



Green Media and Popular Culture: An Introduction

John Parham

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Popular culture – both radical and mainstream – has an important role to play in supporting environmental awareness and translating ecological values in ways that are meaningful to our everyday lives.

This comprehensive survey of green media and popular culture introduces the reader to the key debates and theories surrounding green interpretations of popular film, television and journalism, as well as comedy, music, animation, and computer games. With stimulating and original case studies on U2, Björk, the animated films of Disney, the computer game Journey, and more, the text reveals the complicated and often contradictory relationship between the media and environmentalism.

Green Media and Popular Culture is a critical starting point for students of Media, Film and Cultural Studies, and anyone else researching and studying in the rapidly growing field of green media and cultural studies.



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