

## New Media Old Media Interrogating The Digital Revolution

The essays in this volume provide rich fodder for reflection on topics that are of urgent interest to all thinking people. Each one suggests new ways to contemplate our own role(s) in the production and promotion of evil. The authors encourage the reader to be challenged, outraged, and disturbed by what you read here. The eighth gathering of Global Perspectives on Evil and Human Wickedness, which took place in Salzburg in March 2007, provided a look at evil past, present, and future, from a broad spectrum of disciplinary perspectives. Papers were presented on the Holocaust, genocide, violence, sadism, paedophilia, physical, verbal, and visual weapons of mass destruction, and on the effects of a variety of media on our apperception of and responses to evil. One of the overarching themes that emerged was the ethical role of the observer or witness to evil, the sense that all of our writings are, in an echo of Thomas Merton's salient phrase, the conjectures of guilty bystanders. The notion of complicity was examined from a number of angles, and imbued the gathering with a sense of urgency: that our common goal was to engender change by raising awareness of the countless and ubiquitous ways in which evil can be actively or passively carried on and promoted. The papers selected for this volume provide a representative sample of the lively, provocative, and often disturbing discussions that took place over the course of that conference. This volume also contains a few papers from a sister conference, Cultures of Violence, which was held in Oxford in 2004. These papers have been included here because of their striking relevance to the themes that emerged in the Evil conference of 2007. At the Interface/Probing the Boundaries seeks to encourage and promote cutting edge interdisciplinary and multi-disciplinary projects and inquiry. By bringing people together from differing contexts, disciplines, professions, and vocations, the aim is to engage in conversations that are innovative, imaginative, and creatively interactive. Inter-Disciplinary dialogue enables people to go beyond the boundaries of what they usually encounter and share in perspectives that are new, challenging, and richly rewarding. This kind of dialogue often illuminates one's own area of work, is suggestive of new possibilities for development, and creates exciting horizons for future conversations with persons from a wide variety of national and international settings. By sharing cross-disciplinary insights and perspectives, ATI/PTB publications are designed to be both exploratory examinations of particular areas and issues, and rigorous inquiries into specific subjects. Books in the series are enabling resources which will encourage sustained and creative dialogue, and become the future resource for further inquiries and research.

This reference work provides a single-volume source of original scholarship on the intersection of film and media studies. Some essays survey particular issues, such as the changing concept of 'realism' in film. Others look at current media practices with special attention to new media.

Bringing together rhetorical, media studies, organizational communication, ethnographic, pop culture, mass communication, gender studies, and educational technology backgrounds to bear on polymediation, the authors interrogate the language by which we talk about the contemporary media landscape and the impact of the media on people's lives.

What does it mean to be a civic actor who is Black + Young + Female in the United States? Do African American girls take up the civic mantle in the same way that their male or non-Black peers do? What media, educational, or social platforms do Black girls leverage to gain access to the political arena, and why? How do Black girls negotiate civic identity within the context of their racialized, gendered, and age specific identities? There are scholars doing powerful work on Black youth and civics; scholars focused on girls and civics; and scholars focused on Black girls in education. But the intersections of African American girlhood and civics have not received adequate attention. This book begins the journey of understanding and communicating the varied forms of civics in the Black Girl experience. *Black Girl Civics: Expanding and Navigating the Boundaries of Civic Engagement* brings together a range of works that grapple with the question of what it means for African American girls to engage in civic identity development and expression. The chapters collected within this volume openly grapple with, and disclose the ways in which Black girls engage with and navigate the spectrum of civics. This collection of 11 chapters features a range of research from empirical to theoretical and is forwarded by Black Girlhood scholar Dr. Venus Evans-Winters. The intended audience for this volume includes Black girlhood scholars, scholars of race and gender, teachers, civic advocacy organizations, civic engagement researchers, and youth development providers.

In this original study, Milne moves between close readings of letters, postcards and emails, and investigations of the material, technological infrastructures of these forms, to answer the question: How does presence function as an aesthetic and rhetorical strategy within networked communication practices?

