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Nota di contenuto	Chapter 1. Introduction: Conjunctures of class, culture, and the media in contemporary Greek studies (Yiannis Mylonas) -- Chapter 2. Greek new middle class and fashion in late modernity: Between individualized "conformity" and "creative" appropriation (Dimitris Lallas) -- Chapter 3. Communication practices of the social classes in contemporary Greece (George Pleios) -- Chapter 4. Posh in the City: Images of social class in the television dramas of Christophoros Papakaliatis (Spyridon Chairetis) -- Chapter 5. Wanna be on top? Labor pedagogies and neoliberal ethics in Greece's Next Top Model (GNTM) (Georgia Aitaki) -- Chapter 6. The Construction of Entrepreneurial Masculinity: Competition, Choice and Tech-savviness in Online Intimacy Coaching (Georgia Aitaki) -- Chapter 7. The State They Live In: Lumpenproletariat, Linguistic Capital, and Minor Language in Yannis Economides' Films (Evangelia Theodoridou) -- Chapter 8. Class, negativity, and becoming; the poetic counter-archives of Samson Rakas and Antonis Antonakos (Yiannis Mylonas) -- Chapter 9. From book to screen entertainment: How class issues in Alki

Zei's novel Wildcat under Glass are reportrayed in the TV-adaptation (Vladimir Cotal San Martin) -- Chapter 10. On the Network Culture of Electronic Dance Music (Leandros Kyriakopoulos) -- Chapter 11. Cooperative media in Greece: anti-austerity movements, class and the battle for hegemony (Vaggelis Gkagkelis) -- Chapter 12. Afterword: Ghosting, imagery and reconstruction Or, what we do not talk about when we do not talk about class in Greece (Dimitris Papanikolaou).

Sommario/riassunto

This two-volume work brings together studies focusing on the Greek realities of class as they appear in and through the Greek media realm. Critically engaging with traditions of class analysis, it brings to light various class perspectives and their explanatory power for the Greek context. In doing so, it embraces intersectional approaches that study class structures in their co-constructions/co-articulations with other forms of social organization and identification, such as race, ethnicity, gender, religion, geography and labor. Instead of providing clear-cut definitions, the chapters reveal the complexities and relationalities of class cultures and classed selves in their making. The second volume examines questions related to neoliberal cultures in the Greek context. It presents critical studies on mainstream cultural production and practices, and also includes studies on current counter-cultural forms and discourses. Yiannis Mylonas is Associate Professor in the Faculty of Communications, Media, and Design at HSE University, Moscow. His book *The “Greek Crisis” in Europe: Race, Class and Politics* was published in 2019, and his articles have appeared in *Nordicom Review*, *International Journal of Cultural Studies*, and *Continuum: Journal of Media & Cultural Studies*. He co-edited the collection *The Industrialization of Creativity and Its Limits: Values, Politics and Lifestyles of Contemporary Cultural Economies* (Springer, 2020) with Ilya Kiriya and Panos Kompatsiaris. Elena Psyllakou holds a PhD in Discourse Studies (Department of Political Sciences, University of Athens), building on critical approaches to discourse analysis, media and communication. In her postdoctoral research for the project “Media in the limelight. A dialogic approach”, implemented in collaboration with the Greek National Center for Social Research (EKKE), she focused on the intersections of news media, politics, and journalistic identities in the Greek mediascape. She has been an active member of DiscourseNet. Currently she works as a Communications Expert and Research Associate in the NGOs/CSOs sector in Greece. In collaboration with the ENA Institute for Alternative Policies she contributes to projects and initiatives to enhance transparency and trust in media and journalism. .
