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Sommario/riassunto

<P>The concept of the audience is changing. In the twenty-firstcentury there are novel configurations of user practices and technological capabilities that are altering the way we understand and trust media organizations and representations, how we participate in society, and how we construct our social relations. This book embeds these transformations in a societal, cultural, technological, ideological, economic and historical context, avoiding a naive privileging of technology as <I>the </I>main societal driving force, but also avoiding the media-centric reduction of society to t
