

INDEX

- Abbott, O.J., 293
- Aboriginal consulting services, 226
- Aboriginal people, 30, 218, 222, 223, 225, 226, 235, 236
- ABP. *See* Alberta Beef Producers (ABP)
- abstract painting, 185, 188–90, 193
- Adorno, Theodor, 13
- age, 89, 121, 122, 200, 202, 243, 262, 322
- Alberta, 16, 23, 28, 121–6, 128–33, 135, 138–40, 204, 209, 214, 229, 232, 238, 301, 306, 307, 309, 310
- Alberta Beef*, 28, 118, 130, 134, 135, 139
- Alberta Beef Producers (ABP), 118, 130–2, 135
- Alberta Report*, 123–9, 131, 135
- analogue radio, 282, 284, 285, 301, 308, 310, 311, 317. *See also* radio
- Anderson, Benedict, 18, 30, 260
- Anka, Paul, 303

- ARL. *See* Association of Research Libraries (ARL)
- Armstrong, Louis, 291
- art, 12, 13, 43, 46, 68, 184–8, 190, 191, 195, 210
- Asch, Moe, 307
- Association of Research Libraries (ARL), 210
- Atwood, Margaret, 153, 202, 260
- audience, 11–13, 15–18, 20, 21, 24–6, 35, 36, 38–41, 44, 45, 101–3, 105, 106, 111, 112, 164–7, 169–72, 269, 270, 284–6, 294–6, 311, 312
- audience commodity, 82
- avant-garde, 39, 187
- Ayot, Pierre, 186
- Bachman, Randy, 303
- back-catalogue, 188, 191
- Bartlett, Jon, 299, 304, 306
- beauty, 41, 44
- belonging, 15, 26, 38, 149, 176, 177, 278
- Best, Anita, 293, 300
- Bill C–61, 11, 24
- Billboard*, 186
- Binford, Lewis, 225
- Black, Mary, 305
- Blackfoot Crossing Historical Park, 232
- Blackwood, Algernon, 261
- Bloore, Ronald, 189
- Boddy, William, 190
- Boisvert, Gilles, 186
- Bossin, Bob, 293
- Bourne, Bill, 293, 304
- Brayshaw, Christopher, 188
- Broadwood, Lucy, 289
- Brown, Allistair, 307
- Brown, Jennifer, 234
- Buffalo Springfield, 310
- Butler, Judith, 120
- Byrds, The, 310
- Calling*, 185, 193
- Campbell, Cassie, 30, 245, 253
- Campbell, Richard, 282
- Canadian Association for the Advancement of Women in Sport and Physical Activity (CAAWS), 246–50
- Canadian Broadcasting Corporation. *See* CBC (Canadian Broadcasting Corporation)
- Canadian Charter of Rights and Freedoms, 17
- Canadian cultural policy, 41, 108, 109, 167, 218, 241
- Canadian Heritage Information Network, 204
- Canadian identity, 121, 136, 172, 243, 276, 299, 302, 304
- Canadian Internet Project, 62
- Canadian oligopoly, 252
- Canadian popular sporting culture, 241
- Canadian Radio-television and Telecommunications Commission (CRTC), 17, 100

- Cantwell, Robert, 282
- Carson, Johnny, 201
- Carthy, Martin, 305
- CAAWS. *See* Canadian Association for the Advancement of Women in Sport and Physical Activity (CAAWS)
- CBC (Canadian Broadcasting Corporation), 19, 96, 98, 100, 104–6, 108, 172, 245, 287, 301–3, 306, 308–13
- Chappell, William, 292, 317
- cheater, 328
- cheats, 340
- Cheetham, Mark, 189
- cinema, 23, 28, 37, 43, 141–7, 149, 151, 153, 155–7, 159, 161, 162, 164–9, 174, 176, 177.
See also film
Quebec, 141–5, 147, 149, 151, 153, 155–7, 159, 166
- citizen, 14, 23, 26, 36, 39, 102, 107, 122, 163, 164, 171, 201, 221, 232, 242, 246, 254
- citizenship, 31, 37, 45, 50, 72, 81, 100, 123, 127, 130, 162–3, 177, 241–3, 246, 254
- Cockburn, Bruce, 283, 293, 303
- Cohen, Leonard, 291, 310
- Cohen, Ronald, 282
- colour-field painters, 189
- comic books, 29, 38, 201, 202
- commuter newspaper, 79–84, 90, 91
- consumption, 26, 41, 44, 50, 57, 63, 66, 102, 117, 123, 130, 132, 136, 166, 194, 253
- content analysis, 35
- convention, 41, 144, 165, 185, 195, 197
- copyright enforcement, 200, 212
- Cormier, Joe, 293
- corporate nationalisms, 252
- cowboy, 123, 124, 126, 129–35
Cowgirl & Future Stories, 193
- Coxworth, Tom, 306
- Creighton, Helen, 283, 306
- criminalization, 29, 199, 207
- critique, 13, 26, 35, 36, 40, 41, 45, 49, 127, 176, 187, 327
- Crosby, Stills, Nash and Young, 310
- Crowe, Susan, 293
- ctv Globemedia, 16, 100, 104, 112, 269
- cultural festivals, 25, 222
- cultural labour, 26, 30, 35, 242
- cultural politics, 26, 35, 40, 243
- cultural practices, 24, 119, 146
- cultural relations, 26
- cultural studies, 45, 47, 117, 194, 282, 293, 339
- culture
Canadian popular sporting, 241
high, 20, 44, 199, 203, 207, 210
high and low, 187
information, 206, 207
mass, 12, 13, 39, 187
rural folk, 148
vernacular, 292, 304
visual, 184, 185

