



## Media Interventions: Afterword by Nick Couldry

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This collection of essays, the first book-length treatment of its kind, explicates the concept of «media interventions», which are herein defined as activities and projects that secure, exercise, challenge or acquire media power for tactical and strategic action.

Drawing on insights from media, communication and cultural studies, contributors offer penetrating analyses of media interventions in a variety of social, political, and cultural settings from culture jamming and DIY media to public relations campaigns and reality television shows. In doing so, the volume develops an analytical framework for examining the complex and contradictory operation of media power in contemporary society.

Providing a more nuanced and comprehensive understanding of the uneven, fluid, and heterogeneous operation of media power, this volume breaks new ground on the theory and practice of media interventions and also contributes to and stimulates the development of a productive line of inquiry into the study of media interventions.

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