

1. Record Nr.	UNINA9910811045603321
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Titolo	De-convergence of global media industries // Dal Yong Jin
Pubbl/distr/stampa	New York : , : Routledge, , 2013
ISBN	1-135-06897-6 0-203-58803-7 1-299-31965-3 1-135-06898-4
Descrizione fisica	1 online resource (186 p.)
Collana	Routledge research in cultural and media studies ; ; 47
Classificazione	SOC052000BUS070060TEC041000
Disciplina	302.23
Soggetti	Mass media - Management Mass media and business
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	pt. 1. Convergence of the global media industries -- pt. 2. De-convergence of the global information systems and culture.
Sommario/riassunto	"Convergence has become a buzzword, referring on the one hand to the integration between computers, television, and mobile devices or between print, broadcast, and online media and on the other hand, the ownership of multiple content or distribution channels in media and communications. Yet while convergence among communications companies has been the major trend in the neoliberal era, the splintering of companies, de-convergence, is now gaining momentum in the communications market. As the first comprehensive attempt to analyze the wave of de-convergence of the global media system in the context of globalization, this book makes sense of those transitions by looking at global trends and how global media firms have changed and developed their business paradigm from convergence to de-convergence. Jin traces the complex relationship between media industries, culture, and globalization by exploring it in a transitional yet contextually grounded framework, employing a political economic analysis integrating empirical data analysis"--