- culture-blind multiculturalism, 222.
See also multiculturalism
- culture of ease, 203, 208–10
- Cummings, Burton, 303
- Curnoe, Greg, 186
- Dale, Heather, 293
- Davis, Colin, 276
- Debison, Aselin, 300, 303
- Dialogue on Research and Aboriginal Peoples*, 231
- diasporas, 43
- digital immigrants, 329
- digital natives, 329
- digital radio, 287, 301, 310–12.
See also radio
- digital rights management (DRM), 212, 334
- dissonance, 50, 119, 123, 126, 127, 129–30, 133
- diversity, 15–17, 21, 22, 49, 97, 98, 103, 107, 108, 142, 167, 169, 222, 227, 236, 237, 242, 249, 253, 297
- Divine Ryans, The*, 261, 262, 265, 275
- dominant sport discourse, 243, 244
- Doyle, Gerald, 283
- DRM. *See* digital rights management (DRM)
- Dunn, Maria, 283, 293, 304
- Dylan, Bob, 37, 283, 291, 310
- ea_spouse, 31, 46–8, 330
- Eco, Umberto, 29, 187, 201
- electronic gaming, 36, 330
- embodied participation, 244
- encoding/decoding, 194
- End User License Agreement (EULA), 334, 341
- ethics, 27, 117–19, 230, 234
 Foucault's, 119
- ethnic heritage, 9
- ethnohistory, 234, 235
- EULA. *See* End User License Agreement (EULA)
- Facebook, 16, 26, 27, 42, 55–61, 64, 65, 67, 68, 70–4
- fair use, 11
- female athlete, 241–7, 249–51, 253–5, 257
- femininity, 120, 244, 249, 253.
See also hyper-femininity
- feminism, 247–9
- film, 12, 13, 19, 21, 28, 37, 38, 41, 49, 108, 141–8, 150, 151, 161, 162, 164–7, 170–4, 176, 180, 252. *See also* cinema
- filmmaker, 142, 167, 174–6
- Finest Kind, 293
- Fiske, John, 194, 260
- Fleras, Augie, 222
- folk music, 281–4, 287–8, 290–3, 297, 307, 308, 310–12
- folksong, 283, 284, 288–93, 295, 296, 300
- Foucault, Michel, 27, 117–20, 129, 130, 135–7, 147, 211
- Foucault's ethics, 119

