

Free epub Contemporary research methods and data analytics in the news industry advances in media entertainment and the arts (2023)

Media Entertainment Media Entertainment Information Systems and Management in Media and Entertainment Industries Research Handbook on Intellectual Property in Media and Entertainment Global Entertainment Media The Psychology of Entertainment Media The Definitive Guide to Entertainment Marketing World Entertainment Media Evaluation of Companies in Media and Entertainment Business. Theoretical Models of Company Evaluation and Practical Application on Major US Media Companies Social Media Entertainment Global Entertainment Media: A Critical Introduction Media Industries The Entertainment Marketing Revolution Global Entertainment Media The Entertainment Economy Psychology of Entertainment Creating Your Career in Communications and Entertainment Global Entertainment Media: A Critical Introduction Creator Culture Entertainment Media in Indonesia Wanghong as Social Media Entertainment in China Understanding the Business of Media Entertainment The Digital Glocalization of Entertainment Understanding the Business of Media Entertainment The Business of Culture Entertainment Operations Making Media Work Plunkett's Entertainment & Media Industry Almanac Media and Entertainment Law Entertainment Media and Communication Vault Reports Career Guide to Media and Entertainment The Oxford Handbook of Entertainment Theory The Performer in New Media Mass Entertainment How Fantasy Becomes Reality Handbook of Research on the Impact of Culture and Society on the Entertainment Industry The Media and Entertainment Law Review A/V A to Z Managing Media Businesses Entertainment Law

Media Entertainment 2019-08-16

this collection of essays covers all essential aspects of media entertainment written in a non technical style for appeal to scholars in communication and psychology as well as to students at mid to advanced levels of study

Media Entertainment 2000-05

this book defines an agenda for research in information management and systems for media and entertainment industries it highlights their particular needs in production distribution and consumption chapters are written by practitioners and researchers from around the world who examine business information management and systems in the larger context of media and entertainment industries human management technological and content creation aspects are covered in order to provide a unique viewpoint with great interdisciplinary scope the book provides a roadmap of research challenges and a structured approach for future development across areas such as social media ecommerce and ebusiness chapters address the tremendous challenges in organization leadership customer behavior and technology that face the entertainment and media industries every day including the transformation of the analog media world into its digital counterpart professionals or researchers involved with it systems management information policies technology development or content creation will find this book an essential resource it is also a valuable tool for academics or advanced level students studying digital media or information systems

Information Systems and Management in Media and Entertainment Industries 2017-01-03

the phenomenal growth of the media and entertainment industries has contributed to a fragmented approach to intellectual property rights written by a range of experts in the field this handbook deals with contemporary aspects of intellectual property law ip and examines how they relate to different facets of media and entertainment

Research Handbook on Intellectual Property in Media and Entertainment 2017-01-27

global entertainment media offers a unique perspective on entertainment media worldwide as one of the first comprehensive books to address entertainment mass media worldwide it addresses students as tv watchers and takes them to new places both geographically and intellectually editor anne cooper chen has gathered an international group of scholars to explore such concepts as psychology gratifications and effects of media entertainment and its relation to national cultures as well as to discuss the business of international tv trade by transnational media corporations in this volume experts discuss the content audiences and cultural and legal aspects of their respective countries all of which are major tv markets the country specific chapters draw on the individual insights expertise and currency of 10 resident authors contributions represent every hemisphere of the globe offering detailed examinations of media entertainment in united kingdom germany egypt nigeria south africa india japan china brazil and mexico the two concluding chapters provide cross national case studies that look at familiar tv experiences the olympics and the who wants to be a millionaire show in global and novel ways global entertainment media is intended for students in international media comparative media cross cultural communication and television studies and it also has much to offer scholars and researchers in entertainment media

Global Entertainment Media 2005-06-23

the psychology of entertainment media provides a cutting edge look at how entertainment media affects its viewers both in intended and unintended ways and the psychological processes that underlie these effects the collection represents an international multidisciplinary investigation of an age old process persuasion in a relatively new guise which includes product placements brand films television programs and sponsorships the collection covers three broad areas the potential effects of embedding promotions within entertainment media content the persuasive power of the entertainment media content itself and individual differences in the interplay between media usage and media effects contributions focus on a variety of topics including product placement subliminal perception narrative impact

cultivation effects on consumers and individual differences in media use virtually all the chapters speak to the issue of how entertainment media are processed with the conclusion that media consumers do tend to process entertainment and promotional information differently providing a broad perspective on how entertainment media may have an effect that goes largely unnoticed or unattended by consumers this volume makes a substantial contribution toward creating a more knowledgeable field as well as a more knowledgeable consumer with its origins in the 21st annual advertising and consumer psychology conference the volume represents scholarship from prominent and emerging scholars in psychology marketing and communications it is appropriate for advanced students and scholars in marketing advertising psychology and mass communication for research focused practitioners working in marketing advertising and public policy and for individuals interested in entertainment studies consumer behavior attitudes persuasion media studies and consumer psychology

