

1. Record Nr.	UNINA9910457637803321
Autore	Pinkus Karen
Titolo	Bodily regimes [[electronic resource]] : Italian advertising under fascism // Karen Pinkus
Pubbl/distr/stampa	Minneapolis, : University of Minnesota Press, c1995
ISBN	0-8166-8633-5
Descrizione fisica	1 online resource (286 p.)
Disciplina	659.1
Soggetti	Advertising - Italy - History Propaganda - Italy - History Human figure in art Commercial art - Italy - History Fascism and art - Italy - History Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 245-266) and index.
Nota di contenuto	Contents; Illustrations; A Note on Pictorial Sources; Acknowledgments; 1 The Body and the Market; 2 Selling the Black Body: Advertising and the African Campaigns; 3 The Fascist Body as Producer and Consumer; 4 The Body and Its Armors; 5 The Body Disappears: Negation, Toxicity, Annihilation; Notes; Index
Sommario/riassunto	A provocative reading of the use and manipulation of the body in advertising under Italian fascism, Bodily Regimes offers an enlightening look at the relationship between fascism and capitalism. It is unique in its focus on the intertwined relations of race, class, and gender in the construction of the Italian subject.