



Media Industries

By -

Wiley-Blackwell Feb 2009, 2009. Taschenbuch. Condition: Neu. Neuware - Media Industries: History, Theory and Method outlines the diverse ways that media industries have been studied in the past and offers an innovative blueprint for future research and criticism. Contextualizing the current moment of unprecedented technological change, media convergence, and globalization, the authors engage in cross-disciplinary exploration from a range of historical, critical and theoretical perspectives. Bringing together newly commissioned essays by leading scholars in film, media, communication, sociology and cultural studies, Media Industries constructs a unique road map for industrial analysis of film, radio, television, advertising and new media. Collectively, these 21 essays provide a crucial resource for those encountering the study of the media industries for the first time as well as for those interested in conducting cutting-edge research in this burgeoning field. Rich explanations of key terms and foundational ideas vividly illustrate the dynamic transformations taking place across varied national, regional and international contexts. 296 pp. Englisch.



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