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Titolo	Communication in the Era of Attention Scarcity // edited by Waddick Doyle, Claudia Roda
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Nota di contenuto	Chapter 1: Introduction -- Chapter 2: A Roadmap of Studies in Attention and Technology -- Chapter 3: Attentional Agency is Environmental Agency -- Chapter 4: The Economy of Attention in the Age of Neoliberalism -- Chapter 5: Brand Communication and the Attention Economy -- Chapter 6: Designing Envelopes for Attention Policies -- Chapter 7: Political Attention: A Genealogy of Reinscriptions -- Chapter 8: Consumer attention: Corporeality, surveillance and the attention enclosure -- Chapter 9: Productivity and Promiscuity: Paying Undivided Attention.
Sommario/riassunto	This book examines a series of phenomena that have accompanied the development of digital technology and focuses on the attentional processes that these phenomena have in common. Across the social

order, complaints are growing about a lack of attention as well as an overriding push by corporations and institutions to capture and mobilize attention. With a particular focus on social attention, the book highlights the need for an increased awareness about the agents that shape attention in our society, the effects that these agents (attempt to) produce, and the means by which individuals and groups may increase their control over personal and social attention. With a range of academic perspectives, this book is a crucial read for understanding the changing shape of political, business and personal communication.

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