

Craig

## Media, Sustainability and Everyday Life

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This book analyses representations of sustainable everyday life across advertising, eco-reality television, newspapers, magazines and social media. It foregrounds the discursive and networked basis of sustainability and demonstrates how such media representations connect the home and local community to broader political, social and economic contexts. The book shows how green lifestyle media negotiate issues of sustainability in varying ways, reproducing the logic of existing consumer society while also sometimes providing projections of a more environmentally friendly existence. In this way, the book argues that everyday lifestyles are not an irredeemable problem for environmentalism but an important site of environmental politics.



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