allegations of wrongful termination[ edit ] On January 13, , four employees at a Walmart in Layton, Utah were confronted by a shoplifter who pulled out a handgun and took one of the employees hostage in an attempt to leave a small, closed office. The other three employees disarmed and subdued the shoplifter, and all four held onto the man until police arrived. A week later, the four employees were fired for violating a company policy requiring employees to "disengage" and "withdraw" from any situation involving a weapon. She called police when the customer refused to rectify the situation. The employee was fired later the same day, reportedly on the grounds of "being rude to a customer", after rejecting instructions from her manager that such incidents should be reported to the store management rather than directly to the police. The NLRB has recently stated that this also applies to social media. For example, a Sept. We were so understaffed, and the workload placed on me [was] unsurmountable. Casias had an inoperable brain tumor and cancer and in his oncologist recommended he try marijuana after the Michigan Medical Marijuana Act was passed in Walmart spokesman Greg Rossiter said

that Walmart policy is to terminate employees who take certain prescription medications, and he believed that this policy complied with the law. The High Cost of Low Price that employees are paid so little they cannot afford health insurance. The judge said the law would "hurt Walmart by imposing the administrative burden of tracking benefits in Maryland differently than in other states. Walmart executive Sally Welborn stated in a blog post, "This year, the expenses were significant and led us to make some tough decisions as we begin our annual enrollment. Walmart subsequently eliminated in-house meat-cutting jobs in favor of prepackaged meats, claiming that the measure would cut costs and prevent lawsuits. Walmart is also expanding its one-hour guarantee from three items last year to twenty-one items this year. This means that a customer standing in line for such an item from pm or from pm will be guaranteed to get it at that price some point before Christmas. Labor is seen as a cost driver rather than a sales driver. Managers do not have much direct control over sales, almost never making decisions on merchandise mix, layout, price, or promotions. But managers do have control over payroll costs and are evaluated regarding whether they meet weekly or monthly targets for payroll as a percentage of sales. At times these pressures have been such that Walmart managers have put pressure on employees to work off the clock. As counter examples of companies which both invest in their employees and are price leaders in their fields, Prof. In Wisconsin, an employee who oversees grocery deliveries and who is a member of OUR Walmart reports that the store is a long way from the previous mantra of "in the door and to the floor. Zeynep Ton states that companies can get in a downward spiral where too few labor hours lead to operational problems and lower sales and these reduced sales then become a rationale to reduce labor hours even further. A customer from Delaware states that the cosmetics section "looked like someone raided it" and "You hate to see a company self-destruct, but there are other places to go. It was like, you have to help them help you. Terrie Ellerbee, associate editor of grocery publication The Shelby Report, traced the problem to when Walmart reduced the number of different merchandise items carried in an attempt to make stores less cluttered. Customers did not like this change, and Walmart added the merchandise back, but did not add employees back. One employee is quoted as saying, "As soon as we get a full crew we start to lose people through them quitting or being fired. Management seems to wait until we need 6 or 7 people, then we get a rash of new hires. However, even with these problems, Walmart was performing better than Target in the measure of retail turnover, turning over its entire inventory 8 times a year as compared to 6. Front-end managers are supposed to open another register any time there are more than three customers in line, but these employees have to come from some other part of the store, and the night crew may or may not be able to catch up. Walmart will also be looking to hire 55, seasonal employees for the upcoming holiday season. This compares to , jobs Walmart has cut over the last five years. They have things that are broken in there and instead of fixing the problem, they have a trash bag taped over it, and it smells horrible. For example, in May in Alberta, Canada, a woman shopping with her adult daughters had a heart attack at a Walmart store. The operator instructed one daughter to find an AED machine. The employee at the Walmart customer service desk did not know whether or not the store had one. Alberta law and workplace regulation does not require the placement of AEDs in businesses, and Walmart stores in Alberta in fact do not have them. And the man survived. The director of corporate affairs for Walmart Canada said the store has an employee on shift who is trained in first aid and CPR as is required by Canadian law, and that the company is the process of determining whether or not to place AEDs in stores. Long-term success is defined as survival until discharge from the hospital. The company negotiates lower prices from vendors. For certain basic products, Walmart "has a clear policy" that prices go down from year to year. It has also been criticized for using sweatshops and prison labor. Walmart said it did not use prison labor. The documentary film Wal-Mart: The High Cost of Low Price shows images of Walmart goods-producing factories in poor condition, and factory workers subject to abuse and conditions that the documentary producers considered inhumane. Walmart currently uses monitoring which critics say is inadequate and "leaves outsiders unable to verify" conditions. In , Walmart began working with Business for Social Responsibility, a San Francisco, California-based nonprofit organization, to reach out to groups active in monitoring overseas plants. Survivors said that fire extinguishers did not work, an exit door was locked, and that when the fire alarm went off, bosses told workers to return to their sewing machines. Victims were trapped or jumped to their deaths from the eight-story building, which

