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38D - RIGOBERTO SHANE

The media industry is undergoing an accelerated pace of change, driven in large part by the proliferation of digital platforms. In many cases, the speed of adoption has exceeded our ability to process the impact of these changes on individuals and society at large. This book provides a “behind-the-scenes” look at the media industry’s transition into the digital era and examines its impact on marketing, advertising, innovation and other economic and social activities. The impact of digital technologies on traditional media sectors, such as advertising, video games, film and television is well-documented. Less understood is its effect on our perceptions, thought processes and inter-personal relationships. Social media, for example, represents a fundamental change in the ways we interact with media, communicate with each other and even present ourselves to the world. This has shaped the way we communicate with institutions and brands. Similar to the first “Transitioned Media” book, Transitioned Media: A Turning Point into the Digital Realm, this book combines media industry leaders and academics to explore various transformative trends and issues. Themes include measuring cross-platform behaviour, artificial intelligence in journalism, the evolution of video games, digital media and physical space, the mobile use trends, social media and the corporate world, the changes in the television and newspaper business and the evolving relationship between advertisers and target audiences. The varied backgrounds of contributors and array of topics make for a unique and insightful point of view. Launched in 1977 by the Christian Broadcasting Service (originally associated with Pat Robertson), the ABC Family/Freeform network has gone through a number of changes in name and ownership. Over the past decade, the network—now owned by Disney—has redefined “family programming” for its targeted 14- to 34-year-old demographic, addressing topics like lesbian and gay parenting, postfeminism and changing perceptions of women, the issue of race in the U.S., and the status of disability in American culture. This collection of new essays examines the network from a variety of perspectives, with a focus on inclusive programming that has created a space for underrepresented communities like transgender youth, overweight teens, and the deaf.

Media Management and Digital Transformation provides novel and empirically rich insights into the tensions, struggles and innovations of news making and managing in media organizations. From an empirically grounded perspective this book investigates how the ‘buzz’ of new technology tends to prevent management from seeing which changes are needed and indeed possible to make in the newsroom. It presents ground-breaking research showing that fostering ingenious, innovative solutions can be created from within organizations by engaging and allowing employees to recognize problems, reflect and experiment with new ways of working, using technology as support for change. The research presented arises from a four-year action research project in collaboration with three small and medium-sized Norwegian newspapers, in addition to ethnographic research in newsrooms and on media organizations and phenomena in the USA and Europe. It includes among other empirical examples of newsrooms transitioning from a dead-line-controlled workflow to an open-ended flowline production, and provides new tools and methods for fostering collaborative creativity and co-creative innovation practices. It also looks into newsrooms’ attempts to strengthen their audience engagement, metrics performance and external collaborations with technology providers, journalism education and action researchers. With theoretical chapters, methodological insights and qualitative case studies of contemporary practices, this book is essential reading for students and practitioners involved with media management globally.

Facebook, a platform created by undergruates in a Harvard dorm room, has transformed the ways millions of people consume news, understand the world, and participate in the political process. Despite taking on many of journalism’s traditional roles, Facebook and other platforms, such as Twitter and Google, have presented themselves as tech companies—and therefore not subject to the same regulations and ethical codes as conventional media organizations. Challenging such superficial distinctions, Philip M. Napoli offers a timely and persuasive case for understanding and governing social media as news media, with a fundamental obligation to serve the public interest. Social Media and the Public Interest explores how and why social media platforms became so central to news consumption and distribution as they met many of the challenges of finding information—and audiences—online. Napoli illustrates the implications of a system in which coders and engineers drive out journalists and editors as the gatekeepers who determine media content. He argues that a social media-driven news ecosystem represents a case of market failure in what he calls the algorithmic marketplace of ideas. To respond, we need to rethink fundamental elements of media governance based on a revitalized concept of the public interest. A compelling examination of the intersection of social media and journalism, Social Media and the Public Interest offers valuable insights for the democratic governance of today’s most influential shapers of news. This work takes both a chronological and a thematic approach, in order to explore the ways in which the audience as an analytical concept has changed, as well as examining the relationships which audiences have with texts and the ways in which they exert their power as consumers. The revitalisation of audience studies is not only about new approaches and methods; it entails a crossing of disciplines and a bridging of long-established boundaries in the field. The aim of this volume is to capture the boundary-crossing processes
that have begun to emerge across the discipline in the form of innovative, interdisciplinary interventions in the audience research agenda. Contributions to this volume seek to further this process through innovative, audience-oriented perspectives that firmly anchor media engagement within the diversity of contexts and purposes to which people incorporate media in their daily lives, in ways often unanticipated by industries and professionals.

