

La Potente Benzina Italiana Guerra Fredda E Consumi Di Massa Tra Italia Stati Uniti E Terzo Mondo 1945 1973

La pubblicità serve solo per vendere? O diventa anche uno strumento politico inserito in un ampio piano strategico di comunicazione? Una politica comunicativa allettante e incisiva, come quella dell'Ente nazionale idrocarburi guidato da Enrico Mattei, quanto può incidere sulla società e quanto ne riflette di essa? Quanto può influenzare l'immaginario collettivo degli italiani? Sono solo alcune delle domande a cui prova a dare risposta il volume. E lo fa attraverso l'analisi della strategia politica della comunicazione attuata dall'azienda dal miracolo economico agli anni Settanta. Le interviste alla Rai del presidente Enrico Mattei, i cortometraggi pubblicitari per la rubrica televisiva Carosello e le prime due riviste aziendali sono alcuni degli strumenti di comunicazione che, in sinergia tra loro, rispondono al bisogno di presentare al pubblico l'immagine di un'azienda moderna e di successo. Il volume documenta lo stretto legame che le attività dell'azienda hanno avuto con la società italiana, non solo perché l'Eni è stato uno dei pilastri del boom economico, ma anche per la capacità della politica comunicativa aziendale di riflettere l'immaginario di un'epoca e di essere in sintonia con l'evoluzione sociale del Paese.

The history of the European oil and gas industry reflects local as well as global political events, economic constraints and the personal endeavours of individual petroleum geoscientists as much as it does the development of technologies and the underlying geology of the region. The first commercial oil wells in Europe were drilled in Poland in 1853, Romania in 1857, Germany in 1859 and Italy in 1860. The 23 papers in this volume focus on the history and heritage of the oil and gas industry in the key European oil-producing countries from the earliest onshore drilling to its development into the modern industry that we know today. The contributors chronicle the main events and some of the major players that shaped the industry in Europe. The volume also marks several important anniversaries, including 150 years of oil exploration in Poland and Romania, the centenary of the drilling of the first oil well in the UK and 50 years of oil production from onshore Spain.

This book examines the role of Soviet energy during the Cold War. Based on hitherto little known documents from Western and Eastern European archives, it combines the story of Soviet oil and gas with general Cold War history. This volume breaks new ground by framing Soviet energy in a multi-national context, taking into account not only the view from Moscow, but also the perspectives of communist Eastern Europe, the US, NATO, as well as several Western European countries – namely Italy, France, and West Germany. This book challenges some of the long-standing assumptions of East-West bloc relations, as well as shedding new light on relations within the blocs regarding the issue of energy. By bringing together a range of junior and senior historians and specialists from Europe, Russia and the US, this book represents a pioneering endeavour to approach the role of Soviet energy during the Cold War in transnational perspective.

This edited collection offers a new approach to the study of Italy's foreign policy from the 1960s to the end of the Cold War, highlighting its complex and sometimes ambiguous goals, due to the intricacies of its internal system and delicate position in the fault line of the East-West and North-South divides. According to received opinion, during the Cold War era Italy was more an object rather than a factor in active foreign policy, limiting itself to paying lip service to the Western alliance and the European integration process, without any pretension to exerting a substantial international influence. Eleven contributions by leading Italian historians reappraise Italy's international role, addressing three complex and intertwined issues, namely, the country's political-diplomatic dimension; the economic factors affecting Rome's international stance; and Italy's role in new approaches to the international system

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and the influence of political parties' cultures in the nation's foreign policy.

The importance of oil for national military-industrial complexes appeared more clearly than ever in the Cold War. This volume argues that the confidential acquisition of geoscientific knowledge was paramount for states, not only to provide for their own energy needs, but also to buttress national economic and geostrategic interests and protect energy security. By investigating the postwar rebuilding and expansion of French and Italian oil industries from the second half of the 1940s to the early 1960s, this book shows how successive administrations in those countries devised strategies of oil exploration and transport, aiming at achieving a higher degree of energy autonomy and setting up powerful oil agencies that could implement those strategies. However, both within and outside their national territories, these two European countries had to confront the new Cold War balances and the interests of the two superpowers.