This book examines contemporary Indigenous affairs through questions of relationality, presenting a range of interdisciplinary perspectives on the what, who, when, where, and why of Indigenous-settler relations. It also explores relationality, a key analytical framework with which to explore Indigenous-settler relations in terms of what the relational characteristics are; who steps into these relations and how; the different temporal and historical moments in which these relations take place and to what effect; where these relations exist around the world and the variations they take on in different places; and why these relations are important for the examination of social and political life in the 21st century. Its unique approach represents a deliberate move away from both settler-colonial studies, which examines historical and present impacts of settler states on Indigenous peoples, and from postcolonial and decolonial scholarship, which predominantly focuses on how Indigenous peoples speak back to the settler state. It explores the issues that inform, shape, and give social, legal, and political life to relations between Indigenous and non-Indigenous peoples, both in Australia and globally.

The new edition of *The Digital Media Handbook* presents an essential guide to the historical and theoretical development of digital media, emphasising cultural continuity alongside technological change, and highlighting the emergence of new forms of communication in contemporary networked culture. Andrew Dewdney and Peter Ride present detailed critical commentary and descriptive historical accounts, as well as a series of interviews from a range of digital media practitioners, including producers, developers, curators and artists. *The Digital Media Handbook* highlights key concerns of today's practitioners, analysing how they develop projects, interact and solve problems within the context of networked communication. *The Digital Media Handbook* includes: Essays on the history and theory of digital media Essays on contemporary issues and debates Interviews with digital media professionals A glossary of technical acronyms and key terms.

Media is rapidly evolving, from social media to news channels, individuals are being bombarded with headlines, new technologies, and varying opinions. Teaching the next generation of communication professionals how to interact with varying forms of media is paramount as they will be the future distributors of news and information. The Handbook of Research on Media Literacy in Higher Education Environments provides emerging research on the role of journalism and mass communication education in the digital era. While highlighting topics such as community media labs, political cognition, and public engagement, this publication explores the impact of globalization and a changing and diversified world within the realm of higher education. This publication is an important resource for educators, academicians, professionals, and researchers seeking current research on applications and strategies in promoting media and digital studies in higher education.

A stimulating, eclectic account of new media that finds its origins in old media, particularly the cinema. In this book Lev Manovich offers the first systematic and rigorous theory of new media. He places new media within the histories of visual and media cultures of the last few centuries. He discusses new media's reliance on conventions of old media, such as the rectangular frame and mobile camera, and shows how new media works create the illusion of reality, address the viewer, and represent space. He also analyzes categories and forms unique to new media, such as interface and database. Manovich uses concepts from film theory, art history, literary theory, and computer science and also develops new theoretical constructs, such as cultural interface, spatial montage, and cinegratography. The theory and history of cinema play a particularly important role in the book. Among other topics, Manovich discusses parallels between the histories of cinema and of new media, digital cinema, screen and montage in cinema and in new media, and historical ties between avant-garde film and new media.

This is a compelling study of the often controversial role and meaning of the new media and digital cultures in contemporary society. Three decades of societal and cultural alignment of new media yielded to a host of innovations, trials, and problems, accompanied by versatile popular and academic discourse. "New Media Studies" crystallized internationally into an established academic discipline, which begs the question: where do we stand now; which new issues have emerged now that new media are taken for granted, and which riddles remain unsolved; and, is contemporary digital culture indeed all about 'you', or do we still not really understand the digital machinery and how it constitutes us as 'you'. From desktop metaphors to Web 2.0 ecosystems, from touch screens to blogging to e-learning, from role-playing games to Cybergoth music to wireless dreams, this timely volume offers a showcase of the most up-to-date research in the field from what may be called a 'digital-materialist' perspective.

