

1. Record Nr.	UNINA990003776110403321
Autore	Ratto, Luciano
Titolo	Dizionario di marketing e comunicazione / Luciano Ratto ; redazione [di] Maria Letizia Minsenti
Pubbl/distr/stampa	Torino : ISEDI, 1992
Descrizione fisica	vi, 373 p. ; 24 cm
Disciplina	658.800 3 658.8 380.103
Locazione	BFS
Collocazione	658.8003 RAT 1
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910781101503321
Autore	James Beverly A (Beverly Ann), <1947->
Titolo	Imagining postcommunism : visual narratives of Hungary's 1956 revolution / / Beverly A. James
Pubbl/distr/stampa	College Station, : Texas A&M University Press, c2005
ISBN	1-299-05289-4 1-60344-595-1
Edizione	[1st edition.]
Descrizione fisica	1 online resource (xii, 201 pages) : illustrations, portraits
Collana	Eugenia and Hugh M. Stewart '26 series on Eastern Europe
Disciplina	943.905/2
Soggetti	Post-communism - Hungary Hungary History Revolution, 1956
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. [179]-194) and index.
Nota di contenuto	Visual recovery of a repressed past -- Budapest's Statue Park Museum -- The destruction of the Stalin monument -- Memorial to the martyrs of the counter-revolution -- The sanctification of Hungary's Jeanne d'Arc -- Museums and the objectification of memory -- Sculpting heroes in a post-radical age -- The persistence of narrative.
Sommario/riassunto	"Although the 1956 Hungarian uprising failed to liberate the country from Soviet domination, it became a symbol of freedom for people throughout Eastern Europe and beyond." "In Imagining Postcommunism, Beverly A. James demonstrates how 1956 became a foundational myth according to which the bloody events of that fall led to the ceremonial reburial of the martyred prime minister Imre Nagy in 1989, free elections in 1990, and the withdrawal of the last Soviet soldiers on June 19, 1991. She shows how museums, monuments, and holiday rituals have aided the construction of a new Hungary through the reclamation and expression of competing memories of the critical events of 1956." "Surveying the array of ceremonies, exhibitions, and memorials commemorating the revolution and its heroes, James invites leaders to consider the difference between the communist regime's master narrative of 1956 with its smug, false unity, and the multiple, polemical stories woven by competing political forces in postcommunist Hungary."--BOOK JACKET.

