

1. Record Nr.	UNICAMPANIASUN0022680
Titolo	Comunicazione e gestualità / a cura di Pio E. Ricci Bitti
Pubbl/distr/stampa	Milano : Angeli, 1987
Descrizione fisica	178 p. ; 22 cm.
Disciplina	001.56
Soggetti	Linguaggio dei gesti
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910827877703321
Autore	Bayles Martha
Titolo	Through a Screen Darkly : Popular Culture, Public Diplomacy, and America's Image Abroad / / Martha Bayles
Pubbl/distr/stampa	New Haven, CT : , : Yale University Press, , [2014] ©2014
ISBN	0-300-19931-7
Descrizione fisica	1 online resource (336 p.)
Classificazione	HIS037080HIS036060SOC052000
Disciplina	303.48/273
Soggetti	Popular culture - American influences Diplomacy United States Foreign relations 21st century United States Foreign public opinion United States Social life and customs 1971- Foreign public opinion
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	Front matter -- Contents -- Introduction -- Prologue to Part One: Cultural Export-And Pushback -- 1. The American Way of Sex -- 2.

Empire of Special Effects -- 3. Television by the People, for the People?
-- 4. From Pop Idol to Vox Populi -- Prologue to Part Two: The Lesson
of Odysseus -- 5. The Washington-Hollywood Pact -- 6. "The World's
Worst Propagandists" -- 7. US International Broadcasting -- 8. Bearers
of Glad Tidings -- 9. "Freedom's Just Another Word" -- Conclusion --
Acknowledgments -- Notes -- Index

Sommario/riassunto

What does the world admire most about America? Science, technology, higher education, consumer goods-but not, it seems, freedom and democracy. Indeed, these ideals are in global retreat, for reasons ranging from ill-conceived foreign policy to the financial crisis and the sophisticated propaganda of modern authoritarians. Another reason, explored for the first time in this pathbreaking book, is the distorted picture of freedom and democracy found in America's cultural exports. In interviews with thoughtful observers in eleven countries, Martha Bayles heard many objections to the violence and vulgarity pervading today's popular culture. But she also heard a deeper complaint: namely, that America no longer shares the best of itself. Tracing this change to the end of the Cold War, Bayles shows how public diplomacy was scaled back, and in-your-face entertainment became America's de facto ambassador. This book focuses on the present and recent past, but its perspective is deeply rooted in American history, culture, religion, and political thought. At its heart is an affirmation of a certain ethos-of hope for human freedom tempered with prudence about human nature-that is truly the aspect of America most admired by others. And its author's purpose is less to find fault than to help chart a positive path for the future.
