

1. Record Nr.	UNISA990000442600203316
Autore	RE, Piergiorgio
Titolo	Aspetti finanziari e quantitativi del marketing / Piergiorgio Re
Pubbl/distr/stampa	Torino : Giappichelli, copyr. 2000
ISBN	88-348-9344-1
Edizione	[riedizione aggiornata e corretta]
Descrizione fisica	VIII, 195 p. ; 24 cm
Disciplina	658.8
Soggetti	Ricerche di mercato Aziende - Programmazione
Collocazione	658.8 RE 1 (IRA 6 519) MA 14
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910303434303321
Autore	Colleary Susanne
Titolo	The Comic Everywoman in Irish Popular Theatre : Political Melodrama, 1890-1925 // by Susanne Colleary
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2018
ISBN	9783030020088 3030020088
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (136 pages)
Collana	Palgrave Studies in Comedy, , 2731-4340
Disciplina	822.914 792.7028082
Soggetti	Comedy Popular culture Theater Europe - Politics and government Comedy Studies Popular Culture National and Regional Theatre and Performance European Politics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. Popular Theatre in Ireland -- 2. Melodrama and its Discontents -- 3. Comic Women at work in Irish Political Melodrama: The Rule of Three -- 4. Ways of Playing - Ways of Seeing: Comic Women at work in Irish Political Melodrama; A Practice as Research Approach.
Sommario/riassunto	This book is a comprehensive study of comic women in performance as Irish Political Melodrama from 1890 to 1925. It maps out the performance contexts of the period, such as Irish "poor" theatre both reflecting and complicating narratives of Irish Identity under British Rule. The study investigates the melodramatic aesthetic within these contexts and goes on to analyse a selection of the melodramas by the playwrights J.W. Whitbread and P.J. Bourke. In doing so, the analyses makes plain the comic structures and intent that work across both

character and action, foregrounding comic women at the centre of the discussion. Finally, the book applies a "practice as research" dimension to the study. Working through a series of workshops, rehearsals and a final performance, Colleary investigates comic identity and female performance through a feminist revisionist lens. She ultimately argues that the formulation of the Comic Everywoman as staged "Comic" identity can connect beyond the theatre to her "Everyday" self. This book is intended for those interested in theatre histories, comic women and in popular performance. .
