

Sun, Chia Sui, National Dong Hwa University, Taiwan

Publishing, Place and Cultural Imagination:Media Spaces and Cultural Landscape of “The Lord of the Rings”

This article, by exploring the case studies of the J.R. Tolkein book “The Lord of the Rings” and the Tolkien Weekend in Birmingham, UK, reveals ways in which a story that began as a printed publication extended to a variety of media spaces and cultural activities. Cultural politics have been engaged in the process when “The Lord of the Rings” was spread by different media forms, in different historical periods and in different locations in a global context.

In England and New Zealand, the story used different media forms to accommodate differing cultural policies in specific historical periods of time and link with everyday life.

The Tolkien Weekend activities have reshaped the local cultural landscape and connected with cultural imagination, memory and city branding. The cultural events have brought about reform of local networks and set many participants upon a personal spiritual journey.