

Title :

The fabrication of the leader. What media coverage does to an egalitarian organization?

Abstract :

The influence of the media on the repertoire of protest action has long been studied. In contrast, [the](#) sociology of contentious politics and the sociology of the media have paid little attention to the fact that media coverage also changes relations within activist organizations themselves. Based on an ethnography carried out within a French anti-globalization collective, this article shows how media coverage of [the](#) organization [contributed](#) to the emergence of a charismatic leader who [shared](#) the social properties of journalists. Despite the egalitarian values of the members of the collective, the omnipresence of journalists also [promoted](#) the domination of employees over volunteers.

Key words :

Leadership / Contentious Politics / Media Coverage / Personalization / Anti-globalization

Author

Manuel Cervera-Marzal is postdoctoral researcher in political science at FNRS / Liège University (Belgium)