had no fire escapes or exits. Initially Walmart said it could not confirm that it had ever sourced apparel from the factory. However photos taken by Bangladeshi labor activists showed Walmart-branded clothing present in the factory after the fire. Walmart later said that a supplier had subcontracted work to the factory "in direct violation of our policies. It was also disclosed in a November 24 article in The New York Times that officials who had attended a Bangladesh meeting to discuss factory safety in the garment industry said that the Walmart official there had played the lead role in blocking an effort to have global retailers pay more for apparel to help Bangladesh factories improve their electrical and fire safety. The company had opened many stores in Mexico in the late s and early s, attempting to widely establish itself before competitors could. Some Walmart executives found the report incomplete and contradictory, but the investigation was closed. None of the Mexican executives investigated were ever disciplined, and some were even promoted afterwards. It was unclear how the Justice Department might respond. It has also refused to sell the December issue of WWE Magazine due to its controversial cover depicting The Rock doused with fire.

### Chapter 3 : Mythological Criticism by Krishen Persad on Prezi

*Bikini-barista coffee chain drawing criticism from locals. Bottoms Up Espresso is planning to open up a new location in Chico, Calif., but the idea appears to have residents hot and bothered.*

Young August Among the pugnacious practitioners of academic literary studies, who agree among themselves on almost nothing, there is one consensus: Never again, they seem to proclaim in the smug tone of someone conscious of having recovered righteousness, will we submit to that unhistorical formalism or subject our students to the cultural elitism of canonical works. Everywhere the atmosphere of classrooms and library bookstack carrels thickens with an almost palpable fog of sanctimony. Now, considered objectively, this is a very strange state of affairs. The New Criticism flourished during the thirties, forties, and fifties and remained formidably influential even through the sixties when its dominance over literary study was everywhere challenged. This was the time when the study of literature in the modern vernacular languages was established once and for all in the curriculum of American universities; English and American literature, in particular, assumed a central role in undergraduate education and became a major focus of graduate training and academic scholarship. It is not too much to say that the activities of the New Critics and their followers staked out the literary field and defined the university environment in which the revisionists now operate. If the movement known as New Criticism had never occurred, it is improbable that the position and activities of literary scholars would be of much significance in the contemporary university. Whatever shortcomings may have emerged in the New Critical program, whatever defects or excesses of method or substance may have stood in need of correction, one would expect the beneficiaries of the achievements of the New Criticism to regard it with at least an affectionate tolerance. Hence the current attitude among the denizens of English and foreign language departments, which ranges from severe disapproval to scathing repudiation, is more than a little surprising. It is still more surprising when one realizes that the condemnation of the New Criticism is founded on misconceptions, if not outright deceptions. But I also doubt whether it would make any difference if they did read them: The New Criticism has not been vilified because of its errors and vices, which doubtless afflict it as they do all things human, but has rather been scourged for its virtues. It is not too much to say that the New Critics have been the victims of what is called in counterespionage circles a campaign of disinformation. If this were true, however, the New Criticism would be a threat to no one and would hardly provoke such hostility. The fact is that the New Criticism is condemned not because it treats the literary work as an empty form remote from history, but because it understands literary form and the relation between meaning and history in a way that undermines the Gnostic materialism characteristic of most contemporary ideologies. Thus, far from evincing a lack of interest in history, this view of literature strengthens the relation between the author and history by treating the literary work as a portal into the meaning of the ceaseless currents of the historical process. Precisely insofar as it transcends the particular biases and individual purposes of its author, as well as the immediate expectations and assumptions of its readers along with the political and socioeconomic conditions of its era, the work of literature is a testimony to the inherent significance and purpose of human life. In proposing such an understanding of literature, the New Critics are not aping either the mathematical or the empirical modes of scientific knowledge; they are, rather, urging us to recognize alternative ways of knowing that comprehend a broader spectrum of reality. This is an educational undertaking of crucial importance. Now all of this is anathema to the dominant ideologies of the contemporary university. If the language and tone of the current academic setting are broadly Marxist, it is helpful to think about the radical predilection of the modern world in general in terms of the Gnostic paradigm formulated by Eric Voegelin in *The New Science of Politics*. Gnostic dualism both despises the material creation and sees it as decisive in forming the character and conduct of human beings: At the same time, the Gnostics also believe that those who attain to a special knowledge, or gnosis, become part of an elite group who rise above the condition and destiny of ordinary mortals. Combine this with empirical science and technology, and the result looks very much like modern Marxism: Obviously only a small minority of contemporary academics would expressly subscribe to an overt Marxism, and few at least of my acquaintance could even identify Gnosticism