From Facebook, Twitter, BlackBerry and gossip to hard facts, research and empirical investigation, this outstanding collection looks at the nature and causes of the English Riots of 2011 one year after they occurred. Though worrying in their nature, speed and scale, the book points out that rioting is nothing new - even if technological advances have altered their 'organization', the way in which the police respond and the incessant nature of media coverage. From 'moral panics' to 'broken Britain' and anxieties about youth crime, the book looks at various flashpoints of the riots such as the killing of Mark Duggan by police marksmen, the widespread looting, the political and criminal justice responses and a growing discontent about the current neoliberal order. The book rejects Coalition Prime Minister David Cameron's much-publicized assertion that these events were 'criminality, pure and simple', just as it counters attempts to lay blame on sections of the community or 'outsiders'. Looking at phenomena such as 'shopping for free' and the idea that the lawlessness represented some kind of instant carnival, it concentrates on how order was restored and individuals fast-tracked via police cells and courts into harsh sentences as well as issues of marginality, hopelessness, political and economic corruption and media distortions. Wide-ranging and expert in its analysis, it also considers the modern-day global context for riots as well as comparing Brixton 1981 and other iconic events of the past. Further highlights include: the role of new social media in terms of recruitment, resistance, and surveillance; the role of the urban street gang; gender, racialization, resentment, post-riot rhetoric and the profiling the 2011 rioters. It looks at how the riots spread to other cities in the UK including Manchester, Liverpool and Birmingham - as well as examining events and attitudes in places such as Spain, Greece, and those of the Arab Spring. Asks Who, When and Why? Includes first-hand accounts from 2011 rioters, victims and the public Applies historical, cultural, structural and social perspectives to the English Riots of 2011 Considers the aftermath of the riots and the wider picture of global social unrest Editor Dr Daniel Briggs is a Reader in Criminology and Criminal Justice at the University of East London who also works with the most vulnerable people to the most dangerous and the most misunderstood. His work has taken him into prisons, crack houses, mental health institutions, asylum institutions, hostels, care homes, hospices and places for the homeless. He is the author of Crack Cocaine Users: High Society and Low Life in South London (Routledge, 2011). Contributors In this book he is assisted by contributions from some 20 leading commentators: Stephanie Alice Baker, Tim Bateman, Steve Briggs, Joel Busher, Celia Diaz-Catalan, Rebecca Clarke, Aisha K. Gill, Steve Hall, Simon Harding, Vicky Heap, Steven Hirschler, Liz Kelly, Axel Klein, Lorenzo Navarrete-Moreno, Geoffrey Pearson, Hannah Smithson, John Strawson, Sheldon Thomas, Simon Winlow and Ricardo Zuniga.

This volume engages with the contested concept of 'active citizenship'. It analyses the use and understanding of active citizenship in youth civic and political initiatives in the Czech Republic, Estonia, Germany, Italy, Portugal and the UK. Using ethnographic data and insights from the cross-European project CATCH-EyoU, the contributors to this collection illuminate the experiences of young people taking action for social change. It does so at a unique moment when a resurgent populist political right is deploying racial prejudice and neoliberal protectionism in both established media and new digital media to fuel xenophobic nationalism. The book asks a range of questions, including: What is life like for active young citizens with an interest in the civic and political spheres? What practices, relationships and motivations characterise their participatory movements, organisations, initiatives and groups? The chapters use case studies to analyse how friendship and emotion, social media, diversity-work, racism, precarity and burnout feed into motivating and developing or curtailing sustained pro-democratic activism. Youth Active Citizenship in Europe will be of interest to students and scholars across a range of disciplines including politics, sociology, education and cultural studies.

New Media, Old Media Routledge

First published in 1952, the International Bibliography of the Social Sciences (anthropology, economics, political science, and sociology) is well established as a major bibliographic reference for students, researchers and librarians in the social sciences worldwide. Key features \* Authority: Rigorous standards are applied to make the IBSS the most authoritative selective bibliography ever produced. Articles and books are selected on merit by some of the world's most expert librarians and academics. \* Breadth: today the IBSS covers over 2000 journals - more than any other comparable resource. The latest monograph publications are also included. \* International Coverage: the IBSS reviews scholarship published in over 30 languages, including publications from Eastern Europe and the developing world. \* User friendly organization: all non-English titles are word sections. Extensive author, subject and place name indexes are provided in both English and French.

New Media, Old Media is a comprehensive anthology of original and classic essays that explore the tensions of old and new in digital culture. Leading international media scholars and cultural theorists interrogate new media like the Internet, digital video, and MP3s against the backdrop of earlier media such as television, film, photography, and print. The essays provide new benchmarks for evaluating all those claims; political, social, ethical, made about the digital age. Committed to historical research and to theoretical innovation, they suggest that in the light of digital programmability, seemingly forgotten moments in the history of the media we glibly call old can be rediscovered and transformed. The many topics explored in provocative volume include websites, webcams, the rise and fall of dotcom mania, Internet journalism, the open source movement, and computer viruses. New Media, Old Media is a foundational text for general readers, students, and scholars of new media across the disciplines. It is essential reading for anyone interested in understanding the cultural impact of new media.

