



Megaevents and Modernity: Olympics and Expos in the Growth of Global Culture

By Maurice Roche

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This analysis explores the social history and politics of mega-events from the late 19th century to the present. Through case studies of events such as the 1851 Crystal Palace Expo, the 1936 Berlin Olympics and the 1992 Barcelona Olympics, Maurice Roche investigates the impact Expos and Olympics have had on national identities, on the marking of public time and space, and on visions of national citizenship and international society in modern times. Historical chapters deal with the production of Expos by power elites, their impacts on mass culture, and the political uses and abuses of international sport and Olympic events. Chapters also deal with the impact of Olympics on cities, the growth of Olympics as media events and the current crisis of the Olympic movement in world politics and culture.

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