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| Autore | Rydell Robert W |
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| ISBN | 0-226-73234-7 |
| Descrizione fisica | 1 online resource (223 p.) |
| Altri autori (Persone) | KroesRob |
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| Nota di contenuto | American mass culture takes form -- Harbingers of mass culture : world's fairs -- The expanding frontiers of American mass culture -- The Americanization of the world? -- The triumph of American mass culture -- Debating American mass culture in the United States and Europe. |
| Sommario/riassunto | When it comes to the production and distribution of mass culture, no country in modern times has come close to rivaling the success of America. From blue jeans in central Europe to Elvis Presley's face on a Republic of Chad postage stamp, the reach of American mass culture extends into every corner of the globe. Most believe this is a twentieth-century phenomenon, but here Robert W. Rydell and Rob Kroes prove that its roots are far deeper. Buffalo Bill in Bologna reveals that the process of globalizing American mass culture began as early as the mid-nineteenth century. In f |