This book examines the historical trajectory of the growth of the television news and critically analyzes the role of private television news in framing the nature of public discourse in contemporary India. Set in the context of a transformed media landscape, the book attempts to understand and analyze the role of two private national news channels, NDTV 24x7 and Aaj Tak, in producing mediated narratives that offer a commentary on the various social, political, cultural, religious and economic issues in the public domain. This is achieved by critically examining the process and techniques of production, representation and consumption of current affairs programs such as studio debates, panel discussions, audience talk shows and documentaries aired on both the channels. Highlighting some of the key trends that impinge on the structure and mode of operation of television news media in contemporary India, the book offers a simultaneous examination of how the production, representation and consumption of the mediated discourses shape the nature of public discourse and have social-political ramifications for the functioning of Indian democracy.

The second edition of Understanding the Media updates what has been recognised as a successful introduction to the study of the mass media. The author furnishes examples from all around the world, underpinning the emphasis the book places on the concept of globalisation in understanding the modern media. The readings and questions force students to reflect critically on issues and encourage them to explore their own media-consumption habits. The chapters are well organised and up to date... This is an excellent introductory text for media studies students' - Times Higher Education Praise for the first edition: "An interesting book to read, written in a simple and transparent style and interlaced with topical, up-to-date examples of media events" - Journal of Educational Media 'This is... a well-organized, well-informed, student-friendly textbook, ideal for first-year undergraduates as a kicking-off point into the field of media and communications research. It deserves to be widely taken up' - European Journal of Communication Understanding the Media introduces key theoretical issues in media analysis and encourages students to use case studies to examine their own personal media use and exposure. Devereux applies a model of media analysis that gives equal weight to the production, content and reception of media texts. A particular emphasis is placed on understanding the mass media in a social context, and readers are invited to engage with a variety of questions about the increasingly complex mediascape in which we live our everyday lives. Now thoroughly revised and expanded this Second Edition: "Includes an additional chapter which draws together the book's key themes" Contains new and revised case studies with expanded discussions on media audiences and fandom and 'blogging' " New and revised extracted readings in every chapter " In addition, the book is now accompanied by an ancillary website with resources for students as well as slides for tutorials/lectures. Each chapter contains concise summaries, exercises, extracts from experts in the field, model exam and essay questions, as well as directions for further reading and research. This practical dimension to Understanding the Media will ensure that the book appeals to both teachers and students of the media in the 21st Century.

This concise volume presents key concepts and entries from the twelve-volume ICA International Encyclopedia of Communication (2008), condensing leading scholarship into a practical and valuable single volume. Based on the definitive twelve-volume IEC, this new concis edition presents key concepts and the most relevant headwords of communication science in an A-Z format in an up-to-date manner jointly published with the International Communication Association (ICA), the leading academic association of the discipline in the world. Represents the best and most up-to-date international research in this dynamic and interdisciplinary field Contributions come from hundreds of authors who represent excellence in their respective fields. An affordable volume available in print or online: How are audiences manufactured, valued and sold? With a focus on the electronic media (televisi on, radio and the Internet), this text explores the unique characteristics of the audience as an economic product.

Remaking Media is a unique and timely reading of the contemporary struggle to democratize communication. With a focus on activism directed towards challenging and changing media content, practices and structures, the book explores the burning question: What is the political significance and potential of democratic media activism in the western world today? Taking an innovative approach, Robert Hacker and William Carroll pay attention to an emerging social movement that appears at the cutting edge of cultural and political contention, and ground their work in three scholarly traditions that provide interpretive resources for the study of democratic media activism: political theories of democracy, critical media scholarship the sociology of social movements. Remaking Media examines the democratization of the media and the efforts to transform the machinery of representation. Such an examination will prove invaluable not only to media and communication studies students, but also to students of political science.