with any confidence; nevertheless, a set of analogous attitudes permeates a broad range of the academic community, and the influence of Marxism and associated ideologies has become especially notable on literature faculties in recent years. The literary critic in this frame of mind will be inclined to approach a story or a poem or a play less as an imaginative rendering or revelation of the structure of reality than as an open-ended vehicle for the free play of individual fantasies. Now it is not hard to see why the New Criticism, with its insistence on the objective integrity of the literary work, would hold little appeal for the contemporary academic ideologue. The New Criticism was, above all, an assertion that a piece of fiction or poetry or drama could matter, could have significance in and of itself. Such a view of the literary work entails certain metaphysical and moral premises that are incompatible with the radicalism that now dominates academic and intellectual life. These premises assume that a literary work exists independently of the interests and purposes conscious or unconscious of the author, or of the responses to or experience of the work on the part of any particular reader or collection of readers in any given time or place. A work of literature, then, stands as a testimony to the independence of the human spirit from material necessity: By the same token, the work of literature in some ways rehabilitates that very material universe: The moral implications of the New Criticism are equally repugnant to radical ideology: As a representation of reality, a literary work is a manifestation of the structure of reality that exists independently of, and sometimes in conflict with, individual expectation and desire. As an embodiment of meaning apart from author and interpreter alike, the literary work is a reminder that human beings can discover significance, but not manufacture it. The New Criticism thus responds affirmatively to what we might call the moral realism of great literature. Consider, for example, how many tragedies manifest the dignity and grandeur of human beings as morally free agents who yet can degrade and destroy themselves through the proud abuse of freedom and the refusal to respect the limitations inherent in the nature of reality. Similarly, the interpreter of the drama is free to explore the richness of the play and draw out as much as he can of its inexhaustible significance, but he must respect the integrity of the text and acknowledge its meaning as its own and not his. Now virtually every effort to discredit the New Criticism also involves an attack upon the objective integrity of the literary work of art, along with a concomitant exaltation of the reader or interpreter. Gnosticism provides so useful a model because the ancient Gnostic, like the modern Marxist, is preoccupied with escaping or transforming an unsatisfactory reality in the interests of personal domination or self-satisfaction. Because of its fictionality, literature can be regarded as a useful vehicle for this, but only if it is severed from reality by the denial of its status as a representation and rendered entirely responsive to the will of the interpreter. In principle, they were nearly all resolvable. Frye would reduce all works of literature to a collection of variations on a few basic myths, universal in a vaguely Jungian sense, and he deprecates value judgments and hierarchical discriminations deriving from aesthetic considerations. After all, if what is distinctive about a work of literature is its embodiment of an archetypal myth, its unique features as a specific work will hardly be prized. The literary work becomes a contested site in which the egos of the author, his literary predecessors, and his readers struggle for psychic dominance. Other critics who have come under the spell of psychoanalysis, most notably Norman Holland and David Bleich, have simply denied any substance at all to the literary work, except as it exists in the mind of the reader. In practice it means that a work of literature is the creature of recognized, published scholars in academic institutions. The independent existence of the work of literature fares no better in the psychoanalytic criticism influenced by the French neo-Freudian, Jacques Lacan. Two of the principal continental developments of the sixties similarly diminished the independent existence of the literary work. Parisian structuralism, with its close attention to details of language and form, bears a superficial methodological similarity to the New Critical approach; however, it differs sharply in its pretense to a scientific, almost mathematical rigor, and in its treatment of literature as a system, which is in turn only part of a larger system of cultural signs. Hence the study of literature is part of linguistics, linguistics part of semiotics. Although the methods of Geneva and Paris are opposed insofar as the one seems obsessed with authorial intentionality while the other utterly discounts it, they are alike in dismissing or denying the objective existence of the literary work itself. And these latter have, if that were possible, only further diminished the status of the literary work. Like every other human utterance, a work of literature has neither substantial existence nor

