



ROWMAN & LITTLEFIELD

Bob Marley and Media *Representation and Audiences* By Mike Hajimichael

SPECIAL OFFER

30% DISCOUNT OFFER OFF LIST PRICE

PLEASE ORDER USING THIS CODE: **RLFANDF30**

(This is not for Resellers or Institutional Bulk Orders)

978-1-5381-6545-4 • Hardback • \$90.00 (\$63.00) • £69.00 (£43.80)

978-1-5381-6546-1 • eBook • \$45.00 (\$31.50) • £35.00 (£24.50)

About the Book

Bob Marley and Media: Representation and Audiences presents an analysis of how media, radio, television and print represented Bob Marley, including his popularity after his death. Mike Hajimichael examines unexplored connections between Bob Marley and media representation and the specifics of audiences, including coverage in tabloids, music magazines, and fanzines, as well as radio and television interviews.

Hajimichael builds an extensive catalogue of Bob Marley's media engagements and connects Marley to media through forms of political discourse and ideologies relevant to social change in different contexts globally, such as civil rights, anti-racism, Rastafari, and liberation movements. Given that varieties of representation exist, the book unpacks these media discourses with regard to public perceptions and key themes articulated, including mainstream versus fan-based coverage, issues of Rastafari, Black Consciousness, economic crisis, legacies of colonialism, slavery, racism, links to other music idioms, concepts of identity, and Marley's personal relationships.

About the Author

Mike Hajimichael is an Associate Professor and Head of the Department of Communications at the University of Nicosia, Cyprus.

Praise for the Book

"Mike Hajimichael's exhaustive research mines data never before examined to reveal the myth-making, often contentious coverage the Reggae King received. Issues of objectivity, outright antagonism, and deliberate misinterpretations are highlighted, showing how Marley was virtually ignored by television in his home country of Jamaica, the UK, and the U.S. despite his stadium-filling live shows and hit singles and albums. A true revelation, this book is important for academics and lay-persons alike, a one-of-a-kind study, not only entertaining but truly enlightening."

— Roger Steffens, author, *So Much Things to Say: The Oral History of Bob Marley*

"A significant addition to the literature. This ethnographic examination of Bob Marley's media coverage is engaging, painstakingly detailed, and touches on the humanity of Marley in a way very few books have done before. Hajimichael accurately captures Western media's subaltern gaze."

— Dennis Howard, author, *The Creative Echo Chamber: Contemporary Music Production in Kingston, Jamaica*

EASIEST WAY TO ORDER WORLDWIDE: USE OUR WEBSITE

www.rowman.com

Call Toll Free: 1-800-462-6420

Call: (717) 794-3800

- **Discount applies to these ISBNs only | Offer expires March 1, 2024 and may not be combined with other offers.**
- Ebooks must be ordered online at www.rowman.com. You must use the promo code **RLFANDF30** for the 30% discount.
- All orders from individuals must be prepaid.
- Prices are subject to change without notice.
- Shipping Charges and Sales taxes may apply.
- For online purchases, apply the promotion code during the checkout process.