- Francey, David, 299, 306
- Gadacz, René, 235
- game addict, 327
- gamework, 45
- Gaucher, Yves, 189
- gays and lesbians, 128
- gender, 28, 43, 117, 118, 120, 121, 123, 127, 129, 133–5, 235, 243, 250, 254, 322
- genre, 13, 28, 30, 31, 37–9, 100–3, 106, 141–5, 147, 151–3, 155–7, 165, 185–7, 189–93, 195–7, 291–4, 308–10
- gothic horror, 30
- Gesser, Sam, 298, 307
- Glenbow Museum, 29, 124, 217, 222, 227, 236
- glitching, 340–3
- globalization, 14, 15, 18, 23, 30, 49, 101, 109, 112, 164, 165, 282, 283
- gold farm, 331, 332
- gold farmer, 331–3
- Goodfriend, Gerry, 311
- Google, 55, 74, 208, 209, 319
- gothic horror genre, 30
- Great Big Sea, 269, 300, 303, 304, 310
- Green, Archie, 293
- Greenberg, Clement, 187
- Gregory, Adam, 304
- Group of Seven, 186, 189
- Guthrie, Woody, 283
- Hall, Stuart, 194
- Halo 3 (H3)*, 320, 321, 336
- Hardy Boys, the, 201
- Harlequin Publishing, 201
- Harris, Lawren, 186
- Harvey, Ian, 286
- Hebdige, Dick, 188
- Hemsworth, Wade, 293, 298, 299
- hermeneutics, 35
- heterosexuality, 244, 246, 248
- heterotopia, 147, 151, 152
- high and low culture, 18, 187
- high culture, 20, 44, 199, 203, 207, 210
- hockey, 21, 30, 41, 243–5, 251, 259–62, 266, 270–3, 275, 276, 278
- hockey gothic, 30, 260, 261
- Hockey Night in Canada*, 243, 245
- horror, 141, 142, 144, 1545, 152, 154, 156
- Hudson's Bay Company, 204
- Hynes, Ron, 293, 300, 304
- hyper-femininity, 248
- IBM, 325, 335
- identity, 13–15, 17, 21, 119, 120, 126, 135, 154, 171, 173, 177, 219, 222, 243, 253, 260, 269
- IJVs. *See* international joint ventures (IJVs)
- imagined community, 18, 277
- information culture, 206, 207
- information grounds, 208, 213

- infrastructure, 35, 39, 44, 112, 168, 325
- intermediality, 83
- international joint ventures (IJVs), 99–101, 104, 107, 110
- Internet, 13, 38, 45, 56–8, 61–5, 67, 70, 71, 73, 74, 80, 89–90, 186, 203, 204, 207–9, 252, 285, 286, 311, 312
- Internet radio, 287. *See also* radio
- Jeopardy*, 184, 189–92
- Jeopardy Painting (General Richard Montgomery)*, 183–5, 190, 192, 193
- Jin, Ge, 331–3
- Johnstone, Lesley, 194
- Kant, Immanuel, 50
- Keane, Sean, 305
- Keelaghan, James, 293, 299, 302, 306
- Keillor, Elaine, 297
- Kelland, Otto, 297
- Kidson, Frank, 289, 292, 294
- Kitchiner, William, 292
- kitsch, 29, 187
- Kiyooka, Roy, 189
- Krall, Diana, 303
- LAC. *See* Library and Archives Canada (LAC)
- Lacan, Jacques, 341
- Lamond, Mary Jane, 300, 311
- lang, k. d., 28, 118, 131–3, 135
- language, 59, 62, 80, 81, 90, 166, 167, 186, 200, 207, 219, 220, 235, 243, 277, 294, 296, 300, 320
- Last Season, The*, 261, 265, 267, 275
- Lavigne, Avril, 302, 303
- liberal multiculturalism, 15, 220, 222. *See also* multiculturalism
- librarian as gatekeeper, 200
- Library and Archives Canada (LAC), 202, 211
- Lightfoot, Gordon, 293, 298, 302, 310
- Lloyd, Bert, 289
- Lord, Barry, 186
- Louis, Morris, 189
- Loving Spoonful, The, 310
- MacColl, Ewan, 289
- machinima, 337, 338
- Mackenzie, Roy, 283
- MacMaster, Natalie, 310
- magic realism, 275
- Mamas and the Papas, The, 310
- Marsh, Lynne, 29, 185, 193, 195, 197
- Marxist, 35, 41, 136
- masculinity, 21, 134, 173–5, 241, 243–6
- mass culture, 12, 13, 39, 187
- Massey Commission, 201
- Massively Multiple Online Games (MMOG), 319, 326
- Massively Multiple Online Role-

- Playing Games (MMORPG), 319,
 322, 323, 332
 master signifier, 342
 McGann, Eileen, 293
 McKennitt, Loreena, 293
 McLauchlan, Murray, 293
 media, 11–16, 25, 31, 37–40, 45,
 50, 63, 66, 82, 83, 110, 164, 192,
 252, 269, 282, 322
 new, 14, 38, 56, 57, 62, 72, 162
 media studies, 26, 35–43, 45, 47,
 49–51, 53, 320, 329, 330
 memory institution, 29, 199–203,
 207–12
 memory professional, 20, 29,
 202–8, 212
 Mitchell, Gillian, 297
 Mitchell, Joni, 185, 291, 298, 302,
 303, 310
 Mitchell, W.J.T., 185
 MMOG. *See* Massively Multiple
 Online Games (MMOG)
 MMORPG. *See* Massively Multiple
 Online Role-Playing Games
 (MMORPG)
 modernity, 40, 102, 144, 146, 156
 Molinari, Guido, 189
 Monke, Lowell, 329, 330
 monochrome, 183, 188, 189
 moral censorship, 12
 moral panic, 26, 38, 72
 Morris, Michael, 189
 Mothers in Motion, 249, 250
 multiculturalism, 15, 17, 28, 29, 42,
 121, 150, 162, 169, 171, 176,
 219–23, 235, 303
 culture-blind, 222
 liberal, 15, 220, 222
 official, 121, 221, 223
 Murdoch, Rupert, 251
 Murray, Anne, 303
 myth, 17, 21, 41, 149, 219, 259,
 260, 276

