



## Imperialism and Popular Culture (New edition)

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By John M. MacKenzie

Manchester University Press. Paperback. Book Condition: new. BRAND NEW, Imperialism and Popular Culture (New edition), John M. MacKenzie, Popular culture is invariably a vehicle for the dominant ideas of its age. Never was this more true than in the late-19th and early 20th centuries, when it reflected the nationalist and imperialist ideologies current throughout Europe. This text examines the various media through which nationalist ideas were conveyed in late-Victorian and Edwardian times - in the theatre, "ethnic" shows, juvenile literature, education and the iconography of popular art. Several chapters look beyond World War I, when the most popular media, cinema and broadcasting, continued to convey an essentially late-19th-century world view, while government agencies like the Empire Marketing Board sought to convince the public of the economic value of empire. Youth organizations, which had propagated imperialist and militarist attitudes before the war, struggled to adapt to the new internationalist climate.



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