This book explores the impact of globalisation and new technologies on youth cultures around the world, from the Birmingham School to the youthspheres of South Korea. In a timely reappraisal of youth cultures in contemporary times, this collection profiles the best of new research in youth studies written by leading scholars in the field.

Kultur- und literaturwissenschaftliche Theorien welche Konzepte sind relevant? Welche Begriffe spielen eine tragende Rolle? Wie haben sich die literaturgeschichtlichen Modelle entwickelt? Rund 750 Artikel vermitteln wichtiges Grundlagenwissen auf verständliche Weise. Im Mittelpunkt stehen Theorien wie zum Beispiel Dekonstruktion, feministische Literaturtheorie, New Historicism, postkoloniale Literaturkritik und Poststrukturalismus. Das Lexikon erläutert die zentralen Grundbegriffe dieser Ansätze und stellt die Köpfe vor, die die Debatten geprägt haben, darunter: Aristoteles, Derrida, Foucault, Greenblatt, Iser, Jauß und Luhmann. Neue Artikel ergänzen das beliebte Lexikon. Unter den Themen sind: Akteur-Netzwerk-Theorie, Intersektionalität, Kognitive Literaturwissenschaft, Skandal, Translational Turn. Jacques Rancière erweitert die Riege der wichtigen Denker.

Transmedia storytelling is defined as a process where integral elements of fiction get dispersed systematically across multiple delivery channels to create a unified and coordinated entertainment experience. This process and its narrative models have had an increasing influence on the academic world in addressing both theoretical and practical dimensions of transmedia storytelling. The Handbook of Research on Transmedia Storytelling and Narrative Strategies is a critical scholarly resource that explores the connections between consumers of media content and information parts that come from multimedia platforms, as well as the concepts of narration and narrative styles. Featuring coverage on a wide range of topics such as augmented reality, digital society, and marketing strategies, this book explores narration as a method of relating to consumers. This book is ideal for advertising professionals, creative directors, academicians, scriptwriters, researchers, and upper-level graduate students seeking current research on narrative marketing strategies.

"Links" are among the most basic---and most unexamined---features of online life. Bringing together a prominent array of thinkers from industry and the academy, The Hyperlinked Society addresses a provocative series of questions about the ways in which hyperlinks organize behavior online. How do media producers' considerations of links change the way they approach their work, and how do these considerations in turn affect the ways that audiences consume news and entertainment? What role do economic and political considerations play in information producers' creation of links? How do links shape the size and scope of the public sphere in the digital age? Are hyperlinks "bridging" mechanisms that encourage people to see beyond their personal beliefs to a broader and more diverse world? Or do they simply reinforce existing bonds by encouraging people to ignore social and political perspectives that conflict with their existing interests and beliefs? This pathbreaking collection of essays will be valuable to anyone interested in the now taken for granted connections that structure communication, commerce, and civic discourse in the world of digital media. "This collection provides a broad and deep examination of the social, political, and economic implications of the evolving, web-based media environment. The Hyperlinked Society will be a very useful contribution to the scholarly debate about the role of the internet in modern society, and especially about the interaction between the internet and other media systems in modern society." ---Charles Steinfield, Professor and Chairperson, Department of Telecommunication, Information Studies, and Media, Michigan State University Joseph Turow is Robert Lewis Shayon Professor at the Annenberg School for Communication, University of Pennsylvania. He was named a Distinguished Scholar by the National Communication Association and a Fellow of the International Communication Association in 2010. He has authored eight books, edited five, and written more than 100 articles on mass media industries. His books include Niche Envy: Marketing Discrimination in the Digital Age and Breaking up America: Advertisers and the New Media World. Lokman Tsui is a doctoral candidate at the Annenberg School for Communication, University of Pennsylvania. His research interests center on new media and global communication. Cover image: This graph from Lada Adamic's chapter depicts the link structure of political blogs in the United States. The shapes reflect the blogs, and the colors of the shapes reflect political orientation---red for conservative blogs, blue for liberal ones. The size of each blog reflects the number of blogs that link to it. digitalculturebooks is an imprint of the University of Michigan Press and the Scholarly Publishing Office of the University of Michigan Library dedicated to publishing innovative and accessible work exploring new media and their impact on society, culture, and scholarly communication. Visit the website at [www.digitalculture.org](http://www.digitalculture.org). Have new communications technologies revitalised the public sphere, or become the commercial tool for an increasingly un-public, undemocratic news media? Are changing journalistic practices damaging the nature of news, or are new media allowing journalists to do more journalism and to engage the public more effectively? With massive changes in the media environment and its technologies, interrogating

