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Nota di contenuto	Front matter -- Contents -- Illustrations -- Preface -- Introduction -- 1. Screen Memories: Resignifying the Traditional in Indigenous Media -- 2. Visual Media and the Primitivist Perplex -- 3. Representation, Politics, and Cultural Imagination in Indigenous Video -- 4. Spectacles of Difference -- 5. Egyptian Melodrama-Technology of the Modern Subject? -- 6. Epic Contests -- 7. The National Picture -- 8. Television, Time, and the National Imaginary in Belize -- 9. Mass Media and Transnational Subjectivity in Shanghai -- 10. A Marshall Plan of the Mind -- 11. Mapping Hmong Media in Diasporic Space -- 12. Putting American Public Television Documentary in Its Places -- 13. Culture in the Ad World -- 14. "And Yet My Heart Is Still Indian" -- 15. Arrival Scenes -- 16. The Materiality of Cinema Theaters in Northern Nigeria -- 17. Mobile Machines and Fluid Audiences -- 18. The Indian Work of Art in the Age of Mechanical Reproduction -- 19. Live or Dead? -- 20. A Room with a Voice -- Contributors -- Index
Sommario/riassunto	This groundbreaking volume showcases the exciting work emerging from the ethnography of media, a burgeoning new area in anthropology that expands both social theory and ethnographic

fieldwork to examine the way media-film, television, video-are used in societies around the globe, often in places that have been off the map of conventional media studies. The contributors, key figures in this new field, cover topics ranging from indigenous media projects around the world to the unexpected effects of state control of media to the local impact of film and television as they travel transnationally. Their essays, mostly new work produced for this volume, bring provocative new theoretical perspectives grounded in cross-cultural ethnographic realities to the study of media.