La potente benzina italiana guerra fredda e consumi di massa tra Italia, Stati Uniti e Terzo mondo, 1945-1973 Oil Spaces Exploring the Global Petroleumscape Routledge

Esta obra colectiva se propone explorar varias facetas de la historia de la educación popular en la Europa mediterránea en los siglos XIX y XX, sobre la cual no existe ningún ensayo similar. El lector encontrará a la vez amplias síntesis que cubren el conjunto de la época contemporánea y estudios más concretos relativos entre otros puntos a clases para adultos y obreros, escuelas de formación profesional, Universidades Populares, cine documental y bibliotecas de sociedades populares. Al abordar los territorios y las formas de la educación popular, cabe interrogarse históricamente en torno a los destinatarios de las varias iniciativas de educación popular, o sea las «clases populares» (por su exclusión de las redes escolares), pero también al conjunto de los actores y a las estrategias que les movieron a impulsar tales iniciativas. El estudio del contenido de la formación recibida, sus finalidades explícitas e implícitas (disciplina social, moralización, productivismo o autonomía personal, promoción social) puede ayudarnos a perfilar estos modelos y valorar el crisol de experiencias comunes, dentro de determinados espacios de sociabilidad popular..

«Incominciamo come una favola» disse la Pasionaria. «C'erano una volta un bambino e una bambina che vivevano coi genitori in una casetta in mezzo ai campi. Il padre andava a lavorare in una città lontana e la madre rimaneva in casa a preparare la cacciatora di pollo per la famiglia. Il padre dei due bambini aveva due grossi baffi neri come il carbone. Ma una volta il brav'uomo rimase parecchio tempo lontano da casa e, quando tornò, la madre diede un grido. I baffi del marito non erano più neri ma candidi. "Ohimè, povero Giovannino!" Esclamò la moglie "Come sei diventato vecchio!" Ma l'uomo sorrise e rispose: "È Natale e la neve, cadendo dal cielo, ha coperto i miei baffi col suo bianco velo". E, così dicendo, scosse il naso e la neve cadde e apparvero i baffi neri come prima. E sui baffi luccicavano i palloncini variopinti e i fili d'argento e d'oro e le candeline dell'albero di Natale. La madre e i bambini pieni di gioia incominciarono a saltellare allegramente attorno al Baffo Natale e quella fu la più bella festa della loro Vita. Tanti auguri di felicità e distinti saluti.»

Oil Spaces traces petroleum's impact through a range of territories from across the world, showing how industrially drilled petroleum and its refined products have played a major role in transforming the built environment in ways that are often not visible or recognized. Over the past century and a half, industrially drilled petroleum has powered factories, built cities, and sustained nation-states. It has fueled ways of life and visions of progress, modernity, and disaster. In detailed international case studies, the contributors consider petroleum's role in the built environment and the imagination. They study how petroleum and its infrastructure have served as a source of military conflict and political and economic power, inspiring efforts to create territories and reshape geographies and national boundaries. The authors trace ruptures and

continuities between colonial and postcolonial frameworks, in locations as diverse as Sumatra, northeast China, Brazil, Nigeria, Tanzania, and Kuwait as well as heritage sites including former power stations in Italy and the port of Dunkirk, once a prime gateway through which petroleum entered Europe. By revealing petroleum's role in organizing and imagining space globally, this book takes up a key task in imagining the possibilities of a post-oil future. It will be invaluable reading to scholars and students of architectural and urban history, planning, and geography of sustainable urban environments.

A companion to the study of the gangster film's international appeal spanning the Americas, Europe, and Asia A Companion to the Gangster Film presents a comprehensive overview of the newest scholarship on the contemporary gangster film genre as a global phenomenon. While gangster films are one of America's most popular genres, gangster movies appear in every film industry across the world. With contributions from an international panel of experts, A Companion to the Gangster Film explores the popularity of gangster films across three major continents, the Americas, Europe, and Asia. The authors acknowledge the gangster genre's popularity and examine the reasons supporting its appeal to twenty-first century audiences across the globe. The book examines common themes across all three continents such as production histories and reception, gender race and sexuality, mafia mythologies, and politics. In addition, the companion clearly shows that no national cinema develops in isolation and that cinema is a truly global popular art form. This important guide to the gangster film genre: Reveals how the gangster film engages in complex and contradictory themes Examines the changing face of the gangster film in America Explores the ideas of gangsterism and migration in the Hispanic USA, Latin America and the Caribbean Discusses the wide variety of gangster types to appear in European cinema Contains a review of a wide-range of gangster films from the Americans, Europe, and Asia Written for academics and students of film, A Companion to the Gangster Film offers a scholarly and authoritative guide exploring the various aspects and international appeal of the gangster film genre.

