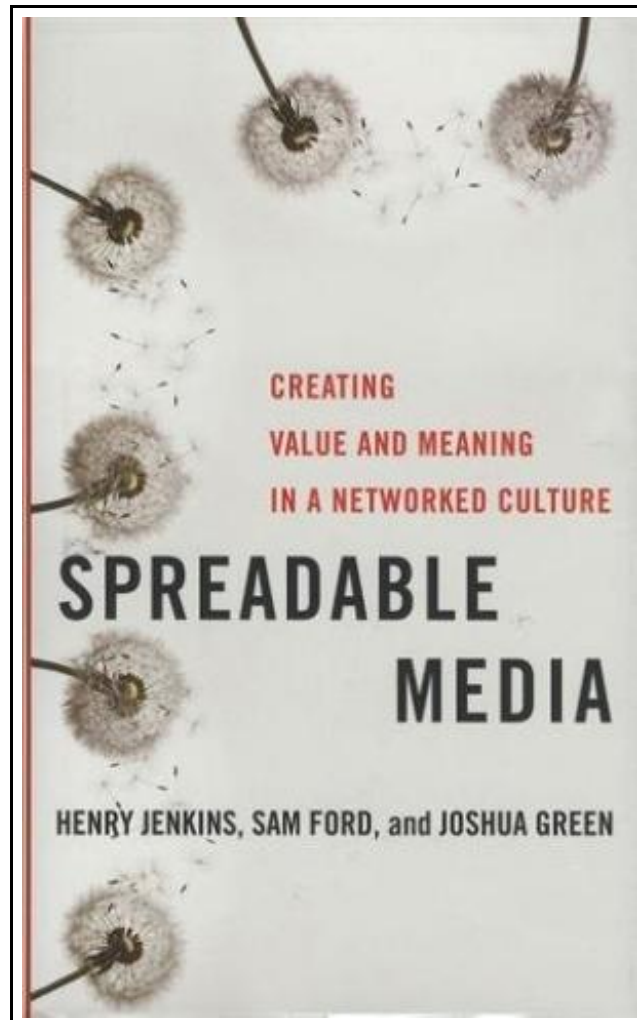


Spreadable Media: Creating Value and Meaning in a Networked Culture



Filesize: 5.31 MB

Reviews

A very amazing book with perfect and lucid answers. it absolutely was writtern quite flawlessly and usefull. I am just easily will get a satisfaction of reading a created publication.
(Pearl Turcotte)

SPREADABLE MEDIA: CREATING VALUE AND MEANING IN A NETWORKED CULTURE

DOWNLOAD



New York University Press. Hardback. Book Condition: new. BRAND NEW, Spreadable Media: Creating Value and Meaning in a Networked Culture, Henry Jenkins, Sam Ford, Joshua Green, 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. Stickiness has been the measure of success in the broadcast era (and has been carried over to the online world), but "spreadability" describes the ways content travels through social media. Following up on the hugely influential *Convergence Culture: Where Old and New Media Collide*, this book challenges some of the prevailing metaphors and frameworks used to describe contemporary media, from biological metaphors like "memes" and "viral" to the concept of "Web 2.0" and the popular notion of "influencers." 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 delineates the elements that make content more spreadable and highlights emerging media business models built for a world of participatory circulation. The book also explores the internal tensions companies face as they adapt to the new communication reality and argues for the need to shift from "hearing" to "listening" in corporate culture. Drawing on examples from film, music, games, comics, television, transmedia storytelling, advertising, and public relations industries, among others - from both the U.S. and around the world - the authors illustrate the contours of our current media environment. They highlight the vexing questions content creators must tackle and the responsibilities we all face as citizens in...



[Read Spreadable Media: Creating Value and Meaning in a Networked Culture Online](#)



[Download PDF Spreadable Media: Creating Value and Meaning in a Networked Culture](#)

Relevant Books



The Birds Christmas Carol

Digireads.com. Paperback. Book Condition: New. Paperback. 34 pages. Dimensions: 7.8in. x 4.8in. x 0.3in. Kate Douglas Wiggin (1856-1923) was an important reformer of childrens education at the turn of the century. During a period when childrens...

[Save Document »](#)



The Birds Christmas Carol by Kate Douglas Wiggin (Illustrated)

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Illustrated. 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand *****.books give you the best possible editions of novels,...

[Save Document »](#)



A Kindergarten Manual for Jewish Religious Schools; Teacher s Text Book for Use in School and Home

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can download...

[Save Document »](#)



TJ new concept of the Preschool Quality Education Engineering: new happy learning young children (3-5 years old) daily learning book Intermediate (2) (Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the...

[Save Document »](#)



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (3-5 years) Intermediate (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the...

[Save Document »](#)