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| John Hunt Publishing - **Zero Books** - announces the new title | | |
| **Anthropology of Nothing in Particular, An**  Martin Demant Frederiksen  There have been claims that meaninglessness has become epidemic in the contemporary world. One perceived consequence of this is that people turn against society and the political establishment with little concern for the content that might follow. Most often, encounters with meaninglessness and nothingness are seen as troubling. "Meaning" is generally seen as being a cornerstone of the human condition, as that which we strive towards. This was famously explored by Viktor Frankl in Man’s Search for Meaning in which he showed how even in the direst of situations individuals will often seek to find a purpose in life. But what, then, is at stake when groups of people negate this position? What exactly goes on inside this apparent turn towards nothing, in the engagement with meaninglessness? And what happens if we take the meaningless seriously as an empirical fact?  **Author Bio** Martin Demant Frederiksen has a PhD in anthropology. His work focuses on subcultures, urban development, temporality and socio-political change. He is assistant professor at the Department of Cross-Cultural and Regional Studies, University of Copenhagen, Denmark.  Online: [Author Website](http://ccrs.ku.dk/staff/?pure=en/persons/446172)  **Previous Titles** Georgian Portraits (co-authored with Katrine Bendtsen Gotfredsen), (9781785353628), Zero Books, 2017. Young Men, Time and Boredom in the Republic of Georgia (9781439909188), Temple University Press, 2013.  **Endorsements** *Frederiksen’s book is a well written and very interesting anthropological experiment. Not only does it address meaninglessness and the challenge it poses to the venerated tradition of looking for meaning and structure behind all kinds of everyday phenomena and personal life stories, Frederiksen also searches for a style of representation (or perhaps rather presentation) that resonates with his object of study. Boldly and with success, he employs literary means in order to describe how nothing in particular takes place among them.* ***Anne Line Dalsgaard, University of Aarhus, author of Matters of Life and Longing***  **Promotional Plans** Title to be added to various university course curricula, including courses taught by the author. Book launch at the University of Copenhagen, and presentation at the departments of anthropology in Copenhagen and Aarhus. Award submissions. Social media promotion.  **USP** An exploration of nothingness and meaninglessness as lived realities. An experiment in ethnography, fiction and critical theory.  **Competing Books** Nothing Matters: A Book About Nothing 9781846947070, by Ronald Green Iff Books, 2011  **Categories** SOCIAL SCIENCE (General)(SOC002010) -> Anthropology (General)(SOC002010) -> Cultural & Social(SOC002010) PHILOSOPHY (General)(PHI006000) -> Movements (General)(PHI006000) -> Existentialism(PHI006000) PHILOSOPHY (General)(PHI026000) -> Criticism(PHI026000) |  | **Publication Date** August 2018  **Paperback** ISBN: 978-1-78535-699-5 $16.95  |  £10.99 8.5x5.5 inches | 216x140 mm 136PP  **e-book** ISBN: 978-1-78535-700-8 $12.99  |  £7.99  **Library of Congress** 2017953140 |
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