



It Happens at Comic-Con: Ethnographic Essays on a Pop Culture Phenomenon

Ben Bolling, Matthew J. Smith

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This collection of 13 new essays employs ethnographic methods to investigate San Diego's Comic-Con International, the largest annual celebration of the popular arts in North America. Working from a common grounding in fan studies, these individual explorations examine a range of cultural practices at an event drawing crowds of nearly 125,000 each summer. Investigations range from the practices of fans costuming themselves to the talk of corporate marketers. The collection seeks to expand fan studies, exploring Comic-Con International more deeply than any publication before it.

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