Media Industries: History, Theory, and Method
Jennifer Holt (Editor), Alisa Perren (Editor)

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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

**ABOUT THE AUTHOR**

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FEATURES

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