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Americanisation-the cultural, political and economic influence of the USA-has played an important role in the shaping of modern Europe. This has been the case from the 19th century, when new and old worlds were negotiating fundamental issues such as race and empire, to the 20th century, when mass media communications intensified and reconfigured the transatlantic relationship.Developments since the Cold War, including the September 11th attacks and the second Gulf War, have made this process ever more globally complex, contested and relevant. This textbook offers students an interdisciplinary and theoretically informed understanding of the cultural processes of Americanisation.Designed with classroom use in mind, it provides a number of different routes into the debates and problems surrounding the notion of Americanisation. The editors' introduction offers an accessible in-depth survey of the theoretical questions and is followed by two chapters which present responses to contemporary Americanisati

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