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| Soggetti | Communication
Mass media
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Sociology of Work

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Nota di contenuto	<p>Chapter I: Videolised Society: Profound Insights into the Streaming Audio and Video Revolution -- Part I: Theoretical Explanation -- Chapter 2: Shaping Society—Videolised Society from a Sociological Perspective -- Chapter 3: Analysing Videolised Society from a Media-Centric Perspective—Everything Being a Medium -- Chapter 4: Motivating a Videolised Society—Technological Forces and their Implications -- Chapter 5: Creating a New “Blue Ocean” for the New Economy—Analysing Industrial Patterns in a Videolised Society -- Chapter 6: Creating a New Form of Social Discourse—Videolised Society from a Social Discourse Perspective -- Chapter 7: Videolised Society and New Cultural Ecology—A New Cultural Presence -- Chapter 8: Peering into Society and Life—Videolised Society and the Complex Viewing Psychology -- Chapter 9: No Distance Too Far—The Discourse Mechanism of China’s Image Communication in a Videolised Society -- Chapter 10: Viewing Videolised Society from a New Perspective—an Interpretation from the Perspective of Social Criticism -- Part II: Videolised Society in Practice -- Chapter 11: Transforming the Role of Audiovisual Content Producers in a Videolised Society -- Chapter 12: Monetising Content and Building a Community in a Videolised Society - Research on Mainstream Short-form Video Platforms in China -- Chapter 13: Promoting Videos and the Economy—Business Models in a Videolised Society -- Chapter 14: Recording Life in a Videolised Society—Short-form Vlogs and News Videos -- Chapter 15: Entertainment and Art in a Videolised Society -- Chapter 16: Knowledge and Cognition in a Videolised Society -- Chapter 17: Status Quo and the Development of Short-Form, Medium-Form, and Long-Form Video Platforms -- Chapter 18: New Audiovisual Presentation of Mainstream Values—Media Convergence and Transformation Strategies of Mainstream Chinese Media -- Part III: Panoramic Focus -- Chapter 19: Research Overview of Videolised Society -- Chapter 20: Report on the Status Quo and Development of Short-form Video Research in China -- Chapter 21: Research on the Development of Audiovisual Content and Platforms in China’s Short-form Video Industry.</p>
Sommario/riassunto	<p>This book traces the development of video (especially short video, duan shipin) in China over the past few years, exploring how these videos engaged with China’s rapidly changing society, how they enriched existed theories of society, media and communication, and new theories to be extracted. The book offers a new, critical model for understanding the relationship between video, video theory, video industry and the State. This book sheds light on the overall description and explanation of the current socio-political, economic and cultural environment concerning the development of video (especially short video). It interprets the emergence of the “Social Videolization” through the subjects of media psychology, communication studies and cultural criticism, media industrial studies, sociology and anthropology. Jian Meng is a professor and doctoral supervisor in Journalism School of Fudan University. He is the head of provincial and ministerial-level news</p>

release assessment team for Information Office of the State Council, director of Fudan University National Center for Cultural Innovation Research, vice-president of Communication Association of China, director of Research Center for Visual Culture of Fudan University. Hui Zhao is a professor at the School of Drama, Film and Television, Communication University of China. She was a visiting researcher in the field of public opinion and intelligence at Seoul National University, South Korea, a visiting scholar at the University of Southern California, a senior visiting scholar at the Chinese University of Hong Kong.