the nature of news journalism is one of the most urgent tasks we face in defining the public interest today. The implications are serious, not just for the future of the news, but also for the practice of democracy. In a thorough empirical investigation of journalistic practices in different news contexts, *New Media, Old News* explores how technological, economic and social changes have reconfigured news journalism, and the consequences of these transformations for a vibrant democracy in our digital age. The result is a piercing examination of why understanding news journalism matters now more than ever. It is essential reading for students and scholars of journalism and new media.

A wedding ceremony in a Web-based virtual world. Online memorials commemorating the dead. A coffee klatch attended by persons thousands of miles apart via webcams. These are just a few of the ritual practices that have developed and are emerging in online settings. Such Web-based rituals depend on the merging of two modes of communication often held distinct by scholars: the use of a device or mechanism to transmit messages between people across space, and a ritual gathering of people in the same place for the performance of activities intended to generate, maintain, repair, and renew social relations. In *Online a Lot of the Time*, Ken Hillis explores the stakes when rituals that would formerly have required participants to gather in one physical space are reformulated for the Web. In so doing, he develops a theory of how ritual, fetish, and signification translate to online environments and offer new forms of visual and spatial interaction. The online environments Hillis examines reflect the dynamic contradictions at the core of identity and the ways these contradictions get signified. Hillis analyzes forms of ritual and fetishism made possible through second-generation virtual environments such as *Second Life* and the popular practice of using webcams to “lifecast” one’s life online twenty-four hours a day, seven days a week. Discussing how people create and identify with their electronic avatars, he shows how the customs of virtual-world chat reinforce modern consumer-based subjectivities, allowing individuals to both identify with and distance themselves from their characters. His consideration of web-cam cultures links the ritual of exposing one’s life online to a politics of visibility. Hillis argues that these new “rituals of transmission” are compelling because they provide a seemingly material trace of the actual person on the other side of the interface.

This book examines Japanese horror films released from the 2010s to present day, analyzing the function of computers, smartphones, and social media in the narratives, dissemination, and consumption of these films. Lindsay Nelson argues that the multitude of screens creates a sense of fractured reality in contemporary Japanese horror.

In this history of new media technologies, leading media and cultural theorists examine new media against the background of traditional media such as film, photography, and print in order to evaluate the multiple claims made about the benefits and freedom of digital media.

Hollywood's reaction to it's media rivals throughout the history of cinema in America.

Exploring the theme of the putative transformation of political modernity under the impact of "new" media, this book adopts a questioning approach to the ways in which cultural and technological factors are affecting the temper of political life, and reflects the variety of normative thinking about and empirical research on the changing character of politics in mediatized cultures. *New Media and Politics* examines: the extent to which commercial populism now dominates electoral and other political discourses; the ways in which the functions of leadership, government and political parties are modified by different forms of both old and new media; the democratic or undemocratic import of such changes; and the ways in which the dominant territorial paradigm of politics is challenged by the space and time devouring capacities of electronic media.

*New Media, Old Media* is a comprehensive anthology of original and classic essays that explore the tensions of old and new in digital culture. Leading international media scholars and cultural theorists interrogate new media like the Internet, digital video, and MP3s against the backdrop of earlier media such as television, film, photography, and print. The essays provide new benchmarks for evaluating all those claims; political, social, ethical, made about the digital age. Committed to historical research and to theoretical innovation, they suggest that in the light of digital programmability, seemingly forgotten moments in the history of the media we glibly call old can be rediscovered and transformed. The many topics explored in provocative volume include websites, webcams, the rise and fall of dotcom mania, Internet journalism, the open source movement, and computer viruses. *New Media, Old Media* is a foundational text for general readers, students, and scholars of new media across the disciplines. It is essential reading for anyone interested in understanding the cultural impact of new media.

