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Sommario/riassunto	This book explores the efforts of marginalized communities to address the health inequalities that characterize life in many deprived areas of post-industrialized cities in the UK. Spread over six chapters, the book maps the role of small-scale and community-based media in contextualizing a link between people's experiences and expression to validate marginalized points of view. It takes an ethnographic approach and demonstrates that a multi-agency and faith-based community broadcasting initiative can be an empowering platform for communicative interaction. Dr. Fazal Malik is a distinguished Professor of Media Studies and Pro Vice-Chancellor at Amity University Dubai. With over three decades of international experience in academia, media, and educational leadership, he is a seasoned scholar and journalist. Driven by his passion for amplifying voices and promoting agency in the fight against social exclusion, he established several community-based radio stations to serve disadvantaged communities in the UK. Prior to his transition to academia, he worked as a Broadcast Journalist for the BBC in the UK. Dr. Malik's unique insights into

multiple disciplines and perspectives have shaped his academic outlook, enabling him to bridge the gap between theory and practice, as well as between academia and industry.
