

1. Record Nr.	UNINA9910956303503321
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Titolo	Environmental management of the media : policy, industry, practice // Pietari Kääpä
Pubbl/distr/stampa	Abingdon, Oxon ; ; New York, N.Y. : , : Routledge, , 2018
ISBN	1-317-23276-3 1-315-62569-5 1-317-23277-1
Edizione	[1st ed.]
Descrizione fisica	1 online resource (311 pages)
Collana	Routledge studies in environmental communication and media
Disciplina	302.23/068
Soggetti	Mass media - Management Environmental management Mass media - Economic aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The material implications of media -- The network -- Media policy in actor networks -- Material rhetoric -- The sustainability rhetoric of film and television organizations -- Regulatory infrastructure -- The media in the Nordic countries : broadcasting -- The publishing industry in the Nordic countries -- Film and television -- Conclusions : balancing between the footprint and the brainprint.
Sommario/riassunto	In recent years the widely held misconception of the media as an 'ephemeral' industry has been challenged by research on the industry's significant material footprint. Despite this material turn, no systematic study of this sector has been conducted in ways that considers the role of the media industries as consumers and users of a range of natural resources. Filling this gap, Environmental Management of the Media discusses the environmental management of the media industries in the UK and the Nordic countries. These Nordic countries, both as a set of small nations and as a regional constellation, are frequently perceived as some of the 'greenest' in the world, yet, not only is the footprint of the media industries practically ignored in academic research, but the very real stakes of the industries' global impact are not comprehensively understood. Here, the author focuses on four key

areas for investigating the material impact of Nordic media: (1) resources used for production and dissemination; (2) regulation of the media; (3) organizational management; and (4) labour practices. By adopting an interdisciplinary perspective that combines ecocritical analysis with interrogation of the political economy of the creative industries, K p argues that taking the industries to task on their environmental footprint is a multilevel resource and organizational management issue that must be addressed more effectively in contemporary media studies. This book will be of great interest to students and scholars of media, communication and environmental studies.
