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Autore	Clemons Leigh <1967->
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Nota di contenuto	Introduction : Texas and the performance of regionality -- "Deep in the heart" : the architectural landscapes of Texan cultural memory -- Teaching "Texan" : the pedagogical function of the Texas revolution -- "What's the matter with you people?" : the performance of authentic behavior in small-town Texan plays -- Selling Texas : the political branding of Texan cultural identity -- Conclusion : "our flag still waves proudly from the walls".