

Abstract

In this thesis, I consider the game of basketball as a social, cultural, and sportive phenomenon, brought to Italy from the United States of America. By focusing my research on the period between 1945 and 1968, I will analyze the Italian post-war landscape by identifying some traces of the Americanization process connected to the spread of this typically American sport. In particular, I will follow the evolution of American elements present in the Italian *pallacanestro*, from the first informal matches between Italian teams and American military selections, to the arrival of the U.S. players in the Peninsula. Finally, I will examine the development of basketball into a popular sport. The context of the Cold War and anti-American sentiment serve as the historical backdrop to this period.