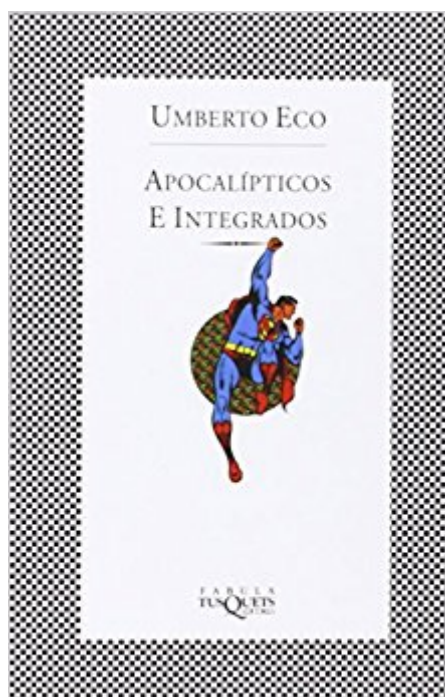


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En una serie de ensayos magistrales sobre la cultura de masas -en los que analiza la estructura del mal gusto, la lectura de los comics, el mito de Superman, la cancion de consumo, el papel de los medios audiovisuales como instrumento de informacion o el influjo de la television en el mundo de hoy-, Eco se plantea el problema central de la doble postura ante la cultura de masas: la de los apocalipticos, que ven en ella la *«anticultura»*, el signo de una caida irrecuperable, y la de los integrados, que creen optimistamente que estamos viviendo una magnifica generalizacion del marco cultural.

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