



# The History of the Kiss: The Birth of Popular Culture (Semiotics and Popular Culture)

*Marcel Danesi*

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What's more romantic than two people embracing, looking into each other's eyes, and kissing each other? But how should we make sense of this iconic act? How and when did it become a vital sign of romance and love? When the kiss first started to appear in narratives, poetry, and the songs of the medieval period, it was as something desirable, yet forbidden. Since then it has evolved into a symbol of love-making in the popular imagination. In this provocative book, pop culture expert Marcel Danesi explores how the kiss emerged as an act of betrayal and raw sensuality, in defiance of its spiritual and religious functions, and from there evolved into the amorous cultural gesture we know today. He takes the reader on a fascinating journey through the history of the kiss, from early poems and paintings to current movies and popular songs, and argues that its romantic incarnation signaled the birth of popular culture.

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