

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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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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@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 - 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 ...

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