

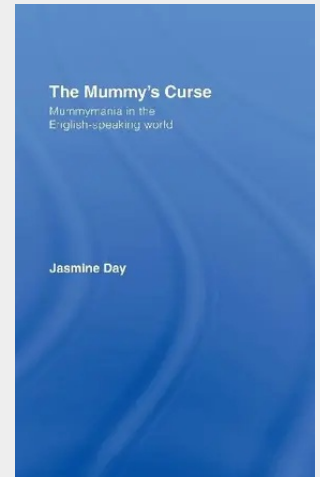
Day

The Mummy's Curse

Mummymania in the English-speaking world

The most penetrating study of the curse ever conducted, *The Mummy's Curse* uncovers forgotten nineteenth-century fiction and poetry, revolutionizes the study of mummy horror films, and reveals the prejudices embedded in children's toys. Examining original surveys and field observations of museum visitors demonstrate that media stereotypes - to which museums inadvertently contribute - promote vilification of mummies, which can invalidate demands for their removal from display. Jasmine Day shows that the curse's structure and meaning has changed over time, as public attitudes toward archaeology and the Middle East were transformed by events such as the discovery of Tutankhamun's tomb. The riddle of the 'curse of the pharaohs' is finally solved via a radical anthropological treatment of the legend as a cultural concept rather than a physical phenomenon. A must for anyone interested in this ancient and mystifying legend.

"Simultaneously published in the USA and Canada."



206,40 €

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Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780415340212

Medium: Buch

ISBN: 978-0-415-34021-2

Verlag: Routledge

Erscheinungstermin: 03.08.2006

Sprache(n): Englisch

Auflage: 1. Auflage 2006

Produktform: Gebunden

Gewicht: 531 g

Seiten: 240

Format (B x H): 161 x 240 mm