distinctive identity. In the New Historicism, of course, Marxist principles of materialist determinism become explicit: When the various attacks upon the New Criticism in the course of the last three decades are thus considered, it is evident that they are all essentially attacks upon the ontological integrity of the literary work as such. Deconstruction and the New Historicism take the next step, making explicit that which is common to all of these theoretical perspectives, i. One is reminded of E. Surely everyone must recognize, Hirsch argues, that it is only by mastering the verbal skills and traditional knowledge required by cultivated literacy that one will be able to effect social change and do away with injustice. Wellek himself points out that a leveling nihilism is at the heart of the matter: The old New Critics regarded the study of genuine works of imaginative literature as a powerful civilizing force because it is educative in the strict sense: In the New Critical scheme the work of critics and scholars is ancillary to the masterpieces that constitute this literary culture. Its task is to define and identify literary excellence and through interpretation to point out how literature represents and reveals the nature of reality. Naturally, then, it is precisely for its insistence upon literary quality that the New Criticism is currently hated and feared. The same strictures apply to discriminations among different levels of fiction: For an academic, perhaps the best evidence of the power of this new industry is the number of his colleagues who seem to spend more time listening to hard rock and watching music videos than reading poetry. There are two main consequences of all this: But perhaps the greatest gain that falls to us under a persuasion model is a greatly enhanced sense of the importance of our activities. In certain quarters, of course, where the critical ideal is one of self-effacement, this will be perceived to be the greatest danger. No longer is the critic the humble servant of texts whose glories exist independently of anything he might do; it is what he does, within the constraints embedded in the literary institution, that brings texts into being and makes them available for analysis and appreciation. The practice of literary criticism is not something one must apologize for; it is absolutely essential not only to the maintenance of, but to the very production of, the objects of its attention. This state of affairs was anticipated by Cleanth Brooks some four decades ago. Otherwise the poetry of the past becomes significant merely as cultural anthropology, and the poetry of the present, merely as a political, or religious, or moral instrument. In the language of economics, poetry is not fungible. The poem is by turns outrageously and defiantly witty, tender, and impassioned. The vision that is verbally manifest in the poem may or may not have been inspired or provoked by this or that incident or preoccupation in the life of the man John Donne, but the poem itself is distinct from the aims and experiences of the poet, and accessible to the experience of readers in a way that the actual life experience of another is not. The Phoenix riddle hath more wit By us, we two being one, are it. So, to one neutrall thing both sexes fit. Wee dye and rise the same, and prove Mysterious by this love. There are more puzzles and obscurities and complex tonal layers than I can begin to unravel here that, after all, is the point , but I do wish to call attention to the closing couplet. One could choose to regard this as mere blasphemy, but the tone of the poem as a whole seems to preclude such a simplification; yet the lines do gain much of their force from the suggestion of blasphemy. Marriage is, after all, regarded by some Christian communions as a sacrament and by all as a holy and honorable estate, and it is only consummated by sexual intercourse. Their love is not exhausted in mere lust. This is their title to canonization. Their love is like the phoenix. The heart of the New Critical account of poetry, of literature generally, is the discovery of how the work of imaginative writers pushes back the limitations of human language, yet at the same time, in the very act of challenging them, reminds us of the ineluctable presence of such limitations by the extraordinary literary devices required for the confrontation. The enemies Brooks and his generation were accustomed to were likely to attack from the direction of positivism or a quasi-scientific rationalism: From the deconstructivist perspective, however, no discourse can boast precision or objectivity; no signifier can make the signified fully present or available to the mind. Scientific and philosophic discourse, legal documents, and pastoral elegies are all chains of signifiers that never terminate in the signified: The typical procedure of deconstruction is to grasp a loose thread in the textual weave of a discourse and to proceed with the unraveling. There are two important points to notice here. Likewise, he assumes that the nature of signification renders nugatory any real distinction between fact and fiction, between literal statement and metaphor. Of course these are the very points that the deconstructionist is supposed to prove. But in fact deconstruction can, finally, prove nothing, for by denying the efficacy of discourse it undermines the

significance of proof. Deconstruction is typical of contemporary literary theory in hating the word as an embodiment or manifestation of truth. Hence it attacks the integrity of the fictive world of imaginative literature precisely because literature defines itself in terms of the truth which it is not, but which it represents. A poem cannot exhaust reality, but it can arrest it: This is only possible because, like a physical urn, it is a distinct substantial object:

Mythological criticism explores how the imagination uses myths, symbols to different cultures and epochs. A central concept in mythological criticism is an archetype that analyses symbols and characters to find a deeper meaning.

The bourgeoisie, middle class, and the proletariat. In , after having been forced to discontinue his publication of Rheinische Zeitung which criticized contemporary political and social conditions, Marx made his way to Paris. There, Marx had come to take on communist beliefs. It was only two years later, that a good friend of Marx, Friedrich Engels, came to visit him. In revolutions were occurring in France and Germany. He had no where to settle down at, so Marx traveled throughout Europe. He was eventually arrested, but clearly this did not stop Marx from writing what he thought. During his life, Marx was not regarded highly. One of the main concepts of Marxism is that how an economy functions is the base of every society. According to Marx, money equaled power, and Marx believed that this is what fueled social and political superstructures. Material circumstances, or economic conditions that are in the real and existing world, and historical situation, or socio-economic conditions, are found at the base of understanding of human events and productions. When discussing the socioeconomic classes within a society, this refers to how people within a society are being classified as. There are two different groups that one can be classified under. One classification is the bourgeoisie. Ideology, a belief system which is a product of cultural conditioning, plays a significant role in Marxism. In other words, an ideology is a natural way of seeing the world. If a person grows up in poverty, chances are that they do not know anything else, and therefore are unaware of how to change. Keep in mind that all ideologies are not equally productive or desirable. Some of these ideologies include the American Dream, Man versus woman power, and the caste system. For example, in India, the caste system is very much alive. Marxist Criticism and other term papers or research documents.

## Chapter 5 : On "The Negro Speaks of Rivers"

*The value chain approach therefore emphasizes a dynamic that has long been recognized: Social capital (networks of relationships and social institutions) are critical to business and competitiveness. In contrast to much enterprise development work in the past, the value chain approach seeks to do more than solve specific identified production.*

