contents

Introduction 1 Approaching Alternative Media: Theory and Methodology Preliminaries Defining 'alternative' and 'radical' Downing's theory of radical media Beyond the political: attitude versus position in alternative and radical media Towards a model of alternative and radical media Alternative media as a field of production 2 The Economics of Production The alternative press in its 'ghetto' Finance Reprographic technologies Circulation Distributive use in the alternative public sphere Anti-copyright Open distribution Alternative fora as methods of distribution The limits and freedom of 'alternative economics' 3 What Use is a Zine? Identity-building and Social Signification in Zine Culture
and Methodology Preliminaries Defining 'alternative' and 'radical' Downing's theory of radical media Beyond the political: attitude versus position in alternative and radical media Towards a model of alternative and radical media Alternative media as a field of production The Economics of Production The alternative press in its 'ghetto' Finance Reprographic technologies Circulation Distributive use in the alternative public sphere Anti-copyright Open distribution Alternative fora as methods of distribution The limits and freedom of 'alternative economics' What Use is a Zine? Identity-building and Social Signification in Zine Culture
Preliminaries Defining 'alternative' and 'radical' Downing's theory of radical media Beyond the political: attitude versus position in alternative and radical media Towards a model of alternative and radical media Alternative media as a field of production The Economics of Production The alternative press in its 'ghetto' Finance Reprographic technologies Circulation Distributive use in the alternative public sphere Anti-copyright Open distribution Alternative fora as methods of distribution The limits and freedom of 'alternative economics' What Use is a Zine? Identity-building and Social Signification in Zine Culture
Defining 'alternative' and 'radical' Downing's theory of radical media Beyond the political: attitude versus position in alternative and radical media Towards a model of alternative and radical media Alternative media as a field of production The Economics of Production The alternative press in its 'ghetto' Finance Reprographic technologies Circulation Distributive use in the alternative public sphere Anti-copyright Open distribution Alternative fora as methods of distribution The limits and freedom of 'alternative economics' What Use is a Zine? Identity-building and Social Signification in Zine Culture
Downing's theory of radical media Beyond the political: attitude versus position in alternative and radical media Towards a model of alternative and radical media Alternative media as a field of production The Economics of Production The alternative press in its 'ghetto' Finance Reprographic technologies Circulation Distributive use in the alternative public sphere Anti-copyright Open distribution Alternative fora as methods of distribution The limits and freedom of 'alternative economics' What Use is a Zine? Identity-building and Social Signification in Zine Culture 12 23 24 25 26 27 28 29 29 20 20 21 22 24 25 26 27 28 29 20 20 21 22 23 24 25 26 27 28 29 20 20 21 22 23 24 25 26 27 28 29 20 20 20 20 20 20 20 20 20
Beyond the political: attitude versus position in alternative and radical media Towards a model of alternative and radical media Alternative media as a field of production The Economics of Production The alternative press in its 'ghetto' Finance Reprographic technologies Circulation Distributive use in the alternative public sphere Anti-copyright Open distribution Alternative fora as methods of distribution The limits and freedom of 'alternative economics' What Use is a Zine? Identity-building and Social Signification in Zine Culture
in alternative and radical media Towards a model of alternative and radical media Alternative media as a field of production The Economics of Production The alternative press in its 'ghetto' Finance Reprographic technologies Circulation Distributive use in the alternative public sphere Anti-copyright Open distribution Alternative fora as methods of distribution The limits and freedom of 'alternative economics' What Use is a Zine? Identity-building and Social Signification in Zine Culture
Towards a model of alternative and radical media Alternative media as a field of production 25 The Economics of Production The alternative press in its 'ghetto' Finance Reprographic technologies Circulation Distributive use in the alternative public sphere Anti-copyright Open distribution Alternative fora as methods of distribution The limits and freedom of 'alternative economics' What Use is a Zine? Identity-building and Social Signification in Zine Culture
