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"In *Spreadable Media*, media theorist Henry Jenkins, formerly of MIT and now at USC, and his coauthors, digital strategists Sam Ford and Joshua Green, make a convincing case that fan involvement in the re-creation and circulation of media content is not just an interesting side effect of man-to-many multimedia networks and smartphone video editing apps, but a significant force for empowerment and exploitation in and of itself...If you are in the music, movie, television, or game business, this ...

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Henry Jenkins, Sam Ford, and Joshua Green. New York: New York University Press, 2013. 352 pp. \$29.95 cloth. -

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Volume 15 of Postmillennial Pop:

Authors: Henry Jenkins, Sam Ford, Joshua Green: Publisher: NYU Press, 2013: ISBN: 0814743900,

9780814743904: Length: 352 pages:

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Spreadable Media is a rare inside look at today's ever-changing media

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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 The days of corporate control over media content and its distribution have been replaced by the age of what the digital media industries have called "user-generated content."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 - NYU Press
Since Spreadable Media was released, we've been intrigued to see scholars, practitioners, and thinkers apply concepts from the books to fields we wouldn't have expected. Below, see how the book has recently been used as a resource in studies of religion, mathematics, museums, photography, sound, architecture, performance art, psychology, sociology, and communication platforms that uniquely ...

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