

1. Record Nr.	UNINA9910523881403321
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Titolo	Reviewing Culture Online : Post-Institutional Cultural Critique across Platforms // by Maarit Jaakkola
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2022
ISBN	9783030848484 3030848485
Edizione	[1st ed. 2022.]
Descrizione fisica	1 online resource (249 pages)
Disciplina	070.43 302.231
Soggetti	Journalism Internet - Social aspects Arts Digital Journalism Internet Studies
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Cultural Consumers Becoming Reviewers -- 2. Cultural Online Engagement -- 3. Reviewing as Post-Institutional Cultural Production -- 4. Reviewing in Genre and Practice Hierarchies -- 5. Post-Professional Reviewers -- 6. Vernacular Reviewers' Communities: Case Studies -- 7. Characteristics of Vernacular Reviewing.-8.Conclusions: Towards a Pedagogical Agenda.
Sommario/riassunto	This book examines how ordinary users review cultural products online, ranging from books to films and other art objects to consumer products. The book maps different communities—in institutional and non-institutional settings—which intersect with the genre of review, especially in the social web where reviewing is conducted on platforms such as Instagram, YouTube and Vimeo. The book, drawing on the key concepts of cultural intermediation, platformized cultural production and post-professionalism, looks at user-generated content in lifestyle communities beyond the binary of professional and amateur production. Maarit Jaakkola is co-director of Nordicom, a centre for

Nordic media research at the University of Gothenburg, Sweden. She is also Associate Professor at the Department of Journalism, Media and Communication (JMG) at the University of Journalism.
