

BOOKS RECOMMENDED

Minority Churches as Media Settlers Negotiating Deep Mediatization

by
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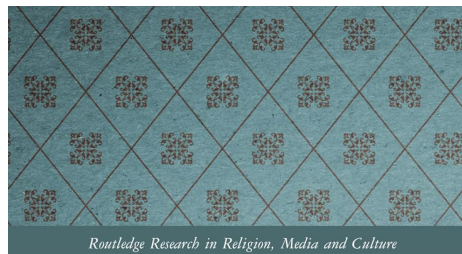
How do minority Christian churches adapt to and negotiate with the changes brought about by deep mediatization? How do they use their media to present themselves to their followers and the general public? This book aims to answer these questions by investigating how minority organizations of two different Christian traditions in the UK and Poland—the Seventh-day Adventist Church and the Orthodox Churches—use their own media to position themselves in their social, religious, and political environments.

Based on the analyses of media practices, media content, and interview material, the study develops the new concept of *media settlers*, which pertains to religious organizations that use their media to fulfill their own aims: expand, assert their authority, and maintain their communities. They do so through five key media practices, which can be defined as strategies: acknowledgment, authorization, omission, replication of content, and mass-mediatization of digital media.

This book is of particular interest to scholars of religion and mediatization, mainly sociologists, graduate students, and qualitative researchers working with discourse analysis. It is an insightful read for anyone interested in the Seventh-day Adventist and Orthodox Churches nowadays.

This book is included in the following book series:

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and Kerstin Radde-Antweiler





Strategizing in the Polish Furniture Industry

by
Paulina Bednarz-Łuczewska

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The Element provides a broad overview of the Polish furniture industry. It tells the story of a sector that grew from a bundle of craftsmen into Europe's largest and the world's second-largest furniture exporter within three decades. This is also the story of a sector marked by a subordinate role in global value chains and a mediocre ranking in the global value capture game. Equipped with the methods of anthropology and the theoretical lenses of strategic management, the author guides the reader through the living world of the sector's strategists—their environment, resources, and dilemmas. The Element reconstructs how the strategists engage in creative dialogue with factors at the macro level (semi-

peripheral economy, global value chain position), meso level (human capital, governmental programs) and micro level (family traditions, personal interests) to create their unique business models.