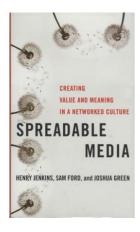
Get Book

SPREADABLE MEDIA: CREATING VALUE AND MEANING IN A NETWORKED CULTURE



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...

Read PDF Spreadable Media: Creating Value and Meaning in a Networked Culture

- Authored by Henry Jenkins, Sam Ford, Joshua Green
- · Released at -



Filesize: 9.59 MB

Reviews

It is really an incredible publication that we have possibly study. Of course, it really is engage in, continue to an interesting and amazing literature. You are going to like how the writer compose this publication.

-- Bailey Lehner

An incredibly great book with perfect and lucid answers. Better then never, though i am quite late in start reading this one. You will not sense monotony at whenever you want of the time (that's what catalogues are for relating to if you question me).

-- Nannie Lindgren Jr.

Basically no phrases to clarify. It really is rally fascinating through reading time. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Anabel Zemlak