

Catalan Journal of Communication & Cultural Studies

Volume 5 Number 1

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ISSN 1757-1898



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intellect | www.intellectbooks.com

Communication
and Media

Catalan Journal of Communication & Cultural Studies

Volume 5 Number 1



intellect journals

ISSN 1757-1898



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Edited by Bart Cammaerts, Alice Mattoni and Patrick McCurdy
ISBN 978-1-84350-643-2 | Paperback | UK £24.95 | US \$40

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Catalan Journal of Communication & Cultural Studies
Volume 5 Number 1

© 2013 Intellect Ltd Article. English language. doi:10.1386/cjcs.5.1.83_1

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The wedding of Prince Charles and Camilla Parker-Bowles: Royal mediation and press mediatization

ABSTRACT

Bearing in mind the relationship between discourse and society at large, this article addresses the way the British monarchy represented Charles's second marriage and the way the media constructed their accounts in the period from 10 February (announcement) until 9 April 2005 (wedding) in relation to wider issues such as power relations, newspaper economic structures and popular culture. Particular attention is paid to the multifunctional features of discourse (i.e. its ideational, interpersonal and textual functions), which requires a contextualized reading of a dual process of mediation: on the one hand, the staging of the ceremony by St. James's Palace and its strategy for attaining monologic closure and, on the other hand, discursive representations by the British press open to a polyphony of voices and discursive frames.

KEYWORDS

British monarchy
discourse
heteroglossia
mediatization
popular press
representation

