

1. Record Nr.	UNISA996412350303316
Autore	MENON, Ritu
Titolo	Borders & boundaries : women in India's Partition / Ritu Menon & Kamla Bhasin
Pubbl/distr/stampa	New Brunswick, N.J., : Rutgers University Press, 1998
ISBN	0-8135-2552-7
Descrizione fisica	Testo elettronico (PDF) (XIII, 274 p. )
Altri autori (Persone)	BHASIN, Kamla <1946->
Disciplina	305.420954
Soggetti	Oral history Donne - India - Storia
Lingua di pubblicazione	Inglese
Formato	Risorsa elettronica
Livello bibliografico	Monografia
Sommario/riassunto	Nel 1947 l'India fu contemporaneamente liberata e divisa. La divisione ha colpito tutti in un modo o nell'altro, ma ha avuto un impatto particolare sulle donne mentre lottavano per rimettere insieme le loro vite. Come hanno trovato il loro posto in questa terra di confini ridisegnati? Qual era la nazione per loro? Religione? Comunità? La libertà stessa? Attraverso le storie di donne e una narrazione che le colloca in un contesto sociale e politico otteniamo un'altra visione, dai margini per così dire di quel momento epocale, e guardiamo di nuovo non solo a come viene scritta la storia, ma a quei vecchi confini di religione, comunità, genere e nazione.

2. Record Nr.	UNINA9910480590003321
Autore	Jenkins Henry <1958->
Titolo	Spreadable Media : Creating Value and Meaning in a Networked Culture // Henry Jenkins, Sam Ford, Joshua Green
Pubbl/distr/stampa	New York, NY : , : New York University Press, , [2013] ©2013
ISBN	0-8147-4351-X
Descrizione fisica	1 online resource (370 p.)
Collana	Postmillennial Pop ; ; 15
Classificazione	AP 15945
Disciplina	302.23
Soggetti	Social media Mass media - Social aspects Mass media and technology Mass media and culture Electronic books.
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	Front matter -- CONTENTS -- ACKNOWLEDGMENTS -- HOW TO READ THIS BOOK -- INTRODUCTION: WHY MEDIA SPREADS -- 1. WHERE WEB 2.0 WENT WRONG -- 2. REAPPRAISING THE RESIDUAL -- 3. THE VALUE OF MEDIA ENGAGEMENT -- 4. WHAT CONSTITUTES MEANINGFUL PARTICIPATION? -- 5. DESIGNING FOR SPREADABILITY -- 6. COURTING SUPPORTERS FOR INDEPENDENT MEDIA -- 7. THINKING TRANSNATIONALLY -- CONCLUSION -- NOTES -- REFERENCES -- INDEX -- ABOUT THE AUTHORS
Sommario/riassunto	How sharing, linking, and liking have transformed the media and marketing industries Spreadable Media is a rare inside look at today's ever-changing media landscape. The days of corporate control over media content and its distribution have been replaced by the age of what the digital media industries have called "user-generated content." Spreadable Media maps these fundamental changes, and gives readers a comprehensive look into the rise of participatory culture, from internet memes to presidential tweets. The authors challenge our notions of what goes "viral" and how by examining factors such as the nature of audience engagement and the environment of participation,

and by contrasting the concepts of “stickiness”—aggregating attention in centralized places—with “spreadability”—dispersing content widely through both formal and informal networks. The former has often been the measure of media success in the online world, but the latter describes the actual ways content travels through social media. The book explores the internal tensions businesses face as they adapt to this new, spreadable, communication reality and argues for the need to shift from “hearing” to “listening” in corporate culture. Now with a new afterword addressing changes in the media industry, audience participation, and political reporting, and drawing on modern examples from online activism campaigns, film, music, television, advertising, and social media—from both the US and around the world—the authors illustrate the contours of our current media environment. For all of us who actively create and share content, *Spreadable Media* provides a clear understanding of how people are spreading ideas and the implications these activities have for business, politics, and everyday life, both on- and offline.

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