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Nota di contenuto	1. Introduction: Situating dynamics of mediatization; Olivier Driessens & Stig Hjarvard -- Part I. Rethinking the Dynamics of Mediatization -- 2. The identity of mediatization: Theorizing a dynamic field; Marian Adolf -- 3. Mediatization from below; Magnus Andersson -- 4. Mediatization: From structure to agency (and back again); Zrinjka Peruško -- 5. Towards the 'audiencification' of mediatization research? Audience dynamics as co-constitutive of mediatization processes; Kim Christian Schrøder -- Part II. Dynamics in Politics and Organisations -- 6. The localities of mediatization. How organizations translate the ideas of media into everyday practices; Magnus Fredriksson & Josef Pallas -- 7. Is there any future for research on the mediatization of politics?; Losses or heightened control? On the limits of the idea of media autonomy in the mediatization of politics narrative; Ximena Orchard -- Part III. Dynamics in Everyday Life and Culture -- 10. Mediatization of the automobile; James Miller -- 11. The mediatization of fashion: The case of fashion blogs; Nete Nørgaard Kristensen & Christa Lykke

Christensen -- 12. Musicalization and mediatization; Tobias Pontara & Ulrik Volgsten -- 13. The legacy of mediatization: When media became cultural heritage; Christian Hviid Mortensen -- 14. The mediatization of urban cultural heritage: facilitating participatory approaches to narrating the urban past; Arno van der Hoeven -- 15. Conclusion: Future perspectives of mediatization research; Göran Bolin & Andreas Hepp.

Sommario/riassunto

This volume sheds light on the underlying dynamics of mediatization, disentangling the actual unfolding of mediatization processes. The wide adoption and deep embedding of digital media and technology brings new questions to mediatization studies: how can we grasp this 'deep mediatization'? In which way should we develop existing approaches of mediatization to analyse such dynamics? What are the consequences of this for theorising and empirically studying mediatization? By using these questions as a starting point, this book presents an innovative and original collection that is dedicated to both the underlying dynamics of mediatization and recent dynamics related to digital media.
