



## Chavs: The Demonization of the Working Class

By Owen Jones

Verso Books. Paperback. Book Condition: new. BRAND NEW, Chavs: The Demonization of the Working Class, Owen Jones, In modern Britain, the working class has become an object of fear and ridicule. From Little Britain's Vicky Pollard to the demonization of Jade Goody, media and politicians alike dismiss as feckless, criminalized and ignorant a vast, underprivileged swathe of society whose members have become stereotyped by one, hate-filled word: chavs. In this groundbreaking investigation, Owen Jones explores how the working class has gone from salt of the earth<sup>A</sup> to scum of the earth.<sup>A</sup> Exposing the ignorance and prejudice at the heart of the chav caricature, one based on the media's inexhaustible obsession with an indigent white underclass, he portrays a far more complex reality. Moving through Westminster's lobbies and working-class communities from Dagenham to Dewsbury Moor, Jones reveals the increasing poverty and desperation of communities made precarious by wrenching social and industrial change, and all but abandoned by the aspirational, society-fragmenting policies of Thatcherism and New Labour. The chav stereotype, he argues, is used by governments as a convenient figleaf to avoid genuine engagement with social and economic problems, and to justify widening inequality. Based on a wealth of original research, and...



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