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Your Britain: Media and the Making of the Labour Party by Laura Beers.
Reviewed by Dr Andrew S Crines

This book discusses the relationship between the Labour Party/movement during the early twentieth century and the media. It is a sometimes under-researched topic in Labour history, thus making this book of noteworthy value towards better understanding Labour's growth.

It provides an interesting discussion of the initial hesitation of Labour to fully engage with the media for what it saw as a moral position, yet ultimately succumbed to the necessity of such practices in order to advance its arguments with the electorate.

Through posters, newspapers, the wireless and other media, Labour's early history is successfully retold by drawing from a valid assumption that media relations are relevant towards a party's success or failure electorally. The structure of the book provides a chronological narrative of Labour's relations, such as their attitude toward the use of so called 'bribes' for newspaper readers as well as discussing the use of emotive language and iconic imagery to convey political messages.

There can be little doubting the value of this book towards better understanding the growth and ultimate electoral victory of the Labour Party. The very minor issues relate to a tendency for repetition and sometimes over-stating the relevance of constitutional controversies when discussing Labour protest more generally.

These do not detract from an otherwise valuable, well researched work. It provides an additional perspective of accepted historical understandings, and will be of significant use to all those with an interest in Labour history, political media relationships, and British politics more generally.