# Bookmarked



Creating the 'New Man'. From Enlightenment Ideals to Socialist Realities **Yinghong Cheng** University of Hawai'i Press. 2009. ISBN 978 0 8248 3074 8

THE IDEA OF ELIMINATING undesirable traits from the human temperament to create a 'new man' has been part of moral and political thinking worldwide for millennia. During the Enlightenment, European philosophers sought to construct an ideological framework for reshaping human nature. But it was only among the communist regimes of the 20th century that such ideas were actually put into practice on a nationwide scale. In this book Yinghong Cheng examines three culturally diverse sociopolitical experiments – the Soviet Union under Lenin and Stalin, China under Mao, and Cuba under Castro in an attempt to better understand the origins and development of the 'new man'.

This book's fundamental concerns are how these communist revolutions strove to create a new, morally and psychologically superior, human being aqnd how this task paralleled efforts to create a superior society. To these ends, it addresses a number of questions: What are the intellectual roots of the new-man concept? How was this idealistic and utopian goal linked to specific political and economic programmes? How do

the policies of these particular regimes, based as they are on universal communist ideology, reflect national and cultural traditions? Cheng begins by exploring the origins of the idea of human perfectibility during the Enlightenment. His discussion moves to other European intellectual movements, and then to the creation of the Soviet Man, the first communist new man in world history. Subsequent chapters examine China's experiment with human nature, starting with the nationalistic debate about a new national character at the turn of the 20th century; and Cuban perceptions of the new man and his role in propelling the revolution from a nationalist, to a socialist, and finally a communist movement. The last chapter considers the global influence of the Soviet, Chinese, and Cuban experiments.

Creating the 'New Man' contributes greatly to our understanding of how three very different countries and their leaders carried out problematic and controversial visions and programmes. It will be of special interest to students and scholars of world history and intellectual, social, and revolutionary history, and also development studies and philosophy.



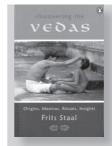
Ideology and Christianity in Japan Kiri Paramore Routledge/Leiden Series in Model

Routledge/Leiden Series in Modern East Asian Politics and History. 2009 ISBN 978 0 415 44356 2

IDEOLOGY AND CHRISTIANITY in Japan shows the major role played by Christian-related discourse in the formation of early-modern and modern Japanese political ideology.

The book traces the historical development of anti-Christian ideas in Japan from the banning of Christianity by the Tokugawa shogunate in the early 1600s, to the use of Christian and anti-Christian ideology in the construction of modern Japanese state institutions at the end of the 1800s. Kiri Paramore recasts the history of Christian-related discourse in Japan in a new paradigm showing its influence on modern thought and politics and demonstrates the direct links between the development of ideology in the modern Japanese state, and the construction of political thought in the early Tokugawa shogunate.

Demonstrating hitherto ignored links in Japanese history between modern and early-modern, and between religious and political elements, this book will appeal to students and scholars of Japanese history, religion and politics.



Discovering the Vedas. Origins, Mantras, Rituals, Insights Frits Staal Published by Society for Japanese Arts; Penguin Books India. 2008 ISBN 978 0 14309 986 4

IN THIS UNPRECEDENTED guide to the Vedas, Frits Staal, the celebrated author of Agni: The Vedic Ritual of the Fire Altar and Universals: Studies in Indian Logic and Linguistics, examines almost every aspect of these ancient sources of Indic civilization.

Staal extracts concrete information from the Oral Tradition and Archaeology about Vedic people and their language, what they thought and did, and where they went and when. He provides essential information about the Vedas and includes selections and translations. He sheds lights on mantras and rituals that contributed to what came to be known as Hinduism. Significant is a modern analysis of what we can learn from the Vedas today: the original forms of the Vedic sciences, as well as the perceptive wisdom of the composers of the Vedas. The author puts Vedic civilization in a global perspective through a wide-ranging comparison with other Indic philosophies and religions, primarily Buddhism.

For Staal, originally a logician, the voyage of discovering the Vedas is like unpeeling an onion but without the certainty of

reaching an end. Even so, his book shows that the Vedas have a logic all of their own. Accessible, finely argued, and with a wealth of information and insight, Discovering the Vedas is for both the scholar and the interested lay reader.

If you would like to review one of the titles featured in New For Review or Bookmarked, email: iiasnews@let.leidenuniv.nl

## Raise your profile via New Asia Books on www.newasiabooks.org

A key feature of the *New Asia Books* site is the profile page. Once registered (free of charge) visitors and publishers can add and manage all kinds of personalised attributes, tailoring the site to their needs and making it an even more valuable research tool. Click on the [Create new account] link on the left-hand side of the home page and you arrive at the user account page where you will be asked for a username and a working email address. At this stage you have an option to add some personal information about yourself, such as your field of interest, work experience, contact information, and a link to a personal website. This information is visible to other users. After logging in, you can start to make changes and manage your account settings – accessible in the [My account] menu on the left – under the [Edit] tab. **See figure 1.** 

In future we hope to expand the personal information settings options in order hook you up immediately with publications which match of your interests and also with specialists in your field. For now we hope that the current site functionalities described below will prove to be useful in your searches.

### Bookmark

On every product page there is a 'Bookmark this' button, which allows you to add or remove a publication of interest to your bookmarks list. You can access this list via the [Bookmarks] tab on your profile page.

This bookmark service helps you keep track of all the publications you found during your browsing sessions. **See figure 2.** 

### Subscriptions

This is the column we use to introduce new features and useful research tools on *New Asia Books*. The latest addition is a flexible email service, which alerts you as soon as new books are published and reviews are submitted to the site. You can completely customise this subscription service to tailor your needs. On the bottom of a product page (next to the bookmark link) you will find a subscription button .

Here you will find several options, such as subscribing to new books from a specific publisher, to notifications about books tagged with specific regional and thematic categories, or a combination of these settings. You can manage your subscriptions under the [Subscriptions] tab on your profile page. **See figure 2.** 

By clicking on the [Overview] subtab you can specify how you would like to receive the email alert. For example, the digest mode (highly recommended) merges all notifications into a single email. The [Categories] subtab allows you to subscribe to updates of regional and thematic interest. Select the [On comments] option if you would like receive information on the latest book reviews. With the *New Asia Books* subscription service you will always be up to date about the latest publications in your field.

### Publishers profile page

The profile page is a valuable marketing channel for publishers. Publishers are invited to join as *New Asia Books* partners. Partners will have password protected access to the site, enabling them to update and add material to the book title records in the *New Asia Books* database. Each partner has a profile page where all contact and direct ordering information can be listed. Partners are entitled to an upgraded service, with a clickable logo on each product entry, which clicks through to their *New Asia Books* profile page. This feature makes it easy for visitors to move from searching to purchasing, and gives publishers an opportunity to present themselves directly to their audience. *New Asia Books* partners can also link to webbased book sellers on their product pages. Information about how to join as a partner is available on request.

Please visit www.newasiabooks.org and experience it all for yourself. And we are, as always, interested in your feedback and ideas about how to improve our online academic service.

Thomas Voorter, info@newasiabooks.org