The value chain approach has distinctive features in terms of both i the scope used in analyzing an industry and ii the tangible and non-tangible considerations used in designing and implementing interventions. The features discussed here are not necessarily unique to the value chain approach; but few, if any, other economic development approaches simultaneously emphasize all of these features: A market system perspective A focus on end markets Understanding the role of value chain governance Recognition of the importance of relationships Facilitating changes in firm behavior Transforming relationships Targeting leverage points Empowering the private sector Value chains are situated within broader economic systems. For a model that expresses the context for value chains, see the inclusive market systems framework here. Why Use the Value Chain Approach? Globalization of markets ties the sustainability of firms to the competitiveness of the industries in which they participate. Firms within an industry in a country or region must increasingly compete—even in local markets—with firms and industries from across the globe. In this way, competitiveness at the firm and industry levels are interdependent. Increasing the competitiveness of the firm is only effective at sustainably creating wealth and alleviating poverty when the competitiveness of the industry is similarly raised by interventions at all levels of the value chain. What is the Value Chain Approach? The value chain approach is one of several market systems approaches to development. In recent years this type of methodology has seen a surge in popularity among a variety of donors in a diversity of contexts. While they differ in their terminology, frameworks, principles and even definitions of a system, what these types of approaches have in common is the foundational belief that the poor and their economic opportunities are profoundly influenced by the dynamic systems in which they participate. By influencing how those systems perform, we can improve opportunities and outcomes for the poor. The value chain approach seeks to understand the firms that operate within an industry—from input suppliers to end market buyers; the support markets that provide technical, business and financial services to the industry; and the business environment in which the industry operates. Such a broad scope for industry analysis is needed because the principal constraints to competitiveness may lie within any part of this market system or the environment in which it operates. While it may be beyond the capacity or mandate of a donor or implementing agency to address certain constraints, the failure to recognize and incorporate the implications of the full range of constraints will generally lead to limited, short-term impact or even counter-productive results. The end markets into which a product or service is sold—whether local, regional or international—provide the opportunities and set the parameters for economic growth. Generally there are multiple actual and potential end markets, each with different demand characteristics and returns. It is therefore important to segment the market: Since end markets are dynamic, the identification of trends should complement information about the current situation. Understanding the role of value chain governance is fundamental to the value chain approach. Governance describes which firms within a value chain set and enforce the parameters under which others in the chain operate. Embedded in governance are inter-firm relationships, power dynamics—both symmetrical and asymmetrical—and the distribution of benefits. While the form of value chain governance is influenced by the characteristics of the product and the degree of specification in the end market, governance patterns evolve over time with changes in markets, products and inter-firm relationships. The quality of relationships between different stakeholders is a key factor affecting the functioning of a value chain. Strong, mutually beneficial relationships between firms facilitate the transfer of information, skills and services—all of which are essential to upgrading. Value chain opportunities and constraints generally require a coordinated response by multiple firms in the chain—which necessitates trust and a willingness to collaborate. The value chain approach therefore emphasizes a dynamic that has long been recognized: Social capital networks of relationships and social institutions are critical to business and competitiveness. In contrast to much enterprise

development work in the past, the value chain approach seeks to do more than solve specific identified production and marketing problems. Directly solving problems may create some initial momentum, but building internal capacity to address value chain constraints will empower stakeholders, reduce dependency and ensure sustainability of investment impacts. The focus of the value chain approach is therefore on transforming relationships—particularly between firms linked vertically in the value chain to: Value chain actors make upgrading decisions based on a variety of financial and non-financial incentives. In order to be able to influence the uptake of new market behaviors, the value chain approach seeks to understand the business and cultural norms, risk tolerance levels, environmental factors and other such non-financial determinants. For more on key features of the value chain approach, please click [here](#). How is the Value Chain Approach Implemented? In addition to the features of the approach described above, the following implementation principles can be used to design and implement successful value chain development programs: Facilitating changes in firm behavior. The value chain approach seeks to facilitate changes in firm behavior that increase the competitiveness of the chain and generate wealth for all participating firms, thereby contributing to inclusive economic growth. Changing firm behavior requires an understanding of the financial and non-financial incentives of the various stakeholders—why they behave in the way they do, and what is needed to motivate them to change their behavior. Implementers of the value chain approach identify firms within the industry with the incentives, ability and willingness to address constraints and facilitate upgrading throughout the chain. By making the benefits of win-win relationships explicit to stakeholders, some firms can be encouraged to change the way they relate to others. However, sometimes conflicting incentives and high levels of mistrust diminish the effectiveness of such simple appeals to self-interest. Value chain project implementers target points of leverage that have a multiplier effect on interventions in order to maximize impact and outreach. Points of leverage include economic and social structures, commercial incentives and social norms and incentives. Empowering the private sector. The goal of the value chain approach is to enable private-sector stakeholders to act on their own behalf: The value chain analysis and strategy development process is therefore participatory to the extent possible. The role of the donor and implementing partner is to facilitate and support implementation of the competitiveness strategy by the private sector in such a way that ensures that development objectives—economic growth, poverty reduction and other concerns such as sustainable natural resource management—are also met. Learning and Adaptive Management. Inherent in this approach is the challenge of working in markets that are dynamic and trying influence behavior that is unpredictable. Achieving successful outcomes in such a context requires continual learning and adaptation to know what is working and under what conditions. For information on implementing the value chain approach, please click [here](#). For information on projects using a value chain or market systems development approach, please click [here](#) for a map or [here](#) for a report. The value chain approach is comprehensive, with an extensive set of tools and best practices. This approach is not appropriate for every development project or in all country contexts. Prerequisites for taking a value chain approach include a minimum level of good governance and stability in the enabling environment, the existence of at least some market activity even with low-value products or exclusively local markets, and a project goal of economic recovery, growth or poverty reduction. Nevertheless, there are important aspects of the value chain approach that can be applied to any private sector development project, as well as to other kinds of projects, including those focusing on post-conflict livelihoods and private sector-driven environment or health projects. In particular, these aspects include the need for a thorough understanding of end-market dynamics and consideration of the business enabling environment. Without analysis of these two aspects of the value chain framework, project impact is likely to be limited and unsustainable.

