



Buffalo Bill in Bologna: The Americanization of the World, 1869-1922 (Hardback)

By Robert W. Rydell, Rob Kroes

The University of Chicago Press, United States, 2005. Hardback. Condition: New. Language: English . Brand New Book. When it comes to the production and distribution of mass culture, no country in modern times has come close to rivaling the success of America. From blue jeans in central Europe to Elvis Presley's face on a Republic of Chad postage stamp, the reach of American mass culture extends into every corner of the globe. Most believe this is a twentieth-century phenomenon, but here Robert W. Rydell and Rob Kroes prove that its roots are far deeper. Buffalo Bill in Bologna reveals that the process of globalizing American mass culture began as early as the mid-nineteenth century. In fact, by the end of World War I, the United States already boasted an advanced network of culture industries that served to promote American values overseas. Rydell and Kroes narrate how the circuses, amusement parks, vaudeville, mail-order catalogs, dime novels, and movies developed after the Civil War - tools central to hastening the reconstruction of the country - actually doubled as agents of American cultural diplomacy abroad. As symbols of America's version of the good life, cultural products became a primary means for...



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