

1. Record Nr.	UNINA9910154336703321
Autore	Hughes Jennifer Scheper
Titolo	Biography of a Mexican crucifix : lived religion and local faith from the conquest to the present
Pubbl/distr/stampa	New York ; ; Oxford, : Oxford University Press, 2010
ISBN	9780199867370 (ebook) : 0199867372 (ebook) :
Descrizione fisica	1 online resource (xv, 312 p.) : ill
Disciplina	282/.72
Soggetti	Crosses - Morelos (State) - Mexico Christianity Religion Philosophy & Religion Mexico Church history Mexico Religious life and customs
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	Here, Jennifer Scheper Hughes traces popular devotion to the Cristo Aparecido over five centuries of Mexican history. Each chapter investigates a single incident in the encounter between believers and the image.

2. Record Nr.	UNINA9910433235403321
Autore	Rorty James <1890-1973, >
Titolo	Our Master's Voice : Advertising / / James Rorty, Jefferson Pooley
Pubbl/distr/stampa	2020 Bethlehem : , : mediastudies.press, , 2020 ©2020
ISBN	9781951399009 1951399005
Edizione	[Public domain edition.]
Descrizione fisica	1 online resource
Disciplina	659.1
Soggetti	Advertising & society Communication studies Advertising
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	<p>"I was an ad-man once," James Rorty writes in this classic dissection of the advertising industry. Steeped in Rorty's leftist politics, Our Master's Voice presents advertising as the linchpin of a capitalist economy that it also helps justify. The book set off tremors when it was published in 1934, perhaps because its author so decisively repudiated his former profession. But Rorty and his spirited takedown of publicity were all but forgotten a decade later. The book is a neglected masterpiece, republished in this mediastudies.press edition with a new introduction by Jefferson Pooley"--</p>