

1. Record Nr.	UNINA9910520083403321
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Titolo	Media Capitalism : Hegemony in the Age of Mass Deception / / by Thomas Klikauer
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2021
ISBN	9783030879587 9783030879570
Edizione	[1st ed. 2021.]
Descrizione fisica	1 online resource (513 pages)
Disciplina	303.23 302.23
Soggetti	Communication Information theory Mass media and culture Media and Communication Theory Media Culture
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1 Introducing Media Capitalism -- 2 The History: Of Media Capitalism -- 3 Media Capitalism and the Public Sphere -- 4 Media Capitalism and Schools -- 5 Media Capitalism and Universities -- 6 The Society of Media Capitalism -- 7 Human Behaviour in Media Capitalism -- 8 Media Capitalism and the World of Work -- 9 Democracy Under Media Capitalism -- 10 Conclusion: Towards a Theory of Media Capitalism.
Sommario/riassunto	This book argues that media and capitalism no longer exist as separated entities, and posits three reasons why one can no longer exist without the other. Firstly, mass media have become indispensable to capitalism due to the media's ability to sell the commodities of mass consumerism. Media capitalism also creates pro-capital attitudes among a target population and establishes an ideological hegemony. Thirdly, media capitalism provides mass deception to hide the pathologies of capitalism, which include mass poverty, rising inequalities, and the acceleration of global warming. To illuminate this, the book's historical chapter traces the emergence of media capitalism.

Its subsequent chapters show how media capitalism has infiltrated the public sphere, society, schools, universities, the world of work and finally, democracy. The book concludes by outlining how societies can transition from media capitalism to a post-media- capitalist society. Thomas Klikauer teaches MBAs and supervises PHDs at the Sydney Graduate School of Management, Western Sydney University, Australia. He has graduated from Bremen University in Germany, Boston University in the USA and Warwick University in the UK. His 670 publications include ten books and he lives with his family at Coogee Beach. .
