## **Contents**

## Acknowledgements ---- v

- Outline of the Argument, Basic Hypotheses, and Remarks on Methodology — 1
- I. The Cultural Net —— 34

The Basic Metaphor - 34

Nodes and Contact Zones — 45

Processes and Rationales of Assembly —— 53

Formal Organization and Mediatedness — 75

Temporal Incongruences — 84

Accessibility --- 92

Borderlines --- 99

Transnational Cultural Agencies — 115

Control and Demand - 134

Basic Prerequisites --- 150

The Economy of Cultural Transfer — 153

II. Mass Media, Early Modern —— 157

The Masses — 157

Mediality --- 164

The "Orientation Toward The Message" —— 174

The Predilection for Tragedy --- 190

Devices of Enticement: Love, Horror, and Marvel — 202

Mass Media, Early Modern and Present — 209

III. Historical Issues, Theoretical Perspectives — 212

Some Case Studies — 212

"Rootedness": Johann Gottfried Herder — 232

"National Literatures": Topoi and Languages — 250

"National" Styles? "Hybridity"? "Third Spaces"? --- 274

IV. Concluding Remarks —— 292

Culture as Network: Subversive and Innovative

Potentialities — 292

Limits of the Basic Metaphor - 303

References --- 313

