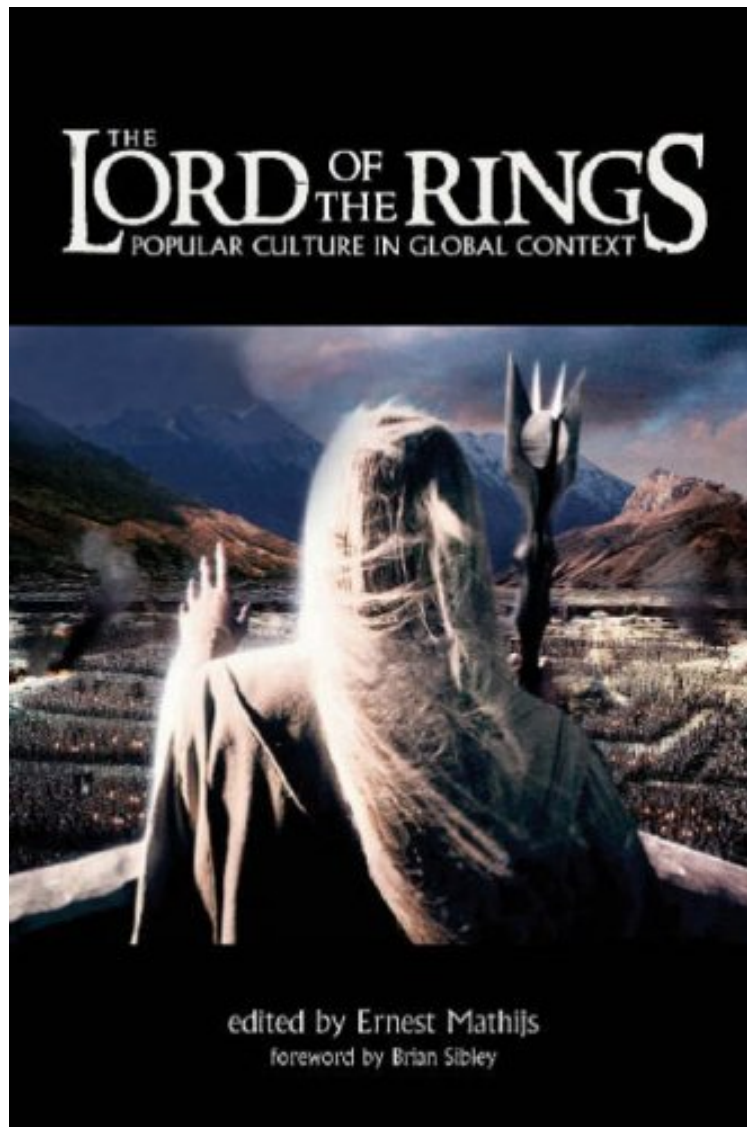


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Lord of the Rings: Popular Culture in Global Context

Ernest Mathijs

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Much more than a successful film trilogy, Lord of the Rings has become an unparalleled media phenomenon. Through its impact on regional as well as global industries, and stretching from a British origin over Hollywood to a New

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About the Author Ernest Mathijs is assistant professor in film and theatre studies at the University of British Columbia, Canada. He is the editor of *Cinema of the Low Countries* and coeditor of *Big Brother International: Formats, Critics and Publics* and *Alternative Europe: Eurotrash and Exploitation Cinema Since 1945* (all Wallflower Press, 2004).