This book aims to explore the diverse landscape of journalism in the third decade of the twenty-first century, constantly changing and still dealing with the consequences of a global pandemic. "Total journalism" is the concept that refers to the renewed and convergent journalism that employs all available techniques, technologies, and platforms. Authors discuss the innovative nature of journalism, the influence of big data and information disorders, models, professionals and audiences, as well as the challenges of artificial intelligence. The book gives an up-to-date overview of these perspectives on journalistic production and distribution. The effects of misinformation and the challenge of artificial intelligence are of specific relevance in this book. Readers can enjoy with contributions from prestigious experts and researchers who make this book an interesting resource for media professionals and researchers in media and communication studies.

Featuring key statements regarding the influence of the media in areas that include: identity, technology, economics, globalisa-
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The Media Reader presents ideas that stress its growing importance as a sector of the economy. This book includes theoretical approaches as well as a production section that focuses on basic techniques and introductory applications of media studies. This book brings together contributions from scholars across Europe to present findings from a foresight analysis exercise on audiences and audience analysis, looking towards an increasingly datafied world and anticipating the ubiquity of the internet of things. The book uses knowledge emerging out of three foresight exercises, produced in co-operation with more than 50 stake-holding organisations and building on systematic reviews of audience research. It works through these exercises to arrive at a renewed agenda for audience studies within communication scholarship in the context of intrusive and connected interfaces and emerging communicative practices.

The availability of various technological platforms enables individuals to feel a deeper sense of connectivity and contribution to their social circles and the world around them. This growing dependence on social networking platforms has altered the ways in which society functions and communicates. Social Media and the Transformation of Interaction in Society is a definitive reference source for timely scholarly research evaluating the impact of social networking platforms on a variety of relationships, including those between individuals, governments, citizens, businesses, and consumers. Featuring expansive coverage on a range of topics relating to social media applications and uses across industries, this publication is a critical reference source for professionals, educators, students, and academicians seeking current research on the role and impact of new media on modern society. This publication features authoritative, research-based chapters across a range of relevant topics including, but not limited to, computer-mediated communication, nonprofit projects, disaster response management, education, cyberbullying, microblogging, digital paranoia, user interaction augmentation, and viral messaging.

The SAGE Guide to Key Issues in Mass Media Ethics and Law is an authoritative and rigorous two-volume, issues-based reference set that surveys varied views on many of the most contentious issues involving mass media ethics and the law. Divided into six thematic sections covering information from contrasting ethical responsibly and legal rights for both speech and press, newsgathering and access, and privacy to libelous reporting, business considerations, and changing rules with social media and the Internet, the information in this guide is extremely relevant to a variety of audiences. This guide specifically focuses on matters that are likely to be regular front-page headlines concerning topics such as technological threats to privacy, sensationalism in media coverage of high-profile trials, cameras in the courtroom, use of confidential sources, national security concerns and the press, digital duplication and deception, rights of celebrities, plagiarism, and more. Collectively, this guide assesses key contentious issues and legal precedents, noting current ethical and legal trends and likely future directions. Features: Six thematic sections consist of approximately a dozen chapters each written by eminent scholars and practitioners active in the field. Sections open with a general introduction by the volume editors and conclude with a wrap-up “Outlook” section to highlight likely future trends. Chapters follow a common organizational outline of a brief overview of the issue at hand, historical background and precedent, and presentation of various perspectives (pro, con, mixed) to the issue. “See also” cross references guide readers to related chapters and references and further readings guide users to more in-depth resources for follow-up. This reference guide is an excellent source for the general public, students, and researchers who are interested in expanding their knowledge in mass media and the ethics and law surrounding it.

Media Transformations in the Post-Communist World: Eastern Europe’s Tortured Path to Change, edited by Peter Gross and Karol Jakubowicz, is a collection of analyses of Eastern European media by some of the most distinguished scholars in the field. This text assesses the progress (or lack thereof) made in transitioning and transforming the mass media in Eastern Europe since the fall of Communism. This collection reveals how democratic political change offers an opportunity, but not a guarantee, of successful corresponding change in the media system.”

The Rowman & Littlefield Handbook of Media Management and Business connects readers to the information, entertainment, sports, and radio to film, television, and the Internet. John L. Sullivan’s second edition of Media Audiences: Effects, Users, Institutions, and Publics explores the concept of media audiences from four broad perspectives: as “victims” of mass media, as market constructions & commodities, as users of media, and as producers & subcultures of mass media. The goal is for students to be able to think critically about the role and status of media audiences in contemporary society, reflecting on their relative power in relation to institutional media producers.

