1. INTRODUCTION: TAKING ENTERTAINMENT SERIOUSLY

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Abstract
We all do it. We label persons or groups as chic, funky, chauvinist, cool, Uncle Tom, nerdy, liberated, Baby Boomers, and more. Political and religious leaders similarly make moral statements, for instance by applying Biblical characters' names to contemporaries like Bill Clinton or Saddam Hussein – as Satanical or a Good Samaritan. Muslims analogously invoke the Koran.

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