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Sommario/riassunto	With a Foreword by Danny Fingeroth, former Group Editor of Marvel's Spiderman comics line. Popular culture, simply stated, is the language of a people, expressed through everything from its clothing, food choices, and religious practices to its media. The popular and predominant values, interests, and needs of a society find their way into mass consciousness through a variety of venues including literature, cinema, television, video games, sport, and music. Through the inter-related forces of mass production, global marketing and the Internet, the fruits of popular culture penetrate into store