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Nota di contenuto	Frontmatter -- Contents -- Acknowledgments -- 1 Scripts of Vernaculars and Collective Characters in Early Modern Europe -- 2 Ut Lingua, Natio: Dominique Bouhours's Genius of the Nation and Ludovico Antonio Muratori's Italian Republic of Letters -- 3 Giambattista Vico, the Vernacular, and the Foundations of Modern Italy -- 4 Translating Genius: Cesarotti, Ossian, and the Question of National Character -- 5 Towards Sameness: Leopardi's Critique of Character, and the End of the Nation -- Irresistible Signs? A Postscript and the Question of Media -- Notes -- Bibliography -- Index
Sommario/riassunto	Language is now understood as a key component of cultural identity, but discourses on linguistic nationalism are only a few centuries old. In Irresistible Signs, Paola Gambarota investigates the connection between Italian language and national identity over four hundred years, from late-Renaissance linguistic theories to nineteenth-century nationalist myths. Challenging the consensus that linguistic nationalism originated with nineteenth century German philosophers, Irresistible Signs advances a more nuanced theory of how culture and language become inextricably linked through literary and rhetorical elements. Gambarota combines Anglo-American theories of the nation with the most advanced Italian scholarship on language ideology and delves into

ideas from Giambattista Vico, Giacomo Leopardi, and Melchiorre Cesarotti. *Irresistible Signs* also explores how images of national communities are represented within vernaculars, affirming their influence in shaping contemporary models of monolingual nationhood.

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