How Pharaohs Became Media Stars
Ancient Egypt and Popular Culture
edited by Abraham I. Fernández Pichel

DESCRIPTION:
The appearance of new media and its enormous diffusion in the last decades of the 20th century and up to the present has greatly increased and diversified the reception of Egyptian themes and motifs and Egyptian influence in various cultural spheres. So-called 'popular' or 'pop' culture (cinema, genre fiction, TV-series, comics, graffiti, computer and video games, rock and heavy music, radio serials, among others) often makes use of narratives and motifs drawn from the observation and study of ancient Egypt, updated and reinterpreted in various ways, and which is now the subject of study by scholars of Egyptology.

The present monograph seeks to provide new evidence of this interdisciplinarity between Egyptology and popular culture. It explores the conscious reinterpretation of the past in the work of contemporary authors, who shape an image of the Egyptian reality that in each case is determined by their own circumstances and contexts.

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CONTRIBUTORS BIOGRAPHIES:
Abraham I. Fernández Pichel studied Egyptology at the Université Lyon II - Louis Lumière (France) and received his doctorate from the Universität Tübingen (Germany). Since 2020 he has worked as a researcher and associate professor (Egyptology) at the Center for History of the Faculty of Arts of the University of Lisbon (Portugal). His main fields of study are Egyptian religion and the hieroglyphic inscriptions of Graeco-Roman temples, as well as the intersection of Egyptology and contemporary popular culture.