This book examines the role played by the media in China’s cultural transformation in the early years of the 21st century. In contrast to the traditional view that sees the Chinese media as nothing more than a tool of communist propaganda, it demonstrates that the media is integral to China’s changing culture in the age of globalization, whilst also being part and parcel of the state and its project of re-imagining national identity that is essential to the post-socialist reform agenda. It describes how the Party-state can effectively use media events to pull social, cultural and political resources and forces together in the name of national rejuvenation. However, it also illustrates how non-state actors can also use reporting of media events to dispute official narratives and advance their own interests and perspectives. It discusses the implications of this interplay between state and non-state actors in the Chinese media for conceptions of identity, citizen-
ship and ethics, identifying the areas of mutual accommodation and appropriation, as well as those of conflict and contestation. It explores these themes with detailed analysis of four important ‘media spectacles’: the media events surrounding the new millennium celebrations; the news reporting of SARS; the media stories about AIDS and SARS; and the media campaign war between the Chinese state and the Falun Gong movement.

“Philip M. Napoli offers a rich and original synthesis of the many factors that help construct the audience, as well as the social, economic, and legal consequences of that process, and he has a real talent for creating a cohesive, interesting, and important story. Anyone with a serious interest in the operation of the media industries or popular culture should read this book.” James G. Webster, Northwestern University.

Author, Ratings Analysis: The Theory and Practice of Audience Research Today’s consumers have unprecedented choice in terms of the technologies and platforms that access, produce, and distribute media content. The development and overlap of television, the internet, and other media technologies is fragmenting and empowering media audiences more than ever. Building on his award-winning book, Audience Economics, Philip M. Napoli maps the landscape of our current media environment and describes its challenge to traditional conceptions of the audience. He examines the redefinition of the industry-audience relationship by technologies that have moved the audience marketplace beyond traditional metrics. Media providers, advertisers, and audience measurement firms now deploy more sophisticated tools to gather and analyze audience information, focusing on factors rarely considered before, such as appreciation, recall, and engagement. Napoli explores the interplay between political and economic interests in the audience marketplace and its effect on audience evolution. He recounts the battles waged between stakeholders over the assessment of media audiences and efforts to restrict the functionality of new technologies. As Napoli makes clear, the very meaning of the media audience continues to evolve in response to changing technological, economic, and political conditions.

“Philip M. Napoli introduces the reader to the technologies that are changing the audience marketplace, new media services that have and are being built with those technologies, and the possibilities for measuring aspects of audience members’ responses to media products and the advertisements they make possible. He describes new tools for audience measurement, along with the controversies over their use, and the battles among industry interests over which new audience measurement tools should be accepted. I think the time is right for just this type of analysis. A well-researched text, and the scholarship is first rate and insightful.” Steve Wildman, Michigan State University

This handbook offers a comprehensive overview of the complexity and diversity of audience studies in the advent of digital media. Details the study of audiences and how it is changing in relation to digital media Recognizes and appreciates valuable traditional approaches and identifies how they can be applied to, and evolve with, the changing media world Offers diverse perspectives from which being an audience, theorizing audiences, researching audiences, and doing audience research are approached today Argues that the field works best by identifying particular ‘audience problems’ and applying the best theories and research methods available to solving them Includes contributions from some of the most outstanding international scholars in the field

During the first half of the nineteenth century, the penny pressers of the industrial East treated brothels as a mundane, if annoying, aspect of city life. But later in the century, reformers and mainstream papers began to push back against this representation through highly public campaigns against “white slavery.” These newspaper crusades mixed a potent cocktail of lurid sexual detail and sensationalist scandal aimed equally at promoting anti-vice measures, arousing popular demand for progressive reform, and increasing newspaper circulation. In Sex Trafficking, Scandal, and the Transformation of Journalism, Gretchen Soderlund offers a new way to understand sensationalism in both newspapers and reform movements. By tracing the history of high-profile print exposés on sex trafficking by journalists like William T. Stead and George Kibbe Turner, Soderlund demonstrates how controversies over gender, race, and sexuality were central to the shift from sensationalism to objectivity—and crucial to the development of journalism in the early twentieth century.

