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Autore	De Caro F. A. <1943-2020, >
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Sommario/riassunto	This title starts from the proposition that folklore - usually thought of in its historical social context as 'oral tradition' - is easily appropriated, recycled, into other contexts. The book discusses the larger issue of folklore being recycled into non-folk contexts, and proceeds to look at a number of instances of repurposing.

