

# NEW FROM OXFORD

# GREENING THE MEDIA

by Richard Maxwell and Toby Miller

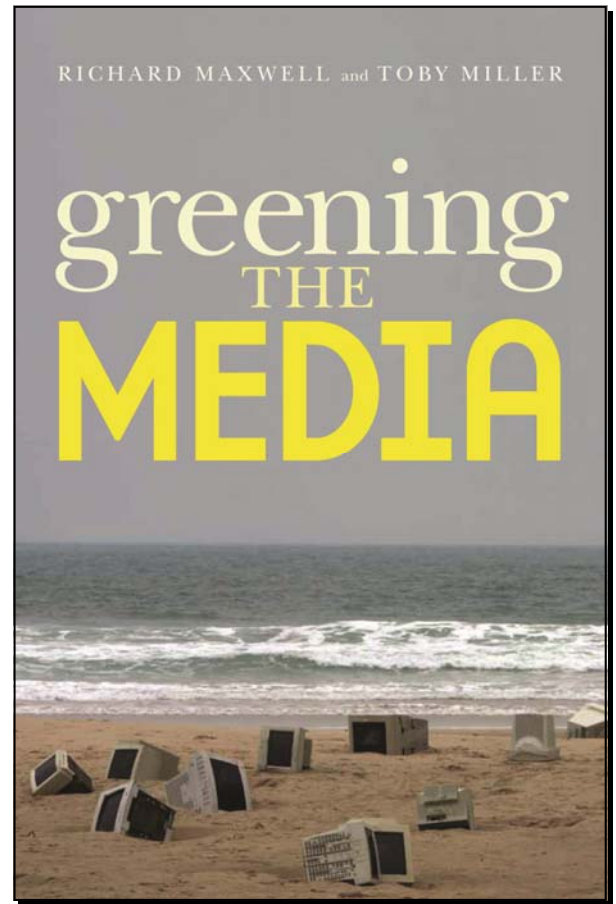
**Y**ou will never look at your cell phone, TV, or computer the same way after reading this book. Maxwell and Miller not only reveal the dirty secrets that hide inside our beloved electronics; they also take apart the myths that have pushed these gadgets to the center of our lives. With an astounding array of economic, environmental and historical facts, *Greening the Media* debunks the idea that information and communication technologies (ICT) are clean and ecologically benign. In this compassionate and sharply argued book, the authors show how the physical reality of making, consuming, and discarding them is rife with toxic ingredients, poisonous working conditions, and hazardous waste. But all is not lost. As the title suggests, Maxwell and Miller dwell critically on these environmental problems in order to think creatively about ways to solve them. They enlist a range of potential allies in this effort to foster greener media—from green consumers to green citizens, with stops along the way to hear from exploited workers, celebrities, and assorted bureaucrats. Maxwell and Miller rethink the status of print and screen technologies from a perspective unique in media studies, one that enables them to open new lines of historical and social analysis of ICT, consumer electronics, and media production. This original and highly readable book is for anyone who marvels at the high-tech goodies surrounding us and wonders "How have they been made?," "By whom?," "Where?," "Under what conditions?," and "Where do they go once I've finished with them?"

## Features

- Identifies the media's complicity in environmental pollution, illustrating how information technology contributes to the global ecological crisis
- Lays out a plan for change and sustainability in various media industries
- Examines hot-button issues such as global warming, cellphone safety, and technological waste

"In a **brilliant**, even **stunning**, expose of the environmental practices and impact of media corporations, *Greening the Media* is **one of the most important media books in years.**"

—Robert W. McChesney, coauthor of *The Death and Life of American Journalism*



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