Chapter 6 : Value chain analysis: What are the advantages and disadvantages? | Investopedia

*sufficient size to sustain a chain reaction" in the field of biblical studies? 1. In what way is autobiographical biblical criticism "critical"â€"that is, "relat[ed].*

There is a great deal of variety in the imagery of these structures, but tame animals and wise rulers are common in structures analogical to the apocalyptic analogy of innocence, while predatory aristocrats and masses living in squalor characterize analogy to the demonic analogy of experience. Frye then identifies the mythical mode with the apocalyptic, the ironic with the demonic, and the romantic and low mimetic with their respective analogies. The high mimetic, then, occupies the center of all four. This ordering allows Frye to place the modes in a circular structure and point to the cyclical nature of myth and archetypes. In this setting, literature represents the natural cycle of birth, growth, maturity, decline, death, resurrection, rebirth, and the repetition of the cycle. The remainder of the chapter deals with the cycle of the four seasons as embodied by four mythoi: In the fourth essay, he explores the last three elements: It may be referred to as diction or imagery depending on the critical focus. Frye identifies the connection as such: The world of individual thought and idea has a correspondingly close connection with the eye. Rhetoric means two things: Rhetorical criticism, then, is the exploration of literature in the light of melos, opsis, and their interplay as manifested in lexis. The radical of presentationâ€"the relation or idealized relation between author and audienceâ€"is a further consideration. Difference in genre relies not on topical considerations science fiction, romance, mystery, nor in length. As such, Frye proposes a total of four distinct genres: These four genres form the organizing principle of the essay, first examining the distinctive kind of rhythm of each, then looking at specific forms of each more closely. As Frye describes each genre, he explains the function of melos and opsis in each. He contends that the common usage of the term is inaccurate for purposes of criticism, drawn from analogy with harmony, a stable relationship. Music, however, does not consist of a plastic, static, continuously stable relationship, but rather a series of dissonances resolving at the end into a stable relationship. Poetry containing little dissonance, then, has more in common with the plastic arts than with music. The original presentation of the epic was an epe that which is spoken, and when an author, speaker, or storyteller addresses a visible audience directly, we have epos. The rhythm of epos is that of recurrence. These are the rhythms most commonly associated with poetry. Part of the difficulty comes from the fact that this is the only of the four genres which has no precedent in antiquity. He acknowledges having used the term previously in a different sense. In this essay, the term refers to literature in which the author addresses the audience through a book, or more simply stated, prose. The rhythm of prose is that of continuity of meaning. Drama lies halfway between epos and fiction, or more accurately, its diction must fit the setting and the character. Some characters may be melos-oriented, speaking in meter or with various rhetorical effects in song and banter. Others may be opsis-oriented, speaking more in prose and conveying ideological content. Most characters alternate according to the dramatic situation. Such a marriage of the appropriate language with the character and setting ethos defines a rhythm of decorum, the distinctive rhythm of drama. Classical lyrical poetry often presents a shepherd speaking of his love; he is overheard by his audience. However, the distinctiveness of lyric comes more from its peculiar rhythm than from this radical of representation. Frye describes this rhythm as associative rather than logical and is the stuff of dreams and the subconscious. It is closely related to the chant, and though it is found in all literature, it is more apparent in certain kinds of literature than others. At this point Frye suggests a connection between the four historical modes and the four genres. In this sense, the lyrical is typical of the ironic ageâ€"just as the ironic protagonist has turned away from society, the lyrical poet makes utterances without regard to the audience.

Chapter 7 : Anatomy of Criticism - Wikipedia

*The Value Chain. From. Competitive Advantage, by Michael Porter. Every firm is a collection of activities that are performed to design, produce, market, deliver.*

