



Analysing Politics and Protest in Digital Popular Culture

A Multimodal Introduction

[Lyndon Way](#) - University of Liverpool, UK

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“Gives students the tools they need to uncover for themselves the hidden politics of today’s digital infotainment labyrinth.” - *Theo van Leeuwen, University of Southern Denmark and University of New South Wales.*

We now increasingly encounter and do politics not through news or broadcast media, but when we scroll through social media feeds, open apps, compose and like posts, and comment on or share videos.

This book explores how to analyse politics and protest in the places we experience it most in our everyday lives - on our phones, tablets and laptops.

It provides a hands-on analytical toolkit, showing you how to critically analyse language, image, video and audio in a way that reveals the discourses, ideologies and power that run through digital popular culture.

From the authoritarianism of Donald Trump, to the protests of Gezi Park, to the campaigns of Extinction Rebellion, to angst against Brexit, Lyndon Way shows you how to analyse the politics in digital everyday life across media including:

- Online comments

- Memes
- GIFs and mash-ups
- Music videos
- Parodies and satire.

It is an essential guide for students and researchers across media and communication, politics and discourse studies.

Reviews:

Fostering critical insight remains as important an educational goal as ever. This highly accessible and engaging book gives students the tools they need to uncover for themselves the hidden politics of today's digital infotainment labyrinth.

Theo van Leeuwen

University of Southern Denmark and University of New South Wales

This is the methods book I have been waiting for for a very long time! Way's book provides the examples I need to connect to my students' lifeworld and interests: YouTube comments, memes, mash ups, music videos and parodies related to a wide range of political protests and issues. With each example, Way builds a useful toolbox for conducting systematic, rigorous and transparent critical analysis of digital popular culture.

His book is an accessible introduction to students unfamiliar with the field, but also a very useful starting point for those aiming to brush up on their knowledge of critical theory and methods... providing students with the means to successfully analyze and tease out power relations and the political in the glittering world of popular culture.

Katharina Kleinen-von Königslöw

Professor of Journalism and Media Studies, University of Hamburg
