

contents

Acknowledgements	viii
Introduction	1
1 Approaching Alternative Media: Theory and Methodology	7
Preliminaries	7
Defining 'alternative' and 'radical'	9
Downing's theory of radical media	19
Beyond the political: attitude versus position in alternative and radical media	23
Towards a model of alternative and radical media	24
Alternative media as a field of production	29
2 The Economics of Production	32
The alternative press in its 'ghetto'	33
Finance	35
Reprographic technologies	38
Circulation	39
Distributive use in the alternative public sphere	42
Anti-copyright	42
Open distribution	44
Alternative fora as methods of distribution	45
The limits and freedom of 'alternative economics'	49
3 What Use is a Zine? Identity-building and Social Signification in Zine Culture	54
A little history of fanzines	55
Zines and sociality	58
Cases: <i>Bamboo Girl</i> , <i>Cometbus</i> , <i>Pilgrims</i> and <i>MAXIMUMROCKNROLL</i>	61
Zines and communication	67
Zine culture and e-zines	68

vi ALTERNATIVE MEDIA

Towards cases: <i>The Etext Archives</i> and Labowitz's <i>E-zine List</i>	69
E-zine cases	71
4 Alternative Media and New Social Movements	80
The British new social movement media in the 1990s	80
Approaches to organization and production	88
<i>Do or Die</i>	88
<i>Squall</i>	91
<i>SchNEWS</i>	93
<i>Green Anarchist</i>	95
Participation and control	98
5 Writers, Readers and Knowledge in New Social Movement Media	103
Readers as writers	103
Knowledge production and knowledge producers	105
Conceptualizing alternative news as 'native reporting'	112
Radical populism and language	118
Activists as intellectuals	120
Examples of knowledge production	121
Coherence and coverage	126
Readers as readers	128
6 Information and Communication Technologies (ICTs) in Alternative Media	133
Anarchist perspectives on the Internet	134
Anarchists' use of the Internet	136
Assessing the constraints	138
Progressive librarians and McSpotlight	144
Hybridity and 'purity'	151
Conclusion	153
Bibliography	157
Index	167