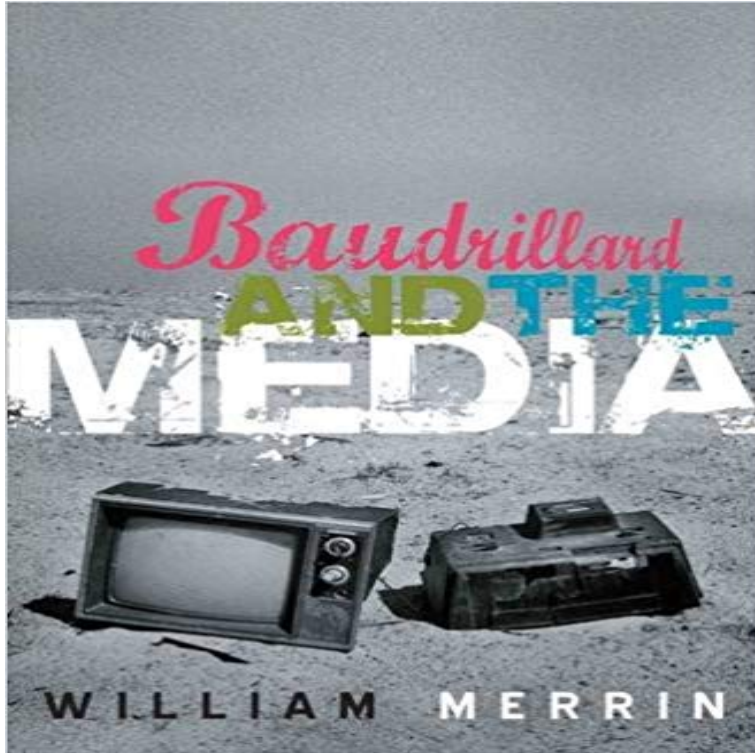


Baudrillard and the Media: A Critical Introduction



Baudrillard and the Media is the first in-depth critical study of Jean Baudrillard's media theory. Rejecting the common positioning of Baudrillard within the discipline as a postmodernist it argues instead for the necessity of a fuller reading of his ideas and critical project. Merrin offers an overview and evaluation of his key arguments and themes, focusing especially upon the organising principle of his work: his theory of symbolic exchange and critique of the semiotic and of simulation. Upon this basis the book also resituates Baudrillard within media theory, developing an original, critical re-reading of his relationship with McLuhanism and arguing for the significance instead of hitherto neglected influences such as Boorstin. Emphasizing his critical value and contemporary relevance, Baudrillard and the Media also provides the most detailed exploration yet of Baudrillard's theory of the non-event, considering its applicability through case studies of his controversial analyses of the Gulf War, of 9/11 and the Afghan and Iraq Wars and of his own appearance in the film The Matrix. Considering also Baudrillard's discussion of cinema, his theory and personal practice of photography and his critique of new media, the book concludes with an evaluation of his place within media and communication studies and an argument for his importance for this field. Students and scholars of the media, and media theory in particular, will welcome this clear and comprehensive study.

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