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CONSUMING MEDIA

COMMUNICATION, SHOPPING AND EVERYDAY LIFE

Johan Fornäs, Karin Becker, Erling Bjurström & Hillevi Ganetz

Oxford: Berg, May 2007, 228 pages, including index and 30 illustrations.

Inspired by Walter Benjamin's classical *Arcades Project*, *Consuming Media* is a pioneering exploration of the interface between communication, shopping and everyday life. Based on a six-year "intersectional" ethnographic fieldwork by over a dozen scholars on a specific site, it analyses the links between media and consumption in contemporary urban culture and public space. The book is organized into ten chapters. The first two chapters introduce key ideas and theories. In the next four chapters, four large media circuits are scrutinized. The final four chapters discuss the results in terms of intermedial relations, time, space and power. The book thus offers a new foundation for understanding media use, consumption and the fate of urban public space in late modernity.

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