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Autore	Küpper Joachim
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Nota di contenuto	Frontmatter -- Acknowledgements -- Contents -- 0. Outline of the Argument, Basic Hypotheses, and Remarks on Methodology -- I. The Cultural Net -- II. Mass Media, Early Modern -- III. Historical Issues, Theoretical Perspectives -- IV. Concluding Remarks -- References
Sommario/riassunto	This volume offers a new theoretical approach to cultural production inspired by the metaphor of culture as a virtual network. Following a thorough outline of this approach, the theoretical framework is elucidated in a second part through examples drawn from early modern European drama. A third and final part then presents a critical discussion of the concept of "national" culture and literature, from its first formulation by Johann Gottfried Herder to its current developments, including postcolonial studies.