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Nota di contenuto	Events as societal phenomena -- Events in the liquid modern world: the call for fluid acumen in the presentation of peoples, places, pasts, and presents -- The making of societies through events : on ideology, power and consent -- Let there be rock! a tale of two Christian music festivals -- Exit festival : contesting political pasts, impacts on youth culture and regenerating the image of Serbia and Novi Sad -- Social constructions of value : marketing considerations for the context of events and festivals -- Transformation and Liverpool European capital of culture 2008 -- Re-imagining a sustainable future through artistic events : a case study from wales -- Yag'ubi : a transforming event that flowered and died -- Mindful of the mosaic : a multicultural approach to analysing perceptions of non-profit festival exhibitors at multi-ethnic events -- Halifax Greek Fest : the social and cultural significance of hosting a festival for the Halifax Greek community and Halifax society -- The "community action dash" : resident and visitor perceptions of an inner city neighbourhood during a community-led

event -- Beyond economic benefits : exploring the effects of festivals and events on community capitals -- VFR event tourism and social networks at-a-distance : rural community development through reunion and celebration -- Event studies and the crisis of representation.

Sommario/riassunto

There is an ever growing importance of events in modern society and until now existing literature on events has been dominated by the economic perspective. Social and Cultural Aspects of Events addresses the social and cultural side of events and explores the role they have in fostering change and community development. It examines the transformatory function of events in the context of development studies - as phenomena that can promote and facilitate human development, including social, societal and individual change. This book provides vital and timely exploration and encourages the study o