Alternative media as a field of production 25 2 The Economics of Production The alternative press in its 'ghetto' Finance Reprographic technologies Circulation Distributive use in the alternative public sphere Anti-copyright Open distribution Alternative fora as methods of distribution The limits and freedom of 'alternative economics' 3 What Use is a Zine? Identity-building and Social Signification in Zine Culture 54
2 The Economics of Production The alternative press in its 'ghetto' Finance Reprographic technologies Circulation Distributive use in the alternative public sphere Anti-copyright Open distribution Alternative fora as methods of distribution The limits and freedom of 'alternative economics' What Use is a Zine? Identity-building and Social Signification in Zine Culture 32 33 33 34 35 36 37 38 39 49 40 40 40 40 40 40 40 40 40 40 40 40 40
The alternative press in its 'ghetto' Finance Reprographic technologies Circulation Distributive use in the alternative public sphere Anti-copyright Open distribution Alternative fora as methods of distribution The limits and freedom of 'alternative economics' What Use is a Zine? Identity-building and Social Signification in Zine Culture 33 34 35 36 37 37 47 47 48 38 39 30 30 30 30 31 31 32 32 34 35 36 37 37 38 39 30 30 30 30 30 30 30 30 30
Finance Reprographic technologies Circulation Distributive use in the alternative public sphere Anti-copyright Open distribution Alternative fora as methods of distribution The limits and freedom of 'alternative economics' What Use is a Zine? Identity-building and Social Signification in Zine Culture 3.3 3.4 3.5 3.5 3.5 3.6 3.7 3.7 3.7 3.7 3.7 3.7 3.7 3.7 3.7 3.7
Finance Reprographic technologies Circulation Distributive use in the alternative public sphere Anti-copyright Open distribution Alternative fora as methods of distribution The limits and freedom of 'alternative economics' What Use is a Zine? Identity-building and Social Signification in Zine Culture 3 Sagarana Signification in Signification
Circulation Distributive use in the alternative public sphere Anti-copyright Open distribution Alternative fora as methods of distribution The limits and freedom of 'alternative economics' What Use is a Zine? Identity-building and Social Signification in Zine Culture 339 420 421 421 422 423 423 425 425 426 426 427 427 427 428 429 429 429 420 420 420 420 420 420 420 420 420 420
Distributive use in the alternative public sphere Anti-copyright Open distribution Alternative fora as methods of distribution The limits and freedom of 'alternative economics' What Use is a Zine? Identity-building and Social Signification in Zine Culture 42 43 45 45 45 45 46 47 47 48 48 49 40 40 40 40 40 40 40 40 40 40 40 40 40
Anti-copyright Open distribution Alternative fora as methods of distribution The limits and freedom of 'alternative economics' What Use is a Zine? Identity-building and Social Signification in Zine Culture 42 43 45 45 45 45 46 47 47 48 48 49 49 40 40 40 40 40 40 40 40 40 40 40 40 40
Open distribution Alternative fora as methods of distribution The limits and freedom of 'alternative economics' What Use is a Zine? Identity-building and Social Signification in Zine Culture 54 55 56 57
Alternative fora as methods of distribution The limits and freedom of 'alternative economics' What Use is a Zine? Identity-building and Social Signification in Zine Culture 54 55 56 57
The limits and freedom of 'alternative economics' What Use is a Zine? Identity-building and Social Signification in Zine Culture 54
3 What Use is a Zine? Identity-building and Social Signification in Zine Culture 54
Signification in Zine Culture 54
Signification in Zine Guitare
· ·
A little history of fanzines 55
Zines and sociality 58
Cases: Bamboo Girl, Cometbus, Pilgrims
and MAXIMUMROCKNROLL 61
Zines and communication 67
Zine culture and e-zines 68

vi ALTERNATIVE MEDIA

	Towards cases: The Etext Archives and	
	Labowitz's E-zine List	69
	E-zine cases	71
4	Alternative Media and New Social Movements	80
	The British new social movement	
	media in the 1990s	80
	Approaches to organization and production	88
	Do or Die	88
	Squall	91
	SchNEWS	93
	Green Anarchist	95
	Participation and control	98
5	Writers, Readers and Knowledge in New	
	Social Movement Media	103
	Readers as writers	103
	Knowledge production and knowledge producers	105
	Conceptualizing alternative news as 'native reporting'	112
	Radical populism and language	118
	Activists as intellectuals	120
	Examples of knowledge production	121
	Coherence and coverage	126
	Readers as readers	128
6	Information and Communication Technologies (ICTs)	400
	in Alternative Media	133
	Anarchist perspectives on the Internet	134
	Anarchists' use of the Internet	136
	Assessing the constraints	138
	Progressive librarians and McSpotlight	144
	Hybridity and 'purity'	151
Conclusion		153
Bibliography		
Index		

illustrations

Box 1.	A typology of alternative and radical media	27
Figure 1.	Darnton's communication circuit (after Darnton, 1990)	20