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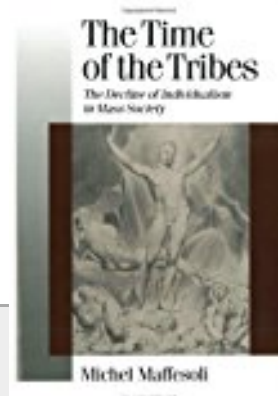
## The Time of the Tribes

by: [Michel Maffesoli](#)

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### Abstract

Do individuals construct their own identities in contemporary consumer culture? In this volume, one of the world's leading sociologists questions the idea that individualism is a defining feature of modernity. The Time of Tribes presents a new, truly sociological theory of modern identity. Author Michel Maffesoli contends that the insistence on the end of collective ideals conceals a complex state of affairs. He brilliantly demonstrates that while the old determinants of identity such as class have indeed faded, there are new tribal

determinants. He shows how contemporary identities are now composed of a multiplicity of experiences, representations, and everyday emotions. Sexual, political, or professional identities are being replaced by processes of identification with groups, with sentiments, and with fashions. He shows how tribal groupings-- musical, sporting, or touristic--emerge in the midst of mass society and goes on to explore the possible reasons for this new social dynamic from the rise of new communication technologies to the resurgence of older values such as religious identification. This unique book is essential reading for advanced students in social theory, culture studies, and sociology.

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