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Titolo	American mythologies : semiological sketches // Manuel Pena
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Descrizione fisica	1 online resource (183 p.)
Disciplina	973
Soggetti	Semiotics - United States Popular culture - United States National characteristics, American United States Civilization United States History Errors, inventions, etc
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	First published 2012 by Ashgate Publishing.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction: American mythologies -- Bright toy trucks -- The international community -- Corrupt union bosses -- Wal-mart's associates -- From rags to riches -- Obama's death panels -- Puff Daddy's tuxedo -- Egypt in Las Vegas -- The Alamo as shrine -- Manufactured natural -- Designing intelligence.
Sommario/riassunto	Grounded in a semiological approach, which explores the displacement of information and the transformation of signs that characterise mythic communication, this book sheds light on the socio-economic, gendered, national and racial interests that lie behind myth-making. Presenting rich case studies from popular culture and public discourse, it demonstrates the manner in which these myths, and American mythology in general, promote the core values of everyday life under capitalism: rugged individualism, the unfettered right to accumulate

wealth, the superior moral character of free-enterprise de
