

**A Multimodal Analysis of the Bonnaroo Music and Arts Festival Website:
A Cultural Criminology of Peace- and Community-Building**

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The Bonnaroo Music and Arts Festival in Manchester, Tennessee promotes peaceful co-engagement as evidenced by low interpersonal crime rates. Bonnaroo thus offers a window on peaceable living. I propose to conduct an analysis of text and image on the Bonnaroo website for clues into how these reproduce the values of pacifism, altruism and sustainability. The project aligns with cultural criminology, which looks to culture as a force in crime, criminalization and, conversely, peacemaking.