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Every year, the Bibliography catalogues the most important new publications, historiographical monographs, and journal articles throughout the world, extending from prehistory and ancient history to the most recent contemporary historical studies. Within the systematic classification according to epoch, region, and historical discipline, works are also listed according to author's name and characteristic keywords in their title.

Italy from Crisis to Crisis seeks to understand Italy's approach to crises by studying the country in regional, international, and comparative context. Without assuming that the country is abnormal or unusually crisis-prone, the authors treat Italy as an example from which other countries might learn. The book integrates the analysis of domestic politics and foreign policy, including Italy's approach to military interventions, energy security, economic relations with the European Union (EU), and to the NATO alliance, and covers a number of issues that normally receive little attention in studies of "high politics," such as information policy, national identity, immigration, youth unemployment, and family relations. Finally, it puts Italy in a comparative perspective – with other European states, naturally – but also with Latin America, and even the United States, all countries that have experienced similar crises to Italy's and similar – often populist – responses. This text will be of key interest to scholars and students of, and courses on, Italian politics and history, European politics and, more broadly, comparative politics and

democracy.

Providing a comprehensive history of Italy from around 1800 to the present, *Italy in the Modern World* traces the social and cultural transformations that defined the lives of Italians during the 19th and 20th century. The book focuses on how social relations (class, gender and race), science and the arts shaped the political processes of unification, state building, fascism and the postwar world. Split up into four parts covering the making of Italy, the liberal state, war and fascism, and the republic, the text draws on secondary literature and primary sources in order to synthesize current historiographical debates and provide primary documents for classroom use. There are individual chapters on key topics, such as unification, Italians in the world, Italy in the world, science and the arts, fascism, the World Wars, the Cold War, and Italy in the 21st century, as well as a wealth of useful features for students, including: * Comprehensive bibliographic essays covering each of the four parts. * 23 images and 12 maps *Italy in the Modern World* also firmly places both the nation and its people in a wider global context through a distinctly transnational approach. It is essential reading for all students of modern Italian history.

The 1973 'Oil Shock' is considered a turning point in the history of the twentieth century. At the time it seemed to mark a definitive shift from the era of low priced oil to the era of expensive oil. For most Western industrialized countries, it became the symbolic marker of the end of an era. For many oil producers, it translated into an unprecedented control over their energy resources, and completed the process of decolonization, leading to a profound redefinition of international relations. This book provides an analysis of the crisis and its global political and economic impact. It features contributions from a range of perspectives and approaches, including political, economic, environmental, international and social history. The authors examine the origins of what was defined as an 'oil revolution' by the oil-producing countries, as well as the far-reaching effects of the 'shock' on the Cold War and decolonization, on international energy markets and the global economy. In doing so, they help place the event in its historical context as a key moment in the transformation of the international economy and of North-South relations.

The oil price collapse of 1985-6 had momentous global consequences: non-fossil energy sources quickly became uncompetitive, the previous talk of an OPEC 'imperium' was turned upside-down, the Soviet Union lost a large portion of its external revenues, and many Third World producers saw their foreign debts peak. Compared to the much-debated 1973 'oil shock', the 'countershock' has not received the same degree of attention, even though its legacy has shaped the present-day energy scenario. This volume is the first to put the oil 'counter-shock' of the mid-1980s into historical perspective. Featuring some of the most knowledgeable experts in the field, *Counter-Shock* offers a balanced approach between the global picture and local study cases. In particular, it highlights the crucial interaction between the oil counter-shock and the political 'counterrevolution' against state intervention in economic management, put forward by Ronald Reagan and Margaret Thatcher in the same period.

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