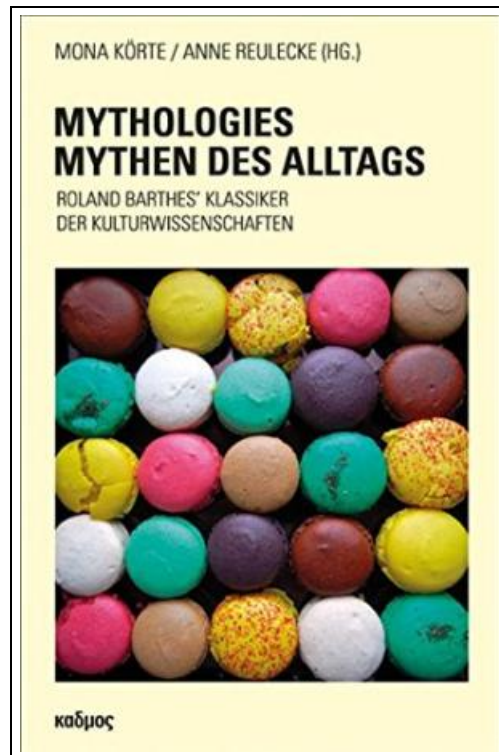


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**(Prof. Maudie Ziemann)**

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Kulturverlag Kadmos Feb 2015, 2015. Taschenbuch. Book Condition: Neu. 231x154x17 mm. Neuware - Der Band 'Mythologies' des Kulturkritikers, Semiologen und Literaturtheoretikers Roland Barthes (1915-1980) ist ein Klassiker der Kulturwissenschaften. Die virtuos geschriebenen Essays der 'Mythen des Alltags' widmen sich medial vermittelten Phänomenen der Kulturindustrie, die vielfältiger nicht sein könnten: dem Zauber im 'Gesicht der Garbo' und der Ikonographie des Abbé Pierre ebenso wie der 'Afrikanischen Grammatik' zur Rechtfertigung des Algerienkriegs. Sie befassen sich mit der Darstellung sogenannter Volkscharaktere in Reiseführern oder gehen der religiösen Aufladung der Nahrungsmittel 'Beefsteak und Pommes Frites' nach. Sie betrachten das moderne Spektakel des Catchens als Abkömmling des antiken Dramas und erkennen in der 'Tour de France' ein Nachleben des homerischen Epos. Sie beleuchten das Verschwinden des Körperlichen beim 'Striptease' und die Apotheose des legendären Citroën DS. Sie beschreiben die Inszenierung von Lässigkeit in Gangsterfilmen, aber auch die Erzeugung von Historizität in Hollywoodfilmen über das alte Rom. Im vorliegenden Band nehmen Kultur-, Medien-, Literatur- und Sprachwissenschaftler/innen die deutschsprachige Neuausgabe der 'Mythologies' von 2010 zum Ausgangspunkt für eine erneute Lektüre. Sie diskutieren, inwiefern Roland Barthes 'Mythen des Alltags' für die gegenwärtige kulturwissenschaftliche Analyse relevant sind bzw. in welcher Weise ihr zeichentheoretisch-ideologiekritisches Gerüst der 'Mythologien' noch heute anschlussfähig ist. 216 pp. Deutsch.



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