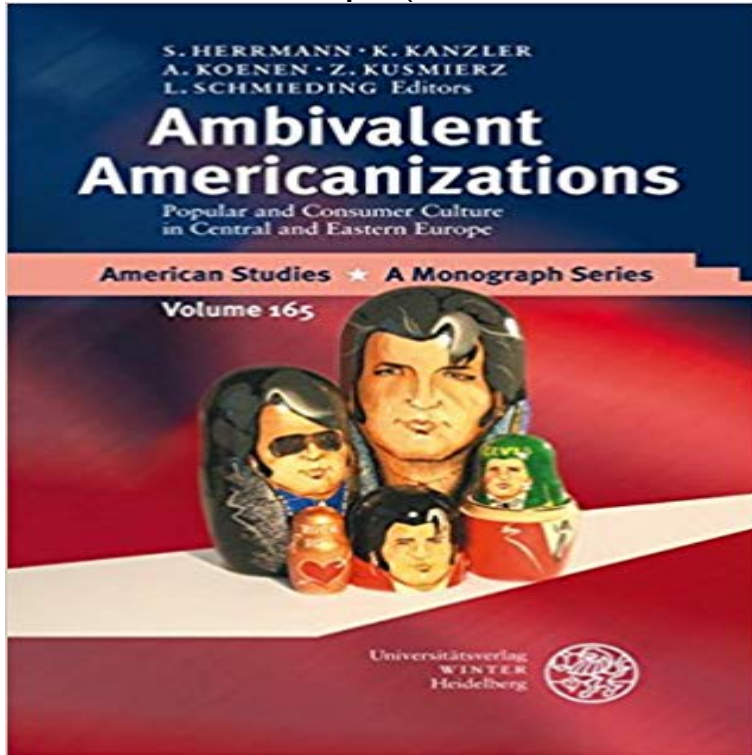


Ambivalent Americanizations: Popular and Consumer Culture in Central and Eastern Europe (American Studies - a Monograph Series)



This volume explores the Americanization of Central and Eastern Europe during and after the Cold War. It seeks to revisit and expand this critical concept by investigating previously overlooked perspectives and new comparative constellations. The Iron Curtain has frequently been seen as a tightly sealed border between East and West. However, as the contributions to this collection illustrate, it proved remarkably permeable for American goods and lifestyles which generated and gratified a range of often ambivalent desires and fantasies. This book attends to the ensuing messiness of cultural transfer and mixing, as well as to the role America has played in these processes. In twelve case studies, a broad spectrum of disciplinary angles and diverse geo-biographical horizons come together to examine the elusive dynamics of ambivalent Americanizations in areas such as music, television, and material culture.

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