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Descrizione fisica	1 online resource (239 pages)
Collana	Transcodification
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Sommario/riassunto	The volume deals with the mechanisms of the oral communication in the ancient Greek culture. It focuses on the 'cultural message' of the texts, considered under two perspectives: the methodologies of cognitivism, and ethology, to analyze its embrional manifestations, and the tools of historical and literary analysis, to highlight the codification of the cultural message, and its evolutions in the changes of the communication system.