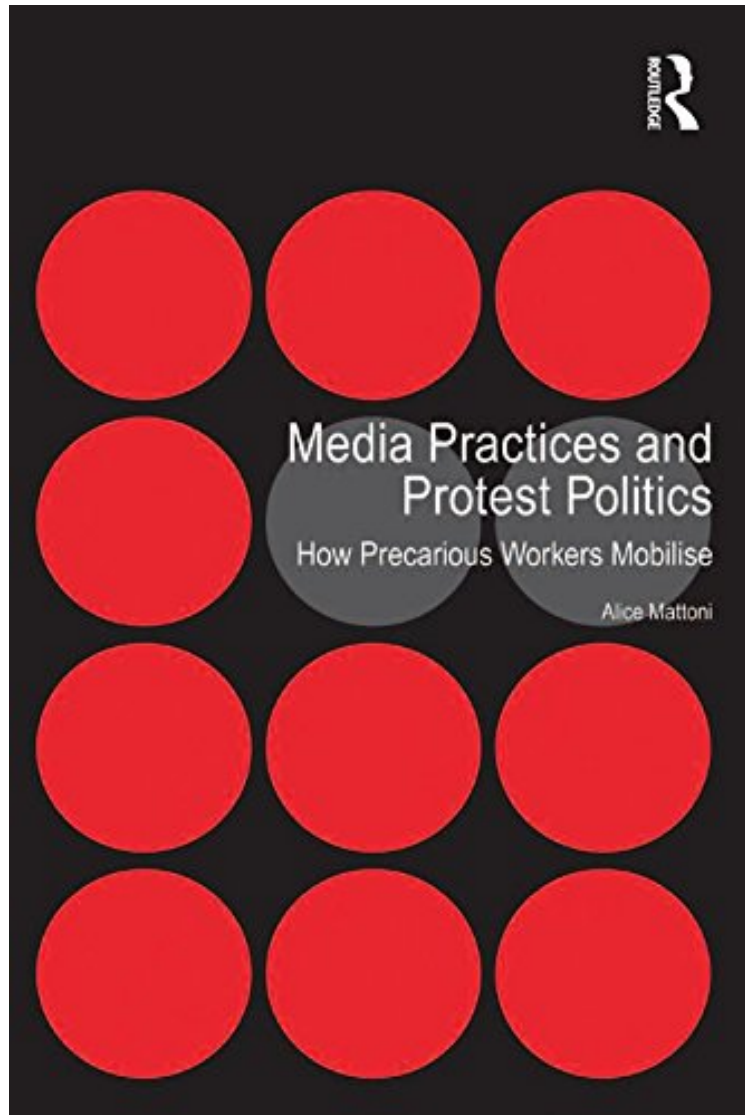


[Download pdf] Media Practices and Protest Politics: How Precarious Workers Mobilise

# Media Practices and Protest Politics: How Precarious Workers Mobilise

Alice Mattoni

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**Alice Mattoni : Media Practices and Protest Politics: How Precarious Workers Mobilise** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Media Practices and Protest Politics: How Precarious Workers Mobilise:

0 of 0 people found the following review helpful. The Worst of Italy?! The Precariat Strikes Back.By S. ShukaitisThe worst of Italy! Not just merely slightly disreputable, but truly the worst of Italyhellip;These words are, of course, not mine. They were spoken by the Italian Minister of Public Administration on July 14, 2011 at a ldquo;Young

Innovators' convention during which he was asked some questions about precarious workers, questions that apparently rubbed him the wrong way. This really struck me when I read it at the beginning of Alice Mattoni's excellent book *Media Practices and Protest Politics: How Precarious Workers Mobilise* in which she examines a number of recent mobilizations of precarious workers. Mattoni does a quite good job mapping out the various dynamics shaping movements like the Euro MayDay, campaigns of direct action against austerity measures, protests against university reforms, labor organizing in call centres, and spectacular media actions staged to highlight precarity in the fashion industry. Mattoni draws from communication and media studies to come up with a useful typology of media practices employed by the precarious. Most significantly she distinguishes between what she calls 'relational media practices,' or the media practices oriented towards working with media professionals, versus 'activist media practices,' or ones that are more concerned with the use of media within the cycles and dynamics of movement composition themselves. A relatively simple way to think of this would be how it breaks down to internal and external dynamics of media use, in relationship to existing political movements and compositions. This is all very well and good, and shows one of the better ways that the academic tools and disciplines, such as media and communication studies, can be put to useful ends in the service of autonomous politics. Mattoni describes a large portion of the cycle of movement composition, from the initial upswings and bursts of enthusiasm among the precarious that serve to create 'a composite political subject able to act at the public level to express claims and demands' (2012: 42) to the difficulties faced by organizers trying to mobilize precarious workers precisely because of how the fractalization of the labor process often means there is no shared common space of experience from to work from. Or in workplaces where there is indeed a shared physical space there could just as easily exist wildly varying contractual arrangements that serve to segment and divide the labor force.

How do precarious workers employed in call-centres, universities, the fashion industry and many other labour markets organise, struggle and communicate to become recognised, influential political subjects? "*Media Practices and Protest Politics: How Precarious Workers Mobilise*" reveals the process by which individuals at the margins of the labour market and excluded from the welfare state communicate and struggle outside the realm of institutional politics to gain recognition in the political sphere. In this important and thought provoking work Alice Mattoni suggests an all-encompassing approach to understanding grassroots political communication in contemporary societies. Using original examples from precarious workers mobilizations in Italy she explores a range of activist media practices and compares different categories of media technologies, organizations and outlets from the printed press to web application and from mainstream to alternative media. Explaining how activists perceive and understand the media environment in which they are embedded the book discusses how they must interact with a diverse range of media professionals and technologies and considers how mainstream, radical left-wing and alternative media represent protests. *Media Practices and Protest Politics* offers important insights for understanding mechanisms and patterns of visibility in struggles for recognition and redistribution in post-democratic societies and provides a valuable contribution to the field of political communication and social movement studies.