Canada Reads has been broadcast annually since 2005, bringing Canadians together to discuss and celebrate Canadian literature. In recent years, the show has evolved to include more online participation and celebrity involvement, making it a mass media event. The selection of books has also been influenced by online votes and social media trends.

Sources:

Questions:
1. What is the main focus of Canada Reads?
2. How has the show evolved in recent years?
3. What role does online participation play in the selection of books?
4. What has been the impact of celebrity judges on the show?