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Autore	Beresneviciute-Nosalova Halina
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Sommario/riassunto	The book analyses the collective career of the artistic profession in Brno and Vilnius and the necessity to copy the behavior of the elites of the Old Regime. The "noble" values, which shaped the artistic careers in the 19th century press, were charity, good taste, cosmopolitanism and patriotism. The newspaper discourse disposed potential to integrate and to smuggle novelties by exposing old values.