Exploring mediated time, this book contemplates how far (and in what ways) media and time are intertwined from a diverse set of theoretical and empirical angles. It builds from theoretical discussions concerning the question of mediation and the normative framing of time (especially acceleration) and works its way through questions of time for/of one’s own, resisting temporalities, polychronicity, in-between-time, simultaneity and other time concepts. It further examines specific time frames, imaginations of a media future and the past, questions of online journalism and multitasking or liveness. Bringing together authors from diverse backgrounds, this collection presents a rich combination of milestone articles, new empirical research, enriching theoretical work and interviews with leading researchers to bridge sociology, media studies, and science and technology studies in one of the first book-length publications on the emerging field of media and time.

#### Publisher description

Feminist scholarship has looked extensively at the perception of the body as a flexible construction of cultural and social dictates, but head hair has been often overlooked. *Feminist Interrogations of Women's Head Hair* brings new focus to this underrepresented topic through its intersections with contemporary socio-cultural contexts. Scholars from a wide range of disciplines investigate private and public meanings associated with female head hair, problematising our assumptions about its role and implications in the 21st Century. Readers are invited to reflect on the use of hair in popular culture, such as children’s television and pop album artwork, as well as in work by women artists. Studies examine the lived experiences of women from a range of backgrounds and histories, including curly-haired women in Israel, African American women, and lesbians in France. Other essays interrogate the connotations of women’s head hair in relation to body image, religion, and aging. *Feminist Interrogations of Women's Head Hair* brings together cultural discourses and the lived experiences of women, across time and place, to reveal the complex and ever-evolving significance of hair. It is an important contribution to the critical feminist thought in cultural studies, fashion studies, media studies, African American studies, queer theory, gerontology, psychology, and sociology.

The study of what is collectively labeled “New Media”—the cultural and artistic practices made possible by digital technology—has become one of the most vibrant areas of scholarly activity and is rapidly turning into an established academic field, with many universities now offering it as a major. *The Johns Hopkins Guide to Digital Media* is the first comprehensive reference work to which teachers, students, and the curious can quickly turn for reliable information on the key terms and concepts of the field. The contributors present entries on nearly 150 ideas, genres, and theoretical concepts that have allowed digital media to produce some of the most innovative intellectual, artistic, and social

practices of our time. The result is an easy-to-consult reference for digital media scholars or anyone wishing to become familiar with this fast-developing field.

Looking at gender through multiple lenses, this volume seeks to understand what empowerment really means to women today. It examines the situation of women in, and their contribution to, politics, business, education, social and economic development, the women's movement, health, law, insurgency and the arts. The volume analyses certain key issues of contemporary discourse including: • ownership of one's body and freedom of choice • redefinition of empowerment and leadership and how far we have achieved it • importance of equal access to education, employment and health • political participation and decision making, and • dichotomy between marginalisation of women on grounds of caste, class and religion in a society with changing laws on women's rights

'Clearly written, with careful signposting of relevant debates, this reader in the critical tradition is a model of an introductory cultural and media studies text... the writing is accessible, the concepts and arguments are sophisticated, and the tone is one of committed engagement' - Media International Australia

Mediated Critical Communication Pedagogy explores the role of both traditional and new media in critical communication pedagogy. This edited volume addresses not only how new and other forms of media serve as tools towards social justice in the communication classroom, but also how those media transform the classroom interaction itself in empowering and disempowering ways. Contributors describe and assess how particular instances of media use—particularly the use of new media technologies—support or challenge critical communication pedagogy. Each chapter engages in critical analysis of how to effectively use particular mediums in the classroom, how classroom communication is affected by uses of new media, and particular instances of critical communication pedagogy in teaching. Scholars of communication and education will find this book particularly useful.

Travelling through theories of emotion and affect, this book addresses the key ways in which media studies can be brought to bear upon everyday encounters with online cultures and practices. The book takes stock of where we are emotionally with regard to the Internet in the context of other screen media.

