



X-Rated!: The Power of Mythic Symbolism in Popular Culture

Marcel Danesi

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Many attack pop culture as a crude “sexual” and “celebrity-based” culture that is purportedly bringing about the end of moral values. Renowned semiotician Marcel Danesi adds his signature insight to the debate by delving deep into pop culture through a consideration of symbols. Danesi’s treatment of letters, such as the X in “X-Rated,” the “i” in “iPod,” and other such symbols, reveals an ancient mythic structure that blends the sacred and profane dimensions of human psychic life. Danesi takes the reader on a remarkable exploration of the radical turns in American society, a society in which the search for pleasure and sexual expression often reign supreme. *X-Rated!* is a fascinating trip through what gives pop culture its secret appeal.

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