## CONTENTS

List of illustrations		xi
Notes on contributors		iiix Modululu- of med
Acknowledgments		ABOT MALE INORT XX
1 Introduction: media ANDREAS HEPP AND	events in globalized med	lia cultures 1
PART I	erydry ddesidii oru o 12	
Media events rethough	nt	ludan manadash 01
disruption	s: disenchantment, derai	lment, 23
3 "No more peace!" H upstaged media ever ELIHU KATZ AND TAI	ow disaster, terror and w	var have
PART II		
The history and future	e of the media event	подперения 43
of the Lisbon earthq	ves on media events: a co quake in 1755 and the Tsu	inami
catastrophe in 2004 JÜRGEN WILKE		45 alpa to missang at 4.1
5 From media events	to ritual to communicativ	ve form 61

## CONTENTS

	Media spectacle and media events: some critical reflections DOUGLAS KELLNER	76
	RT III	
	dia events in the frame of contemporary social and tural media theory	93
7	Creating a national holiday: media events, symbolic capital and symbolic power FRIEDRICH KROTZ	95
8	Modalities of mediation JOOST VAN LOON	
9	Media events, Eurovision and societal centers	124
	GÖRAN BOLIN	
	RT IV edia events and everyday identities	139
10	DETER COLCO	141
11	Media events and gendered identities in South Asia: Miss World going "Deshi" NORBERT WILDERMUTH	156
12	Media event culture and lifestyle management: observations on the influence of media events on everyday culture  UDO GÖTTLICH	172
PA Me	ART V edia events and global politics	185
13	In pursuit of a global image: media events as political communication  NANCY K. RIVENBURGH	187

## CONTENTS

14	9/11 and the transformation of globalized media events AGNIESZKA STEPINSKA	203
15	Eventspheres as discursive forms: (re-)negotiating the "mediated center" in new network cultures INGRID VOLKMER AND FLORIAN DEFFNER	217
PA	RT VI	
Me	edia events and cultural contexts	231
16	Sports events: the Olympics in Greece ROY PANAGIOTOPOULOU	233
17	Performing global "news": indigenizing WTO as media event LISA LEUNG	250
18	Religious media events: the Catholic "World Youth Day" as an example of the mediatization and individualization of religion  ANDREAS HEPP AND VERONIKA KRÖNERT	265
19	Conclusion: the media events debate: moving to the	-1
	next stage STEWART M. HOOVER	283
	Index	300