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Autor: Selby, Henry A.

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"Henry Selby brings to his study of a traditional anthropological topic_witchcraft_a late development in sociological theory, the so-called labeling, or interactionist, theory of deviance. He brings to sociologists of deviance a number of things: a comparative non-US case to add to the available evidence on deviance, a welcome addition to the slim body of detailed studies of the deviance process; an example of the usefulness, indeed, the necessity, of exploring the ethnosemantics of any area of deviance; a model study of the dynamics of labeling; and important evidence on the relation between the attributes and acts of the person and the labels that the social process attaches to him (especially the question of the validity of those labels)."

_Howard S. Becker, from the Foreword