



# Alternative Media (Culture, Representation and Identity)

*Chris Atton*

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**Alternative Media (Culture, Representation and Identity)** Chris Atton

In this book, Chris Atton offers a fresh introduction to alternative media: one which is not limited to 'radical' media, but can also account for newer cultural forms such as zines, fanzines, and personal websites.

Alternative Media:

- Examines how and why people produce and use alternative media - to make meaning, to interpret, and to change the world in which they live
- Encompasses a wide range of alternative media and draws on examples from both the United States and United Kingdom
- Locates contemporary alternative media in their cultural, historical and political contexts

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