DESCRIPTION

Media Industries: History, Theory and Method is among the first texts to explore the evolving field of media industry studies and offer an innovative blueprint for future study and analysis.

• capitalizes on the current social and cultural environment of unprecedented technical change, convergence, and globalization across a range of textual, institutional and theoretical perspectives

• brings together newly commissioned essays by leading scholars in film, media, communications and cultural studies

• includes case studies of film, television and digital media to vividly illustrate the dynamic transformations taking place across national, regional and international contexts

ABOUT THE AUTHOR

Jennifer Holt is Assistant Professor of film and media studies at the University of California, Santa Barbara

Alisa Perren is Assistant Professor in the Department of Communication at Georgia State University.
FEATURES

- Capitalizes on the current social and cultural environment of unprecedented technical change, convergence, and globalization across a range of textual, institutional and theoretical perspectives

- Brings together newly commissioned essays by leading scholars in film, media, communications and cultural studies

- Includes case studies of film, television and digital media to vividly illustrate the dynamic transformations taking place across national, regional and international contexts

For additional product details, please visit https://www.wiley.com/en-us