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Nota di contenuto	Introduction / Philip Hayward -- The Middle Eastern mermaid : between myth and religion / Manal Shalaby -- Matsya fabulism : Hindu mythologies, mermaids and syncretism in India and Thailand / Philip Hayward -- Japan : the mermaidisation of the Ningyo / Philip Hayward -- Legend of the Blue Sea : mermaids in South Korean folklore and popular culture / Sarah Keith and Sung-Ae Lee -- From dugongs to sinetrons : syncretic mermaids in Indonesian culture / Philip Hayward -- Changelings, conformity and difference : Dysebel and the sirena in Filipino popular culture / Philip Hayward -- Millennial meirenyu : mermaids in 21st century Chinese culture / Philip Hayward and Pan Wang -- Song of the sirenas : mermaids in Latin America and the Caribbean / Persephone Braham -- Swimming ashore : mermaids in Australian public culture / Philip Hayward -- Mama Wata remixed : the mermaid in contemporary African-American culture / Nettrice R. Gaskins -- Shoreline revels : perversity, polyvalence and exhibitionism at Coney Island's Mermaid Parade / Philip Hayward and Lisa Milner.

Emerging from the confluence of Greco-Roman mythology and regional folklore, the mermaid has been an enduring motif in Western culture since the medieval period. It has also been disseminated more widely, initially through Western trade and colonisation and, more recently, through the increasing globalisation of media products and outlets. *Scaled for Success* offers the first detailed overview of the mermaids dispersal outside Europe. Complementing previous studies of the interrelationship between the mermaid and Mami Wata spirit in West Africa, this volume addresses the mermaids presence in a range of Middle Eastern, Asian, Australian, Latin American and North American contexts. Individual chapters identify the manner in which the mermaid has been variously syncretised and/or resignified in contexts as diverse as Indian public statuary, Thai cinema and Coney Islands annual Mermaid Parade. Rather than lingering as a relic of a bygone age, the mermaid emerges as a versatile, dynamic and, above all, polyvalent figure. Her prominence exemplifies the manner in which contemporary media-lore has extended the currency of established folkloric figures in new and often surprising ways. Analysing aspects of religious symbolism, visual art, literature and contemporary popular culture, this copiously illustrated volume profiles an intriguing and highly diverse phenomenon.

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