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Nota di contenuto	Media and Communication Economics: Foreword by the Editors -- A Handbook on Media Economics -- Contents -- Contributors -- Part I: Introduction -- Lectures for Digital Residents: Preface to the Handbook of Media and Communication Economics -- 1 Prologue -- 2 This Book Is Needed -- 3 This Book Is Good for You -- 4 What to Do After Reading This Book? -- Part II: Theoretical Approaches to Media Economics -- The History of Media Economic Thought in the German-Speaking World up to the Year 2000 -- 1 Introduction -- 2 Media Economic Concepts in the Age of Enlightenment -- 3 Economic Thinking in the First Half of the Nineteenth Century -- 4 Media Economic Issues in the Second Half of the Nineteenth Century -- 5 Media Economic Theories After the Second World War -- 6 Conclusion -- References -- Classical Political Economy -- 1 Introduction -- 2 Political Economy of the Media: A Brief History of Theory -- 2.1 From ``Classical`` to ``Neoclassical`` and ``Political`` to ``New Political`` Economics (of the Media) -- 2.2 The Neglected Tradition of ``Old`` Liberalism -- 3 Political Economy of the Media as Normative Economics -- 4 Justice in the Political Economy of the Media -- 4.1 The Concept of Comparative Justice -- 4.2 The Role of Mass Media in Establishing Just Conditions -- 5 Conclusion -- Literature

The 'Handbook of Media and Communication Economics' offers a comprehensive exploration of the interconnections between media, communication, and economic principles from a European perspective. Edited by Jan Krone and Tassilo Pellegrini, the book delves into the theoretical and practical aspects of media economics, emphasizing its multidisciplinary nature. It addresses the impact of digitization on media production, distribution, and consumption, analyzing these changes at micro, meso, and macro levels. The handbook also explores the dual nature of media as both economic and cultural commodities and examines the evolution of media business models in the context of digital and social media advancements. It is intended for academics, researchers, and professionals in media and communication studies, providing insights into the relationship between media structures and societal dynamics.
