



Cultural and Media Studies : Film and Television Studies

Hills, Matt

Doctor Who: The Unfolding Event — Marketing, Merchandising and Mediatizing a Brand Anniversary

The BBC TV series Doctor Who celebrated its 50th anniversary in 2013; this book analyses how promotion, commemorative merchandise and 3D cinema screenings worked paratextually to construct a 'popular media event' while sometimes uneasily integrating public service values and consumerist logics.

Palgrave Pivot

1st
edition

1st ed. 2015, VIII, 146 p. 2
illus.

Printed book

Hardcover

Printed book

Hardcover

ISBN 978-1-137-46331-9

\$ 84,99

Available

Discount group

Palgrave Standard US (P5)

Product category

Monograph

Other renditions

Softcover

ISBN 978-1-349-55892-6

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ISBN 978-1-137-46331-9 / BIC: AP / SPRINGER NATURE: SC413000

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