



# Global Perspectives on Media Events in Contemporary Society (Advances in Media, Entertainment, and the Arts)

*Andrew Fox*

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Media events have been described as broadcasts that involve an engaged audience viewing the same event simultaneously; though this definition is still relevant, the way media outlets interact with and react to their audiences has greatly changed. This is in part due to the emergence of social media platforms which allow a participatory audience, something that genre-specific television channels now rely on. Because these genre-specific, 24-hour channels seek to hook viewers with hyperbolic presentation and the illusion of large media events, the original definition must be adapted.

**Global Perspectives on Media Events in Contemporary Society** seeks to re-define the role of the media in relaying information about current events within a modern context. Determining what constitutes as and the proper presentation of a media event is of great importance given the ubiquity of media consumption. This book approaches the topic from historical, ceremonial, and globally cultural perspectives while addressing news, sports, and other significant current events. It is a vital resource for students and teachers of communication, media, and journalism, professionals in the media industry, policy makers, and sociologists.

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