

Contents

<i>Acknowledgement</i>	<i>vii</i>
1 Introduction	1
PART I	
Foundations	5
2 What is Political Economy?	7
3 What is Media Economics?	47
4 The Political Economy of Communication and the Media	61
5 The Critical Tradition in the Analysis of Media, Communication, Economy, and Society	102
PART II	
Applications	131
6 The Political Economy of Media Concentration	133
7 The Political Economy of Advertising	174
8 The Political Economy of Global Media	223

vi *Contents*

9	Media Work: The Political Economy of Cultural Labour in the Media Industry	265
10	The Political Economy of the Internet and Digital Media	305
11	The Political Economy of the Information Society and Digital Capitalism	332
12	The Political Economy of the Public Sphere and the Digital Public Sphere	365
13	The Political Economy of Public Service Media and the Public Service Internet	388
14	The Political Economy of Media Management	414
	<i>Index</i>	445