

**Ziad Fahmy**

**MEDIA-CAPITALISM: COLLOQUIAL MASS  
CULTURE AND NATIONALISM  
IN EGYPT, 1908–18**

In Egypt, during the late 19th and early 20th centuries, older, fragmented, and more localized forms of identity were rapidly replaced with new alternative concepts of community, which for the first time had the capacity to collectively encompass the majority of Egyptians. This article is about the growth of Egyptian national identity from 1908 until 1918. It highlights the importance of previously neglected colloquial Egyptian sources—especially recorded music and vaudeville—in examining modern Egyptian history. Through the lens of colloquial mass culture, the study traces the development of collective Egyptian identity during the first quarter of the 20th century. This article also engages with some of the theories of nationalism and tests their applicability to Egypt. Finally, it introduces the concept of “media-capitalism” in an effort to expand the historical analysis of nationalism beyond print.