

Contents

Preface / vii

Acknowledgments / xvii

PART I. GLOBALIZATION AND THE MEDIA

1. Globalization and the UPS Strike / 3
2. Understanding the Corporate Media:
A Dominance/Resistance Model / 33

PART II. MEDIA COVERAGE OF THE UPS STRIKE

3. “Us” and “Them”: The Nationalist Narrative in Network
Television News / 59
4. Breaking Through: Newspaper Coverage of the UPS Strike / 89
5. The Battle for Hegemony: How Did the Teamsters Win? / 116

PART III. THEORY AND LESSONS

6. Rethorizing Resistance in Communication and
Media Studies / 155
7. Conclusion: Lessons of the UPS Strike / 175

Appendix. An Interview with Ron Carey: The Story of a
Militant Union Leader / 185

Notes / 197

Index / 227