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**Autor:** Lowenthal, Leo

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This first volume of the collected writings of sociologist Leo Lowenthal contains his classic theoretical and historical writings on the relationship of art to mass culture. This book series presents Lowenthal's contributions to a theory of the role of communication in modern society.

This volume lays out the basis for a theory of mass culture. Lowenthal demonstrates that the juxtaposition of a "low" mass culture and a "high" esoteric culture did not originate in contemporary industrial, bourgeois society but can be traced back to the Middle Ages and antiquity