

Il Secolo Dei Media. Riti, Abitudini, Mitologie - Peppino Ortoleva

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"Il secolo dei media" ÃƒÂˆ innanzitutto un libro di storia, che si interroga e fornisce sulla crescita ininterrotta degli strumenti di comunicazione, dei messaggi che circolano, della dipendenza individuale e collettiva dalle reti. Tutti i media sono stati "nuovi" prima di radicarsi nella vita sociale, tutti hanno richiesto adattamenti progressivi e spesso inconsapevoli, plasmando nuovi riti e ridefinendo le relazioni e le forme degli scambi. Ma l'analisi va piÃƒÂ¹ a fondo, e il libro getta lo sguardo sulla caduta imprevedibile e non spiegata di tabÃƒÂ¹ che sembravano incrollabili, con il diffondersi quasi illimitato della pornografia e il declino del giuramento, sull'emergere di miti e riti "a bassa intensitÃƒÂ " nell'apparente banalitÃƒÂ di molti consumi, culturali o non; sulla lunga durata di generi e forme culturali nati con il Novecento ma che sembrano rispondere a bisogni "naturali" della persona: dalle passioni collettive degli sport di massa alla musica leggera che fa da colonna sonora allo svago come ai viaggi e per molti anche al lavoro. Nonostante l'informazione e i media superino la nostra capacitÃƒÂ di disporne, la comunicazione non basta mai. Da feticci del Novecento a "meticci" del nuovo millennio, la radio, il cinema, la televisione sono venuti cosÃƒÂ a integrarsi nel sincretismo ipertecnologico di cui Peppino Ortoleva, storico e pioniere dei media studies in Italia, traccia le radici e propone un'interpretazione approfondita e innovativa. Author: Ortoleva, Peppino Publisher: Il Saggiatore Illustration: N Language: ITA Title: Il secolo dei media. Riti, abitudini, mitologie Pages: 00336 (Unencrypted EPUB) On Sale: 2009-01-10 SKU-13/ISBN: 9788842813217 Category: Social Science : General

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