

'Written in a lively, well-informed style, this book offers an important introduction to an interdisciplinary field that will be of interest to anthropologists, media scholars, and others who are trying to understand what it means to live in the digital age for people and communities across the globe.'

Faye Ginsburg, New York University

'An extremely useful elucidation of the specific contribution of anthropologists in our understanding of the social and cultural significance of media and digital technologies around the world. Anna Perterra has done the field a huge service by providing a clear and comprehensive overview of media anthropology and how it relates to adjacent fields such as cultural studies and media and communication studies.'

Ian Ang, Western Sydney University

The field of anthropology took a long time to discover the significance of media in modern culture. In this important book, Anna Perterra tells the story of how anthropology became a central part of the global study of media and communication. She recounts the rise of anthropological studies of media, the discovery of digital cultures, and the embrace of ethnographic methods by media scholars. Bringing together longstanding debates in sociocultural anthropology with recent innovations in digital cultural research, this book explains how anthropology fits into the story and study of media in the contemporary world. It charts the mutual disinterest and subsequent love affair between the fields of anthropology and media studies in order to understand how and why such a transformation has taken place. Moreover, the book shows how the theories and methods of anthropology offer valuable ways to study media from a ground-level perspective and to understand the human experience of media in the digital age.

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