The Great Gatsby F. It evokes not only the ambiance of the jazz-age search for the American dream of wealth and happiness, but also the larger questions of fading traditional values in the face of increasing materialism and cynicism. Nick, seeking freedom from his constricted Midwestern existence, takes a job in New York City and rents a bungalow in West Egg, Long Island, next door to the lavish mansion of the mysterious Jay Gatsby. Tom later persuades Nick to accompany him to a place he calls the Valley of Ashes and introduces him to his blowsy mistress, Myrtle Wilson. Tom, Myrtle, and Nick end up at an apartment in New York, where a wild party ensues, and in a violent outburst, Tom strikes Myrtle and breaks her nose. Later in the month, Gatsby sends Nick an invitation to come to a sumptuous party at his estate, where Nick meets his neighbor for the first time. This is the first of many parties Nick attends at the Gatsby mansion in the company of many of the rich and famous. When Gatsby later takes Nick to New York for lunch, he regales him with tales of his war medals and his Oxford education. The other guest at lunch is the notorious gangster Meyer Wolfsheim, who reportedly fixed the World Series in He does so even though he now knows that Daisy and Gatsby were in love prior to her marriage to Tom. The two ill-fated lovers meet, and Gatsby takes Daisy to his mansion and invites her to his next party. Daisy agrees, but when she disapproves of some of his guests, Gatsby stops entertaining altogether. He eventually tells Nick of his truly humble Midwest origins, noting that his name is really Gatz, that he did not graduate from Oxford, and that he has made his fortune in bootlegging and other nefarious ventures. On the way, they stop at the garage of George Wilson, husband of Myrtle, who tries to get money from Tom and announces that he and Myrtle are leaving town. At a hotel in New York, Tom accuses Gatsby of trying to steal his wife, and a fierce argument ensues. Tom blames the death on Gatsby though the real driver at the time was Daisy, whom Gatsby seeks to protect. Disillusioned with the Buchanans and their ilk, Nick decides to return to the Midwest. The Valley of Ashes and the sign with the blank eyes of Dr. Eckleburg indicate a moral wasteland and an absent God—as well as the emptiness of the new commercial culture. Many critics, most notably Ernest Hemingway, were put off by the fact that Fitzgerald had been known as a writer of stories for popular magazines like *The Saturday Evening Post*. For the five ensuing decades, *Gatsby* has continued to attract critical attention and reappraisal. While many have continued to explore biographical influences or comparisons with other authors, or to use New Critical analyses, others have increasingly employed such techniques as deconstruction, feminist criticism, and discourse analysis to uncover hidden meanings in the text.

**Chapter 8 : The Lesson: Marxist Criticism - Essay - Vika**

*Historical Criticism and the Bible which "has plunged theology into an endless chain of perplexities and digital or printed form so long as it is circulated.*

Louis and began the long passage from Illinois across the Mississippi and into Missouri, where Hughes had been born. The beauty of the hour and the setting--the great muddy river glinting in the sun, the banked and tinted summer clouds, the rush of the train toward the dark, all touched an adolescent sensibility tender after the gloomy day. The sense of beauty and death, of hope and despair, fused in his imagination. A phrase came to him, then a sentence. Drawing an envelope from his pocket, he began to scribble. In a few minutes Langston had finished a poem. With its allusions to deep dusky rivers, the setting sun, sleep, and the soul, "The Negro Speaks of Rivers" is suffused with the image of death and, simultaneously, the idea of deathlessness. Balanced between the knowledge of love and of death, the poetic will gathers force. From the depths of grief the poet sweeps back to life by clinging to his greatest faith, which is in his people and his sense of kinship with them. His frail, intimidated self, as well as the image of his father, are liquidated. A man-child is born, soft-spoken, almost casual, yet noble and proud, and black as Africa. The muddy river is his race, the primal source out of which he is born anew; on that "muddy bosom" of the race as black mother, or grandmother, he rests secure forever. The diction of the poem is simple and unaffected either by dialect or rhetorical excess; its eloquence is like that of the best of the black spirituals. Oxford University Press, Onwuchekwa Jemie "The Negro Speaks of Rivers" is perhaps the most profound of these poems of heritage and strength. Composed when Hughes was a mere 17 years old, and dedicated to W. DuBois, it is a sonorous evocation of transcendent essences so ancient as to appear timeless, predating human existence, longer than human memory. They are the earthly analogues of eternity: They are named in the order of their association with black history. The black man has drunk of their life-giving essences, and thereby borrowed their immortality. He and the rivers have become one. The black man has seen the rise and fall of civilizations from the earliest times, seen the beauty and death-changes of the world over the thousands of years, and will survive even this America. An Introduction to The Poetry. It pushed their history back to the creation of the world, and credited them with possessing a wisdom no less profound than that of the greatest rivers of civilization that humanity had ever known, from the Euphrates to the Nile and from the Congo to the Mississippi. Yet unlike Countee Cullen, and perhaps because he was the only poet of the Negro Renaissance who had a direct, rather disappointing contact with Africa, Hughes rarely indulges in a gratuitous idealization of the land of his ancestors. If, in spite of everything, the exaltation of African atavism has a significant place in his poetry up to , the reason is merely that he had not yet discovered a less romantic manner that would express his discomfort at not being treated in his own country as a citizen on a par with any other. If he celebrates Africa as his mother, it is not only because all the black peoples originated there but also because America, which should be his real mother, had always behaved toward him in stepmotherly fashion. From Black Poets of the United States. His was the democratic "transnational," socialist, "comradely" Whitman pushed by Horace Traubel and the Masses circle as opposed to the Whitman of "cosmic consciousness" Toomer responded to. Nonetheless, he early sensed the affinity between the inclusive "I" of Whitman and the "I" of the spirituals, whose fusion shaped one of his first published poems, "The Negro Speaks of Rivers". Du Bois and using water or the river as a metaphor for the source of life, the poem traces the movement of black life from the Euphrates and Nile rivers in Africa to the Mississippi. Hughes subtly couches his admonishment of slavery and racism in the refrain "My soul has grown deep like the rivers. The second and only other time the line appears in the poem occurs after the poet has made reference to Mississippi, New Orleans, and Abe Lincoln. He places the lines "My soul has grown deep like the rivers" at the end of the poem, this time suggesting that he is no longer the same man who "bathed in the Euphrates" and "built [his] hut near the Congo. From "Bantu, Nkodi, Ndungu, and Nganga: Adrian Oktenberg The identification of Hughes as a folk poet obscures the fact that he is a brilliant poet of ideas, and radical ideas at that. The concepts of negritude and soul, the politics of Black Power, the psychology of black rage, are so familiar to children of the sixties that it comes almost as a shock