Media, Audience, and Social Structure presents an integrated overview of current sociological research on mass media and society. Specific questions addressed include the media’s role in various social processes; how and why media organizations operate as they do; the relationships between media and special audiences; how to conceptualize and measure media effects and their impact on public opinion; and how to analyze (both qualitatively and quantitatively) media content. Reveals the underlying story form of all great presentations that will not only create impact, but will move people to action Presentations are meant to inform, inspire, and persuade audiences. So why then do so many audiences leave feeling like they’ve wasted their time? All too often, presentations don’t resonate with the audience and move them to transformative action. Just as the author’s first book helped presenters become visual communicators, Resonate helps you make a strong connection with your audience and lead them to purposeful action. The author’s approach is simple: building a presentation today is a bit like writing a documentary. Using this approach, you’ll convey your content with passion, persuasion, and impact. Author has a proven track record, including having created the slides in Al Gore’s Oscar-winning An Inconvenient Truth Focuses on content development methodologies that are not only fundamental but will move people to action. Upends the usual paradigm by making the audience the hero and the presenter the mentor. Shows how to use story techniques of conflict and resolution. Presentations don’t have to be boring ordeals. You can make them fun, exciting, and full of meaning. Leave your audiences energized and ready to take action with Resonate. Not content to accept the news as reported, grassroots journalists are publishing in real time to a worldwide audience via the Internet. The impact of their work is just beginning to be felt by professional journalists and the newsmakers they cover. Dan Gillmor tells the story of this phenomenon. In contemporary India, as one side of the coin celebrates traditional stereotypes, the other side subverts the same image, sometimes subtly, but often radically. The push and pull of these factors are changing the cultural landscape of India decisively. This volume critiques media representations of popular culture and gender since the 1950s and tracks the changes that have taken place in Indian society. The authors give incisive analyses of these transformations, represented through the candid lens of the camera in films, television, advertisements and magazines, all of which focus on gender and familial representations and patriarchal norms in Indian society. The strength of this book is that it rejects grand narratives in favor of the micro-politics of daily living. In the course of exploring the metamorphosis of India, the authors succeed in dissolving the boundaries between mass/low culture, elite/high culture and local/national/global affiliations. A comprehensive lexicon of all aspects of
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The study of interpersonal, group, mass communication and the world of internet communication.

This book analyzes various digital transformation processes in journalism and news media. By investigating how these processes stimulate innovation, the authors identify new business and communication models, as well as digital strategies for a new environment of global information flows. The book will help journalists and practitioners working in news media to identify best practices and discover new types of information flows in a rapidly changing news media landscape.

The only comprehensive training book on conducting research into all forms of media. This book outlines all the methods for conducting research—both active and passive as well as quantitative and qualitative—in all forms of media, including new media such as the Internet, mobile phones and social media. It explains the ways in which media audiences are measured, understood and taken into account in media planning, advertising sales and social development campaigns. It shows how datasets are analysed and used. The statistical theories behind good quantitative research are explained in simple and accessible language. The book is intended for both media research scholars and practitioners.

Pertti Alasuutari provides a state-of-the-art summary of the field of audience research. With contributions from Ann Gray, Joke Hermes, John Tulloch and David Morley, a case is presented for a new agenda to account for the role of the media in everyday life.

Finding the Right Place on the Map is a crosscutting, international comparison of the media systems and the democratic performance of the media in post-Communist countries. It explores issues of commercial media, social exclusion, and consumer capitalism in a comparative East-West perspective. Each chapter considers a different aspect of the trends and problems surrounding the media in comparative European and global perspectives. The result is a creative collaboration of leading authors from East and West that covers a rich array of controversial subjects in a comprehensive manner. Topics range from the civil society approach to media and public service broadcasting to journalism cultures, fandom, representation of poverty and gender that reinforces social exclusion and legitimizes consumer capitalism. Finding the Right Place on the Map is a unique, up-to-date overview of what media transformation has meant for post-communist countries in nearly two decades.

The concept of the audience is changing. In the twenty-first century there are novel configurations of user practices and technological capabilities that are altering the way we understand and trust media organizations and representations, how we participate in society, and how we construct our social relations. This book embeds these transformations in a societal, cultural, technological, ideological, economic and historical context, avoiding a naive privileging of technology as the main societal driving force, but also avoiding the media-centric reduction of society to the audiences that are situated within. Audience Transformations provides a platform for a nuanced and careful analysis of the main changes in European communicational practices, and their social, cultural and technological affordances.