 NAFTA (North American Free Trade
 Agreement), 109
 NAGPRA. *See* *Native American Graves
 Protection and Repatriation Act*
 (NAGPRA)
 Nancy Drew, 201
 narrowcasting, 311, 312
 Narváez, Peter, 293, 296
 national identity, 13–15, 23, 31,
 121, 122, 162, 164, 177, 181,
 186, 194, 236, 244, 252, 276,
 277, 309, 310, 313
 national imaginings, 259, 260
 national mythmaking through sport,
 243
*Native American Graves Protection
 and Repatriation Act* (NAGPRA),
 227, 228
 neo-liberalism, 18, 19, 24, 42, 45,
 48–50, 96, 109, 167, 277
 New Economy SuperNet, 207
 new media. *See under* media
 Newman, Barnett, 189
 News Corporation, 251, 252
 news kiosk, 81, 86
 newshawker, 84–6

newspaper, 15, 16, 19, 27, 62, 63,
 65, 79–90, 252
 commuter, 79–84, 90, 91
 Nietzsche, Friedrich, 191
 Nike, 249, 253
 normalization, 118, 156
 Northey, Margot, 275

O'Brian, John, 195
 Ochs, Phil, 283, 291
 official multiculturalism, 121, 221,
 223. *See also* multiculturalism
 Oka Crisis, 225, 226
 Outlands, the, 334

Panopticon, 211
 Pauingassi affair, 230
 Paxton, Tom, 291
 Payne, Jim, 300, 304
 payola, 286
 pedagogy, 27, 117–23, 125–9, 131,
 133, 135–7, 139
 Personals paintings, 192
 Pew Foundation, 209
 podcasting, 285–6, 311
 political economy, 39, 44–6, 50, 283
 post-painterly abstraction, 188, 189
 postmodernism, 187, 188, 202, 260
Power Play, 261, 269–72, 275
 pre-tweens, 327–9
 precariat, 31, 45, 48, 49, 331
 Prensky, Marc, 329, 330
 production, 11, 12, 21, 26–8, 39–
 41, 43–5, 48–50, 95, 96, 98–101,
 104–12, 130–3, 142–4, 164–9,
 241–3, 246, 250, 251, 253, 254
 Project Free Sheet, 86
 PromArts program, 12
 public intellectual, 127
 public policy, 12, 14
 publics, 15, 17, 18, 25, 36, 97,
 162–5, 167–71, 177

Quebec cinema, 141–5, 147, 149,
 151, 153, 155–7, 159, 166
 questioning, 119, 123, 126–30, 132,
 133, 135, 136

radio, 13, 38, 45, 60, 62, 68, 83,
 127, 207, 281–7, 289, 291, 293,
 295, 301–5, 307–13
 analogue, 282, 284, 285, 301,
 308, 310, 311, 317
 digital, 287, 301, 310–12
 Internet, 287
 Sirius, 285
 Rankin Family, The, 293, 300
 Rawlins Cross, 293, 300
 recognition, 25, 47, 49, 112, 119,
 123, 126, 127, 130, 131, 135,
 136, 152, 176, 219, 220, 222,
 305, 306
 recognizing, 86, 119, 120, 123, 126,
 135, 209, 248, 293
Red vs. Blue, 337
 Redden, Fred, 293
 Redneck Beer, 125, 126, 128, 129
Reflections of a Siamese Twin, 259
 refusal, 123, 130, 135, 244
 refusing, 129, 130, 136, 261

Regina Five, 189
 region, 12, 43, 69, 86, 122, 127,
 132, 154, 227, 276, 296, 300,
 304, 306, 320
 regional identity, 22, 117, 118, 120,
 122, 131, 132, 134, 135, 300,
 304, 306, 309, 310, 313
 Richardson, John, 261
 rituals of access, 200, 204, 211, 212
 Rogers, Garnet, 283, 300
 Rogers, Stan, 291, 293, 298, 299,
 302, 306, 310
 Rogoff, Irit, 184, 185
 Ruebsaat, Rika, 299, 304, 306
 rural folk culture, 148
 rural traditionalism, 144, 145, 156
 Rusby, Kate, 305
 Russell, Kelly, 293