to realize that Hughes was presenting articulate and concrete images of them in his poetry in the twenties and thirties. While these ideas did not originate with him, he embodied them in verse of such fluency and power that it seems undated half a century later. Moreover, he consistently combined them with the basic premises of revolutionary socialism, and this sympathy is evident--hard to miss--in his work not only of the thirties but to the end of his life. The "I" of the poem is not that of "a" Negro but "the" Negro, suggesting the whole of the people and their history. The tone of the repeated declarative sentences is muted, lulling. Every element of the poem combines to suggest that when the Negro speaks of rivers it is with the accumulated wisdom of a sage. The function of a sage is to impart the sometimes secret but long accumulated history of a people to its younger members so that they might make the lessons of the past active in the future. This impartation occurs in the central stanza of the poem: I bathed in the Euphrates when dawns were young. I built my hut near the Congo and it lulled me to sleep. I looked upon the Nile and raised the pyramids above it. Moving by suggestion, by naming particular rivers and particular activities performed nearby, the poem implicates the whole history of African and American slavery without ever articulating the word. That may be an unnecessarily anthropological way of putting it, but the lines are the equivalent of the speaker having said, "I made my life undisturbed in the place where I lived. Raising the pyramids above the Nile was the act of slaves, and if ever "Abe Lincoln went down to New Orleans," it would have been in the context of American slavery and the Civil War. Implicit in the history of a people who had first been free and then enslaved is the vision of freedom regained, and therein lies the program. The final line of the poem, "My soul has grown deep like the rivers," suggests wisdom in the word "deep. This is perhaps the more powerful memory, or the more sustaining one, and even if deferred, will reemerge in one form or another. From "From the Bottom Up: Three Radicals of the Thirties. Critical Challenges in Contemporary American Poetry. Marie Harris and Kathleen Aguero. Baxter Miller The double identification with penetrative time and receptive timelessness appears perhaps most notably in "The Negro Speaks of Rivers" Crisis, June , a poem dedicated to the late W. Within thirteen lines and five stanzas, through the suggestion of wisdom by anagoge, we re-project ourselves into aboriginal consciousness. Then the speaker affirms the spirit distilled from human history, ranging from B. When the Euphrates flows from eastern Turkey southeast and southwest into the Tigris, it recalls the rise as well as the fall of the Roman Empire. For over two thousand years the water helped delimit that domain. Less so did the Congo, which south of the Sahara demarcates the natural boundaries between white and Black Africa. The latter empties into the Atlantic ocean; the Nile flows northward from Uganda into the Mediterranean; in the United States the Mississippi River flows southeast from north central Minnesota to the Gulf of Mexico. Whether north or south, east or west, "River" signifies the fertility as well as the dissemination of life in concentric half-circles. The liquid, as the externalized form of the contemplative imagination, has both depth and flow. Rachel Blau Duplessis The Congo, called by Lindsay the "Mistrel River," and astir with cannibals and witch-doctors, is reinterpreted as a pastoral, nourishing, maternal setting in Hughes: This poem was written as an internal dialogue with his father whose "strange dislike of his own people" baffled and disturbed Hughes, and, of course, implicated his son as object of that dislike Hughes , ; Rampersand , In this poem, Hughes joins affirmative blackness to a universal human quest, by putting into a global context the racial stresses and demands of the United States. The poem as is well known lists four key rivers, all "ancient as the world Hughes , 51; dedicated in Weary Blues to W. The fourth is a river still reverberating with the past hundred years of American history; it is the river on which, Hughes says, Lincoln "had seen slavery at its worst, and had decided within himself that it should be removed from American life ibid. In contrast to the voyeuristic fantasies of "The Congo," this poem is a statement about vocation, an emancipation into blackness:

## Chapter 9 : Bikini-barista coffee chain drawing criticism from locals| Latest News Videos | Fox News

*The disadvantage of value chain analysis is that it forces a company to break into segments, and there is the possibility of losing the big picture in the details. Advantages of Value Chain Analysis.*