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Autore	Kellner Douglas <1943, >
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Nota di contenuto	Cover; Media Spectacle; Copyright; Contents; Preface and Acknowledgments; 1. Media Culture and the Triumph of the Spectacle; Guy Debord and the Society of the Spectacle; The Infotainment Society and Technocapitalism; From Media Culture to Media Spectacle; Signs of the Times; Cultural Studies as Diagnostic Critique; 2. Commodity Spectacle: Mcdonald's as Global Culture; Mcdonald's and Mcdonaldization; Theorizing Mcdonald's: A Multiperspectivist Approach; Mcdonald's Between the Global and the Local; Mcdonald's Between the Modern and the Postmodern; Criticizing/Resisting the Mcdonald's Spectacle The Case Against Mcdonald'sEvaluating Mcdonaldization; The Personal and the Political; 3. The Sports Spectacle, Michael Jordan, and Nike; The Sports Spectacle; The Spectacle of Michael Jordan; Michael Jordan and the Sports/Race Spectacle; Michael Jordan, Nike, and the Commodity Spectacle; Third Coming, Sex Scandals, and the Contradictions of the Spectacle; Contradictions of Michael Jordan; Reading Jordan Critically; 4. Megaspectacle: The O. J. Simpson Murder Trial; Murder and Media Spectacle in Brentwood; Spectacle Culture and the Social Construction of Reality; The Verdict and the Aftermath

The Simpson Spectacle, Identity Politics, and Postmodernization  
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Megaspectacle; 5. TV Spectacle: Aliens, Conspiracies, and  
Biotechnology in the X-Files; Conspiracy, Paranoia, and Postmodern  
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One"; The Postmodern Sublime, or "Is the Truth Out There?";  
Postmodern Deconstruction: "I Want to Believe" but ...; Nothing  
Important Happened Today ... Except That Everything Changed;  
Representing the Unrepresentable; 6. Presidential Politics, the Movie  
Jfk, the Movie Lbj and Nixon: Bad Movies; Ford and Carter: Indifferent  
Presidencies and Poor Spectacle; Ronald Reagan, the Acting President;  
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II, Grand Theft 2000, and Terror War; Conclusion: Democratic Politics  
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### Sommario/riassunto

During the mid-1990s, the O.J. Simpson murder trial dominated the media in the United States and were circulated throughout the world via global communications networks. The case became a spectacle of race, gender, class and violence, bringing in elements of domestic melodrama, crime drama and legal drama. According to this fascinating new book, the Simpson case was just one example of what the author calls 'media spectacle' - a form of media culture that puts contemporary dreams, nightmares, fantasies and values on display. Through the analysis of several such media spectacles - including

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