Abstract for ‘The Puzzle of Media Power’

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In any consideration of the relationship between communication and global power shifts and of the ways in which the media are implicated in ‘new dynamics of power’, the concept of ‘media power’ is frequently invoked as a vital agent of social and communicative change. This article sets out to develop a materialist approach to media power that acknowledges its role in social reproduction through the circulation of symbolic goods but suggests that we also need an understanding of media power that focuses on the relationships between actors, institutions and contexts that organize the allocation of material resources that are concentrated inside the media.