

1. Record Nr.	UNINA9910306642403321
Autore	Costanza-Chock Sasha <1976->
Titolo	Out of the shadows, into the streets! : transmedia organizing and the immigrant rights movement // Sasha Costanza-Chock
Pubbl/distr/stampa	Cambridge, : The MIT Press, 2014 Cambridge Massachusetts : , : The MIT Press, , [2014] ©2014
ISBN	9780262322812 0262322811 9780262322805 0262322803
Edizione	[1st ed.]
Descrizione fisica	1 online resource (295 p.)
Collana	The MIT Press
Disciplina	323.3/29120973
Soggetti	Immigrants - Civil rights - United States Mass media - United States Social justice - United States Immigrants - Civil rights - Europe Mass media - Europe Social justice - Europe United States Emigration and immigration Government policy Europe Emigration and immigration Government policy
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Foreword by Manuel Castells.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Foreword; Author's Note; Acknowledgments; Introduction; 1 A Day Without an Immigrant; 2 Walkout Warriors; 3 "MacArthur Park Melee"; 4 APPOL-A; 5 Worker Centers, Popular Education, and Critical Digital Media Literacy; 6 Out of the Closets, Out of the Shadows, and Into the Streets; 7 Define American, The Dream is Now, and FWD.us; Conclusions; Appendixes; Appendix A: Research Methodology; Appendix B: Interviewees; Appendix C: Interview Guide; Appendix D: Online Resources for Organizers; Notes; Index
Sommario/riassunto	"For decades, social movements have vied for attention from the mainstream mass media--newspapers, radio, and television. Today,

many argue that social media power social movements, from the Egyptian revolution to Occupy Wall Street. Yet, as Sasha Costanza-Chock reports, community organizers know that social media enhance, rather than replace, face-to-face organizing. The revolution will be tweeted, but tweets alone do not the revolution make. In *Out of the Shadows, Into the Streets!* Costanza-Chock traces a much broader social movement media ecology. Through a richly detailed account of daily media practices in the immigrant rights movement, he argues that there is a new paradigm of social movement media making: transmedia organizing. Despite the current spotlight on digital media, he finds, social movement media practices tend to be cross-platform, participatory, and linked to action. Immigrant rights organizers leverage social media creatively, even as they create media ranging from posters and street theater to Spanish-language radio, print, and television. Drawing on extensive interviews, workshops, and media organizing projects, Costanza-Chock presents case studies of transmedia organizing in the immigrant rights movement over the last decade. Chapters focus on the historic mass protests against the anti-immigrant Sensenbrenner Bill; coverage of police brutality against peaceful activists; efforts to widen access to digital media tools and skills for low-wage immigrant workers; paths to participation in DREAM activism; and the implications of professionalism for transmedia organizing. These cases show us how savvy transmedia organizers work to strengthen movement identity, win political and economic victories, and transform public consciousness forever."--Publisher's description.
