

1. Record Nr.	UNINA9910787454203321
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Titolo	Building socialism, constructing people : identity patterns and stereotypes in late 1940s and 1950s Romanian cultural press / / by Andrade Fatu-Tutoveanu
Pubbl/distr/stampa	Newcastle upon Tyne, England : , : Cambridge Scholars Publishing, , 2015 ©2015
ISBN	1-4438-7138-9
Edizione	[1st ed.]
Descrizione fisica	1 online resource (222 p.)
Disciplina	949.8
Soggetti	National characteristics, Romanian Russification - Romania Press - Romania - Influence Romanians - Foreign influences
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	TABLE OF CONTENTS; FOREWORD; ACKNOWLEDGMENTS; PART I; CHAPTER ONE; CHAPTER TWO; PART II; CHAPTER THREE; CHAPTER FOUR; CHAPTER FIVE; PART III; CHAPTER SIX; CHAPTER SEVEN; CHAPTER EIGHT; PART IV; CHAPTER NINE; CHAPTER TEN; PART V; CHAPTER ELEVEN; BIBLIOGRAPHY; INDEX
Sommario/riassunto	This volume focuses on the issue of identity within the context of the radical shift that took place in Romania during the late 1940's and early 1950's, as a result of the process of Sovietisation, or "cultural colonisation" (a concept analysed in particular detail in this book). It adopts a novel approach to this theme, by studying the issue of identity within the context of the first decade of the Romanian communist regime, with the help of a series of concepts and theories belonging to the disciplines of Western cultural, media and gender studies, as well as those relating to colonialism and