



The Anthropology of Media: A Reader (Blackwell Readers in Anthropology, No. 2)

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The Anthropology of Media: A Reader

- *Brings together key writings in the emergent field of the anthropology of media for the first time*
- *Integrates key themes in the anthropology of media by means of editorial commentary*
- *Explores the theoretical issues that have arisen from ethnographic studies of media*

offers a critical overview of how mass media represents and constructs both Western and non-Western cultures. Moving beyond earlier anthropological preoccupation with ethnographic film and drawing on the recent explosion of creative studies of culture and media, this volume heralds the emergence of a new field – the anthropology of media – and brings its key literature together for the first time.

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