

1. Record Nr.	UNINA9910452536203321
Autore	Gopinath Sumanth S
Titolo	The ringtone dialectic [[electronic resource]] : economy and cultural form // Sumanth Gopinath
Pubbl/distr/stampa	Cambridge, Mass., : MIT Press, 2013
ISBN	0-262-31508-4
Descrizione fisica	1 online resource (393 p.)
Disciplina	384.5/35
Soggetti	Ring tones - Social aspects Cell phones - Social aspects Cell phone services industry Mobile games industry Internet entertainment industry Digital media - Social aspects Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Acknowledgments; Introduction; I The Rise and Fall of the Ringtone Economy; 1 This Business of Ringtones; II Ramifications of the Ringtone's Identity Crisis; 2 Ringtones and the Deskilling of Mobile-Musical Labor; 3 Left Behind; 4 The Ringtone and Its Aesthetic Subgenres in Contemporary Classical Music and Media Performance/Installation Art; III The Ringtone's Dialectical Reversals; 5 The Annoying Thing; 6 The Voice of the Politician and the Geographic Dispersion of the Political Ringtone; 7 A Spectrum of Forms; IV Revivals and the (Universal) Particularization of the Ringtone 8 Personalization and Spectatorship 9 What's in a Name? Race and the Ringtone's Revival in (Un-)Popular Music; Epilogue; Notes; Index
Sommario/riassunto	A decade ago, the customisable ringtone was ubiquitous. Almost any crowd of cell phone owners could produce a carillon of tinkly, beeping, synthy, musicalised ringer signals. Ringtones quickly became a multi-billion-dollar global industry and almost as quickly faded away. This book charts the rise and fall of the ringtone economy and assesses its effect on cultural production.

