



Precarious Creativity: Global Media, Local Labor

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Precarious Creativity examines the seismic changes confronting media workers in an age of globalization and corporate conglomeration. This pathbreaking anthology peeks behind the hype and supposed glamor of screen media industries to reveal the intensifying pressures and challenges confronting actors, editors, electricians, and others. The authors take on pressing conceptual and methodological issues while also providing insightful case studies of workplace dynamics regarding creativity, collaboration, exploitation, and cultural difference. Furthermore, it examines working conditions and organizing efforts on all six continents, offering broad-ranging and comprehensive analysis of contemporary screen media labor in such places as Lagos, Prague, Hollywood, and Hyderabad. The collection also examines labor conditions across a range of job categories that includes, for example, visual effects, production services, and adult entertainment. With contributions from such leading scholars as John Caldwell, Vicki Mayer, Herman Gray, and Tejaswini Ganti, *Precarious Creativity* offers timely critiques of media globalization while also intervening in broader debates about labor, creativity, and precarity.

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Editorial Review

From the Inside Flap

"*Precarious Creativity* provides a corrective to previous, U.S.-centric attempts to understand the global media economy by offering a bracing look at the dark underbelly of life for most media workers today. Creative labor must navigate not only the future shock of new digital media technologies and practices but also the impact of enhanced globalization, resulting in long hours, dangerous conditions, and unstable futures. The blurred distinction between amateurs and professionals, the proliferation of brand-content hybrids on streaming video platforms, and the glut of international coproductions that target non-union workers are each taking a bite out of the once potent talent guilds in the United States, while nullifying the protections once afforded by government-supported local culture industries."—Denise Mann, Professor, Department of Film, Television, and Digital Media, UCLA

"Wide-ranging, diverse, and authoritative, *Precarious Creativity* enlarges the terms in which we understand the changing nature of film, television, and digital media globally. Setting its task as untangling the nuances of increasingly precarious creative work across different industry sites, scales, and countries, this book succeeds in building a balanced and comprehensive portrayal of the reshaping of the contours of work and industry organization under the twin circumstances of digital disruption and a globalizing media system. Connecting working conditions and concerns of creative workers and businesses to their advocacy organizations and guilds, as well as governmental policies and initiatives, *Precarious Creativity* makes working lives and the perspective of work in organizations central to our understanding of and conversations about the screen media industries."—Tom O'Regan, Professor of Media and Cultural Studies, The University of Queensland

"In this timely and telling collection, Curtin and Sanson bring together top media industry scholars to consider how the consolidation of corporate control and the dispersal of creative labor are reshaping film and television production--and the labor force itself--on a worldwide scale. Every case study is an eye-opener, and no other book comes close to *Precarious Creativity* in assessing the plight of creative workers in the era of global conglomerate Hollywood."—Thomas Schatz, University of Texas at Austin

About the Author

Michael Curtin is the Duncan and Suzanne Mellichamp Professor of Global Studies in the Department of Film and Media Studies and cofounder of the Media Industries Project at the University of California, Santa Barbara. His previous books include *The American Television Industry*; *Reorienting Global Communication: Indian and Chinese Media Beyond Borders*; *Playing to the World's Biggest Audience: The Globalization of Chinese Film and TV*; and *Distribution Revolution: Conversations about the Digital Future of Film and Television*.

Kevin Sanson is a Lecturer in Entertainment Industries at Queensland University of Technology in Australia. He is coeditor of *Distribution Revolution: Conversations about the Digital Future of Film and Television* and *Connected Viewing: Selling, Streaming, & Sharing Media in the Digital Era* and is part of the founding editorial collective of *Media Industries*, the first peer-reviewed open-access journal for media industries research.

Users Review

From reader reviews:

Dorothy Trimm:

Why don't make it to become your habit? Right now, try to prepare your time to do the important behave, like looking for your favorite e-book and reading a reserve. Beside you can solve your long lasting problem; you can add your knowledge by the book entitled *Precarious Creativity: Global Media, Local Labor*. Try to make the book *Precarious Creativity: Global Media, Local Labor* as your close friend. It means that it can be your friend when you feel alone and beside associated with course make you smarter than in the past. Yeah, it is very fortunate for yourself. The book makes you considerably more confidence because you can know every little thing by the book. So, we need to make new experience and also knowledge with this book.

Alex Jose:

Reading a guide tends to be new life style in this particular era globalization. With studying you can get a lot of information which will give you benefit in your life. With book everyone in this world can share their idea. Books can also inspire a lot of people. A great deal of author can inspire their reader with their story as well as their experience. Not only situation that share in the books. But also they write about the ability about something that you need case in point. How to get the good score toefl, or how to teach your kids, there are many kinds of book which exist now. The authors these days always try to improve their talent in writing, they also doing some exploration before they write on their book. One of them is this *Precarious Creativity: Global Media, Local Labor*.

Ira Atwood:

People live in this new morning of lifestyle always aim to and must have the free time or they will get lot of stress from both lifestyle and work. So, if we ask do people have extra time, we will say absolutely sure. People is human not really a huge robot. Then we inquire again, what kind of activity do you have when the spare time coming to a person of course your answer will probably unlimited right. Then ever try this one, reading guides. It can be your alternative with spending your spare time, typically the book you have read will be *Precarious Creativity: Global Media, Local Labor*.

Rosalie Castillo:

Are you kind of occupied person, only have 10 or 15 minute in your morning to upgrading your mind expertise or thinking skill actually analytical thinking? Then you have problem with the book than can satisfy your short period of time to read it because this all time you only find book that need more time to be study. *Precarious Creativity: Global Media, Local Labor* can be your answer given it can be read by an individual who have those short time problems.

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