 Salter Street Films, 95, 98, 106, 108
 satellite (communications), 15, 16,
 23, 24, 284, 285
 Saul, John Ralston, 259, 276
 Scammell, Arthur, 297
 Scott, Kitty, 189
Screeners, 193
Second Life (SL), 213, 320–6, 334–6
 Seeger, Pete, 283, 290
 semiotic struggle, 194
 sexuality, 28, 43, 117, 118, 120, 123,
 126–8, 131, 132, 134, 135, 174,
 243, 253
 heterosexuality, 244, 246, 248
 Sharp, Cecil, 288, 289, 292, 317
 Simon, Paul, 291

 Simpson, Martin, 291
 Sirius (radio), 285. *See also* radio
SL (Second Life), 213, 320–6, 334–6
 Slack Farm, 229
 Smithsonian Folkways, 298, 306
 Snow, Hank, 304
 social class, 83, 89, 290
 social control, 137
 social networking, 56, 58, 60, 62, 71,
 323, 326
 social stratification, 44
 Soop, Everett, 233
 Spearn, John, 293, 299, 302, 306
 Special Collections, 202, 211, 213
Spirit Sings, The, 29, 217, 218, 222,
 223, 225, 227, 231, 235
 spoilsports, 340
 Sport Canada, 241, 242, 247, 249,
 250, 257
 sports, 23, 30, 241, 244, 246, 251
 women's sports, 30, 245
 starchitecture, 210
 stereotype, 175, 270, 281, 321, 322
 Stompin' Tom, 269, 298, 304
Stranger in Town, 186, 187
 streaming, 285
 subjectivity, 120, 121, 123, 130, 136
 substate groups, 218, 220, 221
 suburban living, 21, 86, 146, 147, 156
 Suit, Bernard, 340
 Sun Microsystems (Sun), 325
 surveillance, 57, 66, 67, 70, 71, 74,
 200
 symbolic order, 341

- Tanglefoot, 293
- Task Force Report on Museums and First Peoples, 225, 226
- Telefilm Canada, 108, 142
- television, 12, 13, 15, 19, 23, 38, 39, 43, 44, 64, 65, 96, 97, 99, 100, 102–5, 112, 141–4, 146, 148, 154, 156, 190, 191
- Terada, Ron, 29, 183, 188–90, 192–5, 197
- This Spartan Life (TSL)*, 338
- Thomas, Phil, 304, 307
- Ti-pop, 186
- Toronto Pride Week, 12, 20, 25
- triflers, 340, 342, 343
- trifling, 340–3
- TSL*. See *This Spartan Life (TSL)*
- Turner, Graeme, 190, 276
- Turning the Page*, 223, 227, 231
- Twain, Shania, 304
- tweens, 326–9
- Twitter, 16, 66
- Tyson, Ian, 298, 303, 304, 310
- Tyson, Sylvia, 293
- Universal Declaration of Human Rights, 219
- Untitled (I saw you...)*, 192
- urban modernity, 144
- urbanite, 147–50, 152, 154, 155
- Venus*, 193
- vernacular culture, 292, 304
- vernacular folksong, 30, 296, 312
- vernacular song, 284, 291–300, 304, 305, 311
- Victorian Songhunters*, 288
- video game, 13, 23, 38, 57, 60, 62, 180, 193, 194, 196, 321, 327
- violence, 143, 151, 194, 219, 327, 334
- virtual world, 46, 196, 319–23, 325–31, 333–42
- visual culture, 184, 185
- Wacousta*, 261
- Wark, McKenzie, 339–42
- Watson, Scott, 192
- Wax, Murray L., 234
- White Paper on Native Policy, 221
- Wickenheiser, Hayley, 30, 245, 253
- Wieland, Joyce, 186, 187
- Williams, Ralph Vaughan, 289
- Williams, Raymond, 276
- Wisker, Gina, 277
- Wolfrey, Julian, 276
- women's sports, 30, 245
- World of Warcraft (WoW)*, 320, 321, 328, 336
- Wortzman, Joel, 307
- WoW*. See *World of Warcraft*
- Wrigley, Richard, 190
- Y
- Young, Neil, 298, 302, 310
- YouTube, 58, 64, 68, 127, 328
- Žižek, Slavoj, 342, 343