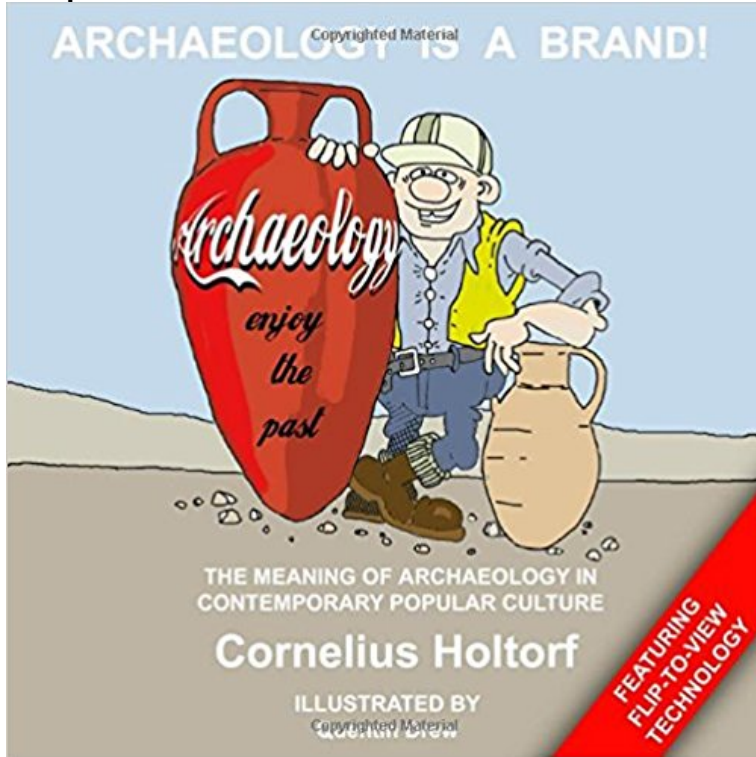


Archaeology Is a Brand!: The Meaning of Archaeology in Contemporary Popular Culture



What impact is there on the field to recognize that archaeology is a regular feature in daily life and popular culture? Based upon the study of England, Germany, Sweden and the USA, Cornelius Holtorf examines the commonalities and peculiarities of media portrayal of archaeology in these countries, and the differences between media presentations and audience knowledge and attraction to the subject. In his normal engaging, populist style, Holtorf discusses the main strategies available to archaeologists in engaging with their popular representations. Possessors of a widely recognized, positively valued and well underpinned brand, archaeologists need to take more seriously the appeal of their work.

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