

1. Record Nr.	UNINA9910878981803321
Titolo	Messages from the Moon : A Global History of the First Manned Moon Landing // edited by Sven Grampp
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Palgrave Macmillan, , 2024
ISBN	9783658445188 9783658445171
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (306 pages) : illustrations
Disciplina	629.47
Soggetti	Journalism Communication in politics Communication Political Communication Media Reception and Media Effects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Four times around the world as an introduction. The first manned moon landing as a medium for a global history in the Cold War -- Germany (East/West) -- Czechoslovakia -- Yugoslavia & Romania -- Soviet Union -- China -- Japan -- Australia -- South Africa & Tanzania & Ethiopia & Egypt & Somalia -- Argentina -- USA & Canada -- France -- Great Britain -- Norway -- Germany (East).
Sommario/riassunto	In this anthology, a journey around the world and through time is undertaken in 21 countries on no less than six continents. In this way, the global reception of one of the biggest media events to date is given contour. Based on the coverage of the first manned moon landing, the global history of the Cold War during the Space Race can be told in its many different local facets as well as in its worldwide interconnectedness. Against the backdrop of current efforts by various countries to return to the moon or even to establish a space army, as well as in view of the extremely tense geopolitical situation, which is already being invoked in many places as 'Cold War 2.0', such a global look back to the time of 'Cold War 1.0' certainly seems relevant in order

to better understand the present and near future of political (media) cultures. The Editor PD Dr. Sven Grampp is Senior Academic Advisor at the Chair of Media Studies at the Institute of Theatre and Media Studies at the University of Erlangen-Nuremberg. This book is a translation of an original German edition. The translation was done with the help of artificial intelligence (machine translation by the service DeepL.com). A subsequent human revision was done primarily in terms of content, so that the book will read stylistically differently from a conventional translation.

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