

FAN
PHENOMENA

**STAR
WARS**



EDITED BY
MIKA ELOVAARA

Contents

5—9

Introduction

MIKA ELOVAARA

10—19

Star Wars as a Character-Oriented Franchise

JASON SCOTT

20—27

Fashion from a Galaxy Far, Far Away

JONATHAN DEROSA

28—37

Fans, Fics & Films... 'Thank the Maker(s)!'

MARC JOLY-CORCORAN AND SARAH LUDLOW

38—47

Immersive and Interactive Adaptations and
Extensions of *Star Wars*

JASON SCOTT

48—59

From Bikinis to Blasters:

The Role of Gender in the *Star Wars* Community

ERIKA TRAVIS

60—67

Jediism as Religion?

The Force as Old/New Religious Philosophy

ZACHARY INGLE

68—77

Greater than the Sum of Its Parts: The Singular
Emergent Language of the *Star Wars* Universe

KRIS JACOBS

78—87

Star Wars Generations –

A Saga for the Ages, for All Ages

BRENDAN COOK

88—97

The Marketing of The Force:

Fans, Media and the Economics of *Star Wars*

NEIL MATTHIESSEN

98—107

The Influence of The Force

JASON DAVIS AND LARRY PAKOWSKI

108—110

Editor and Contributor Biographies

111

Image Credits