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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