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Ed. Gedisa, 1999. soft. Book Condition: New. En la simbolización y ritualización del lazo social se entretajan los flujos y redes comunicacionales de manera cada día más densa, lo que produce un des-ordenamiento cultural. La televisión emerge como un escenario cotidiano que representa lo social y constituye los imaginarios colectivos al escenificar los desencantos, deseos y esperanzas, en los que mucha gente se reconoce. Los autores escogen la telenovela, el principal producto cultural latinoamericano destinado al gran público, para mostrar...

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- Authored by Germán Rey; Jesús Martín-Barbero
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