

Spreadable Media Creating Value And Meaning In A Networked Culture Henry Jenkins

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Spreadable Media: Creating Value and Meaning in a ...

"In Spreadable Media, media theorist Henry Jenkins, formerly of MIT and now at USC, and his coauthors, digital strategists Sam Ford and Joshua Green, make a convincing case that fan involvement in the re-creation and circulation of media content is not just an interesting side effect of man-to-many multimedia networks and smartphone video editing apps, but a significant force for empowerment and exploitation in and of itself...If you are in the music, movie, television, or game business, this ...

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In Spreadable Media: Creating Value and Meaning in a Networked Culture, Jenkins and his co-authors expand on that work, examining the ways stories, content, and other created materia

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Spreadable Media: Creating Value and Meaning in a Networked Culture. Spreadable Media maps fundamental changes taking place in our contemporary media environment, a space where corporations no longer tightly control media distribution and many of us are directly involved in the circulation of content. It contrasts stickiness - aggregating attention in centralized places - with spreadability - dispersing content widely through both formal and informal networks, some approved, many unauthorized.

Spreadable Media: Creating Value and Meaning in a ...

Spreadable Media: Creating Value and Meaning in a Networked Culture. Henry Jenkins, Sam Ford, and Joshua Green. New York: New York University Press, 2013. 352 pp. \$29.95 cloth. - Clemons - 2014 - The Journal of Popular Culture - Wiley Online Library. Spreadable Media: Creating Value and Meaning in a Networked Culture.

Spreadable Media: Creating Value and Meaning in a ...

Spreadable Media: Creating Value and Meaning in a Networked Culture Volume 15 of Postmillennial Pop: Authors: Henry Jenkins, Sam Ford, Joshua Green: Publisher: NYU Press, 2013: ISBN: 0814743900, 9780814743904: Length: 352 pages: Subjects

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Spreadable Media examines the nature of audience engagement, the environment of participation, the way appraisal creates value, and the transnational flows at the heart of these phenomena. It...

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@inproceedings{Jenkins2013SpreadableMC, title={Spreadable Media: Creating Value and Meaning in a Networked Culture}, author={H. Jenkins and S. Ford and J. Green}, year={2013} } Acknowledgments How to Read This Book Introduction: Why Media Spreads 1 Where Web 2.0 Went Wrong 2 Reappraising the ...

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Spreadable Media is a rare inside look at today's ever-changing media landscape. The days of corporate control over media content and its distribution have been replaced by the age of what the digital media industries have called "user-generated content."

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Spreadable Media - NYU Press

Since Spreadable Media was released, we ' ve been intrigued to see scholars, practitioners, and thinkers apply concepts from the books to fields we wouldn ' t have expected. Below, see how the book has recently been used as a resource in studies of religion, mathematics, museums, photography, sound, architecture, performance art, psychology, sociology, and communication platforms that uniquely ...

Spreadable Media

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