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	""4 A place for all of usa?? Museums and communities""""a?A place for all of usa??""; ""Teaching a?civic reforma?: the uses of community

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""Modernity, popular culture and journalism"" ""The museum and the popular press: an Assyrian tale""; ""Tales of Paris""; ""a€?A museum for the global villagea€?""; ""Media impacts""; ""6 Interactivity in museums: the politics of narrative style""; ""Interactivity and museums"";
""Technological interactivity and its limitations: the Museum of Tolerance""; ""a€?Spatiala€? interactivity at the Australian National Maritime Museum""; ""Narrative as a design issue""; ""Understanding serial narratives: a media approach""; ""The politics of serial narratives in museums""

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""Index""

Sommario/riassunto	Re-Imagining the Museum presents new interpretations of museum history and contemporary museum practices. Through a range of case studies from the UK, North America and Australia, Andrea Witcomb moves away from the idea that museums are always 'conservative' to suggest they have a long history of engaging with popular culture and addressing a variety of audiences. She argues that museums are key mediators between high and popular culture and between government, media practitioners, cultural policy-makers and museums professionals. Analyzing links between museums and the media, looking at the r