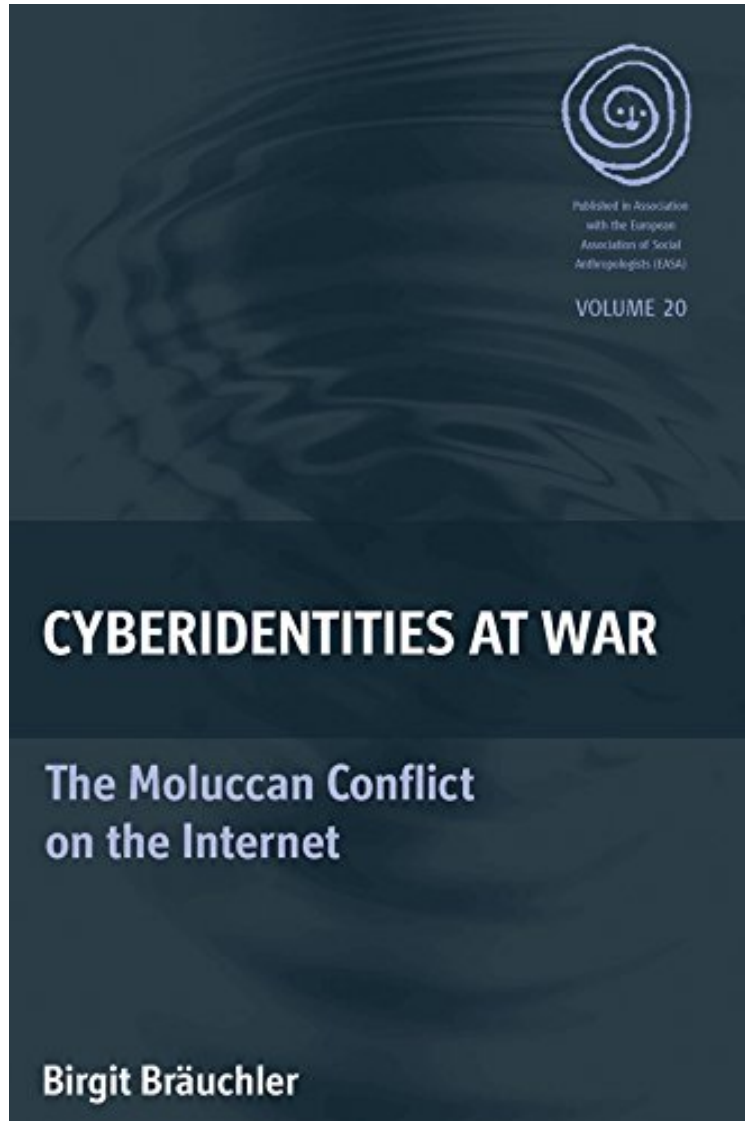


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## Theorising Media and Practice (Anthropology of Media)

*From Berghahn Books*  
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**From Berghahn Books : Theorising Media and Practice (Anthropology of Media)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Theorising Media and Practice (Anthropology of Media):

Although practice theory has been a mainstay of social theory for nearly three decades, so far it has had very limited

impact on media studies. This book draws on the work of practice theorists such as Wittgenstein, Foucault, Bourdieu, Barth and Schatzki and rethinks the study of media from the perspective of practice theory. Drawing on ethnographic case studies from places such as Zambia, India, Hong Kong, the United States, Britain, Norway and Denmark, the contributors address a number of important themes: media as practice; the interlinkage between media, culture and practice; the contextual study of media practices; and new practices of digital production. Collectively, these chapters make a strong case for the importance of theorising the relationship between media and practice and thereby adding practice theory as a new strand to the study of anthropology of media.

"This book is extremely thought provoking and makes an important contribution to current debates about the nature and scope of media ethnography. It includes the work of some of the most outstanding scholars working at the intersection of media studies and media ethnography, and many of the individual chapters make important contributions to the field." Virginia Nightingale, University of Western Sydney "This is a worthy, potentially important book, very likely to have a substantial influence in the growing interdisciplinary fields of media studies and media anthropology. It is a well conceived and timely contribution to a set of ongoing conceptual debates and is successful in both representing those debates and participating in them. It deserves to be widely read." Eric W. Rothenbuhler, Texas AM University

About the Author Birgit Bruchler is Lecturer in social and cultural anthropology at the University of Frankfurt. She is author of *Cyberidentities at War* (Berghahn, forthcoming), editor of *Reconciling Indonesia* (Routledge, 2009) and has published several articles and book chapters on cyberanthropology, the globalisation of local conflicts, religion and the Internet and on the revival of tradition. Her current research is on the cultural dimension of reconciliation in Indonesia. John Postill received his Ph.D. in anthropology from University College London. He is Senior Lecturer in Media at Sheffield Hallam University and the author of *Media and Nation Building* (Berghahn, 2006) and *Localizing the Internet* (Berghahn, forthcoming). He has published widely on the anthropology of media and is the founder of the EASA Media Anthropology Network.