Media Industries: History, Theory, and Method
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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

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