The Culture of Connectivity tells the full story of the rise of social media in the first decade of the twenty-first century up to the present, providing both a historical and a critical analysis of the emergence of major platforms in the context of a rapidly changing ecosystem of connective media. platforms such as Facebook, Twitter, Flickr, YouTube, and Wikipedia.

Consumer interaction and engagement are vital components to help marketers maintain a lasting relationship with their customers. To achieve this goal, companies must utilize current digital tools to create a strong online presence. Digital Marketing and Consumer Engagement: Concepts, Methodologies, Tools, and Applications is an innovative reference source for the latest academic material on emerging technologies, techniques, strategies, and theories in the promotion of brands through forms of digital media. Highlighting a range of topics, such as mobile commerce, brand communication, and social media, this multi-volume book is ideally designed for professionals, researchers, academics, students, managers, and practitioners actively involved in the marketing industry.

In this timely analysis of the economics of access that surround contemporary female celebrity, Hannah Yelin reveals a culture that requires women to be constantly 'baring all' in physical exposure and psychic confessions. As famous women tell their story, in their 'own words', constellations of ghostwriters, intermediaries and market forces undermine assertions of authorship and access to the 'real' woman behind the public image. Yelin's account of the presence of the ghostwriter offers a fascinating microcosm of the wider celebrity machine, with insights pertinent to all celebrity mediation. Yelin surveys life-writing genres including fiction, photo-diary, comic-strip, and art anthology, as well as more 'traditional' autobiographical forms; covering a wide range of media platforms and celebrity contexts including reality TV, YouTube, pop stardom, and porn/glamour modelling. Despite this diversity, Yelin reveals seemingly inescapable conventions, as well as spaces for resistance. Celebrity Memoir: from Ghostwriting to Gender Politics offers new insights on the curtailment of women's voices, with ramifications for literary studies of memoir, feminist media studies, celebrity studies, and work on the politics of production in the creative industries.

If, in fact, "Lizzie Borden took an axe and gave her [step]mother forty whacks," why (from a representational standpoint) did her stepmother deserve it? If older gay men in Internet chat rooms regularly provide much-needed acceptance and advice to younger gay males during the coming-out process, how is it that they continually reinforce racist ideologies and powerless subjectivities while doing so? What sorts of media images are commonly presented of individuals and groups that are regarded as being deviant in society, and whose interests do they ultimately serve? The answers to these important questions and many others are provided in the pages of Mediated Deviance and Social Otherness: Interrogating Influential Representations, which explores provocative representations of deviance in various media forms—including books, films, musical offerings, news accounts, television programs, and Internet sites—and their substantial cultural, political, and social consequences for the lived realities of individuals of different backgrounds and lifestyles. The eye-opening chapters of this book enable readers to more fully realize the regularity with which media representations continuously contribute, in powerful ways, to the formation and perpetuation of influential social constructions of deviance and otherness as they pertain to delinquents, criminals, and individuals of all ages, classes, genders, races, sexual orientations, and health/(dis)ability statuses. "Mediated Deviance and Social Otherness: Interrogating Influential Representations is a thought-provoking anthology that offers fresh insight and new approaches to critically analyzing social constructions of deviancy across a variety of media forms. While scholars have long examined the relationship between media and deviancy, this collection of essays features a range of theoretical perspectives through which to investigate deviancy and its various interpretations in original ways. In the process, it deepens our understanding of how deviancy has been constructed across time and in differing social/cultural milieus. The essays in this anthology reflect the diverse disciplines of their contributing scholars. At the same time, the anthology does not waver from its clear focus on deviancy, lending it substantial coherence and readability. The book is expertly structured and edited. Each of the essays draws inspiration from a refreshing variety of sources and fields of study. The anthology is accordingly divided into six distinct yet related sections that mark its coherence and readability. Simultaneously, the essays within each section are quite different from one another, allowing the reader to make thought-provoking connections between representations of deviancy both within sections and among them. Mediated Deviance and Social Otherness: Interrogating Influential Representations is an important text. Considering the growth of new media forms, its investigation of both old and new media in relation to social constructions of deviancy represents a timely and topical

