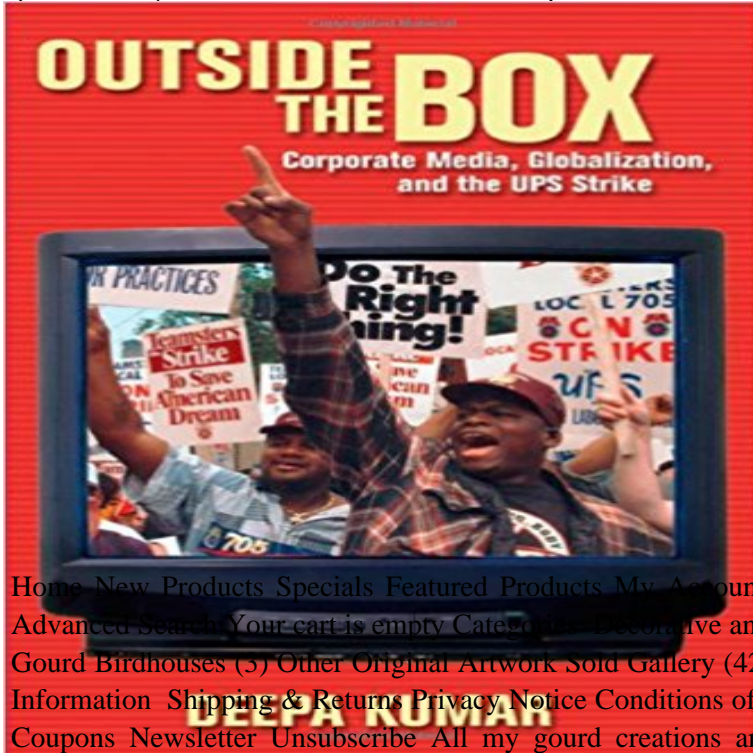


Outside the Box: Corporate Media, Globalization, and the UPS Strike (History of Communication)



Drawing on a textual analysis of over five hundred news reports, Deepa Kumar presents a rare, in-depth study of media representation of the 1997 United Parcel Service (UPS) workers strike. She delineates the history of the strike, how it coincided with the rise of globalization, and how the mainstream media were pressured to incorporate pro-labor arguments that challenged the dominant logic of neoliberalism.

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