

Making Media: Production, Practices, Professions

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20518457&lokasi=lokal>

Abstrak

Making Media uncovers what it means and what it takes to make media, focusing on the lived experience of media professionals within the global media, including rich case studies of the main media industries and professions: television, journalism, social media entertainment, advertising and public relations, digital games, and music. This carefully edited volume features 35 authoritative essays by 53 researchers from 14 countries across 6 continents, all of whom are at the cutting edge of media production studies. The book is particularly designed for use in coursework on media production, media work, media management, and media industries. Specific topics highlighted: the history of media industries and production studies; production studies as a field and a research method; changing business models, economics, and management; global concentration and convergence of media industries and professions; the rise and role of startups and entrepreneurship; freelancing in the digital age; the role of creativity and innovation; the emotional quality of media work; diversity and inequality in the media industries. Open Uva Course: the University of Amsterdam has an open course around the book. The course offers a review of the key readings and debates in media production studies. Course slides 2020 Take a look at the Making Media Facebook page here. Take a look at the Table of Contents and Introduction here.