

The digital glocalization of entertainment : new paradigms in the 21st century global mediascape

Sigismondi, Paolo, author

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Abstrak

In this volume, Paolo Sigismondi explores the dynamics of global media and entertainment, specifically analyzing the implications of the global rise of non-scripted entertainment (as reality TV programs) and the impact and consequences of the Information and Communication Technology (ICT) revolution on the content, delivery platforms, and overall business models of the media and entertainment landscape. This work aims at bridging the gap between media theories and industry practices in a rapidly evolving global mediascape, building on scholarship in the field and enriched by case studies and insights from business practice.