



Literacy as Snake Oil: Beyond the Quick Fix (New Literacies and Digital Epistemologies)

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This revised edition of *Literacy as Snake Oil* further investigates and critiques the commodification of literacy and education. Since the publication of the first edition, schools in the U.S. have been targeted even more as a market for private companies seeking to profit from the surveillance of NCLB (No Child Left Behind). Three chapters have been added: one that deals with the reproduction of racialized spaces during a textbook adoption, an analysis of America's Choice by a classroom teacher, and an analysis of the U.K.'s literacy strategy. This book will inspire teachers to remember their political commitments to resist oppression and unethical practice and find ways to subvert teacher- (and student-) proof packages.

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Editorial Review

Review

«This book is a cogent reminder of what we've known for the past eighty years but somehow keep managing to forget: that despite all the cyclical rhetoric about the one true method-science, pseudo-science, and evidence-based policy-literacy education is big business, with overt and obvious vested economic and corporate interests.» (Allan Luke, Professor and Head, Graduate School of Education, University of Queensland)

From the Back Cover

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About the Author

The Editor: Joanne Larson is Michael W. Scandling Professor of Education and Chair of the Teaching and Curriculum program at the University of Rochester's Warner Graduate School of Education and Human Development. Her recent book, *Making Literacy Real: Theories and Practices in Learning and Teaching* (2005), co-authored with Jackie Marsh, explores the breadth of the complex field of literacy studies, orientating literacy as a social practice grounded in social, cultural, historical, and political contexts.

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