



CCMG INVITES YOU TO A LECTURE ON

## THE ANTHROPOLOGY OF MEDIA

By

**Prof. Mark Allen Peterson**

Departments of Anthropology & Global and Intercultural Studies at Miami University

### About the Lecture

Anthropological interest in mass media and, increasingly, digital media, did not really take off until the late 1980s, by which time Media Studies was an established field in its own right, along with Cultural Studies, Media Sociology and more. What, if anything, does the field of anthropology have to add to the study of media? Dr. Peterson argues that media anthropology differs from other forms of media study in its methods, perspectives, and framing of topics. As a result, it contributes to the study of media in a number of ways that complement media studies, but also serve to challenge some media studies perspectives.

### About the Speaker

**Mark Allen Peterson** is a professor in the Departments of Anthropology & Global and Intercultural Studies at Miami University. He is the author of *Connected in Cairo: Growing Up Cosmopolitan in the Modern Middle East* (2011, Indiana University Press) and *Anthropology and Mass Communication: Media and Myth in the New Millennium* (2003, Berghahn). He is co-author of *International Studies: An Interdisciplinary Approach to Global Issues* (2017, 4th edition, Westview). He has published more than 40 scholarly articles on globalization and localization, modernity, and media and culture. He has conducted fieldwork in Egypt, India and the United States. He blogs at [connectedincairo.com](http://connectedincairo.com).

**Venue:** CCMG, Video Conference Hall

**Date:** Tuesday, 13<sup>th</sup> March, 2018

**Time:** 2:00 pm