



Capitalismo cognitivo in pillole (Italian Edition)

Roberto Fusco

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Cosmopolitismo, macdonaldizzazione³⁴ e outsourcing, sono termini utili a designare la mondializzazione di politica, cultura ed economia che sono gli “spazi di azione” che hanno e continuano a cambiare l’interdipendenza tra le nazioni che, come vedremo, non sono più entità autonome in grado di avere la sovranità, sugli individui che ne fanno parte, bensì sono inserite in un sistema proteiforme: la globalizzazione.

Il processo di nascita e consolidamento di una cultura globalizzata, ha inizio, secondo la nostra tesi, con il finire della seconda guerra mondiale e la conseguente americanizzazione della cultura che, con il cinema in particolare (pur considerando l’ampia produzione delle culture nazionali europee tra cui la nostra che ha dato luce alla corrente del Neorealismo), ha condotto la popolazione mondiale verso l’omologazione degli stili di vita.

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