

# Rethinking Media Events as Affective Practices

This paper argues that the concept of affective practices can foreground the continuing appeal and impact of media events in the contemporary era. A practice-based approach eschews the idea that there are autonomous forces that move people and instead focuses on the connections that emerge between people, places and objects. Two case studies are examined; the first explores forms of ecstatic nationalism and focuses on examples from Britain, the Netherlands and Israel. The second comes from a study of the 2014

Eurovision Song Contest and looks at how the performances of both contestants and fans are defined and evaluated.

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