



From Corporate to Social Media: Critical Perspectives on Corporate Social Responsibility in Media and Communication Industries (Paperback)

By Marisol Sandoval

Taylor Francis Ltd, United Kingdom, 2015. Paperback. Condition: New. Language: English . Brand New Book. The corporate and the social are crucial themes of our times. In the first decade of the twenty-first century, both individual lives and society were shaped by capitalist crisis and the rise of social media. But what marks the distinctively social character of social media ? And how does it relate to the wider social and economic context of contemporary capitalism? The concept of Corporate Social Responsibility (CSR) is based on the idea that a socially responsible capitalism is possible; this suggests that capitalist media corporations can not only enable social interaction and cooperation but also be socially responsible. This book provides a critical and provocative perspective on Corporate Social Responsibility (CSR) in media and communication industries. It examines both the academic discourse on CSR and actual corporate practices in the media sector, offering a double critique that reveals contradictions between corporate interests and social responsibilities. Marisol Sandoval s political economic analysis of Apple, ATT, Google, HP, Microsoft, News Corp, The Walt Disney Company and Vivendi shows that media and communication in the twenty-first century are confronted with fundamental social responsibility challenges. From software patents...



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