The Psychology of Entertainment Media 2003-10-03

entertainment marketing now every platform technology and opportunity covers film cable broadcast music sports publishing social media gaming and more reflects powerful trends ranging from smartphones to globalization demonstrates breakthrough strategies integrating advertising promotion pr and online content distribution by industry insiders with decades of experience as leaders and consultants entertainment spending is soaring worldwide driven by new technologies new platforms new business models and unrelenting demand amongst seven billion consumers that means entertainment marketing opportunities are soaring too but this business is more complex and competitive than ever and it s changing at breakneck speed now two leading practitioners show how to transform content into profits today and tomorrow any content on any platform in any market worldwide you ll master innovative new ways to grab consumers attention and wallets fast make your experiences wannasee haftasee mustsee drive more value through social platforms mobile technologies and integrated marketing strategies overcome challenges ranging from bad buzz to piracy fully leverage licensing merchandising and sponsorships and successfully market all forms of entertainment

The Definitive Guide to Entertainment Marketing 2013-07-02

this new book offers an insightful guide into the complex tapestry of global entertainment media markets it features analyses and case studies from leading international media scholars who explore the causes and effects of globalization upon this ever evolving industry there are still opposing and restraining forces to globalization processes taking place in media and the global mediascape comprises international regional and local markets and global and local players which in recent years have evolved at an uneven pace by analyzing similarities and differences in a landscape where driving forces of globalization meet locally situated audiences and institutions this volume unveils a complex contested space comprising global and local players whose success is determined by both their national and international dimensions it guides its readers to the geographical and intellectual exploration of the international media landscape analyzing the global and local media players and their modus operandi editor paolo sigismondi s insightful engaging collection presents a compelling and novel approach to the analysis of global entertainment media world entertainment media global regional and local perspectives is an ideal starting point for students and practitioners alike looking to build a solid understanding of the global mediascape and a great resource for instructors and scholars in global media entertainment

World Entertainment Media 2019-07-25

how the transformation of social media platforms and user experience have redefined the entertainment industry in a little over a decade competing social media platforms including youtube facebook twitter instagram and snapchat have given rise to a new creative industry social media entertainment operating at the intersection of the entertainment and interactivity communication and content industries social media entertainment creators have harnessed these platforms to generate new kinds of content separate from the century long model of intellectual property control in the traditional entertainment industry social media entertainment has expanded rapidly and the traditional entertainment industry has been forced to cede significant power and influence to content creators their fans and subscribers digital platforms have created a natural market for embedded advertising changing the worlds of marketing and communication in their wake combined these factors have produced new radically shifting demands on the entertainment industry posing new challenges for screen regimes media scholars industry professionals content creators and audiences alike stuart cunningham and david craig chronicle the rise of social media entertainment and its impact on

media consumption and production a massive industry defining study with insight from over 100 industry insiders social media entertainment explores the latest transformations in the entertainment industry in this time of digital disruption

Evaluation of Companies in Media and Entertainment Business. Theoretical Models of Company Evaluation and Practical Application on Major US Media Companies 2019

balancing provocative criticism with clear explanations of complex ideas this student friendly introduction investigates the crucial role global entertainment media has played in the emergence of transitional capitalism examines the influence of global entertainment media on the emergence of transnational capitalism providing a framework for explaining and understanding world culture as part of changing class relations and media practices uses action adventure movies to demonstrate the complex relationship between international media political economy entertainment content global culture and cultural hegemony draws on examples of public and community media in venezuela and latin america to illustrate the relations between government policies media structures public access to media and media content engagingly written with crisp and controversial commentary to both inform and entertain readers includes student friendly features such as fully integrated call out boxes with definitions of terms and concepts and lists and summaries of transnational entertainment media

Social Media Entertainment 2019-02-26

entertainment is now a 500 billion industry that reaches into every corner of human life the entertainment marketing revolution bringing the moguls the media and the magic to the world profiles that industry from film to print music to theme parks and shows exactly how to find and reach your market in today s insanely competitive marketplace discover the driving forces key synergies new opportunities and advanced marketing techniques today s top companies are riding to success and learn how to create tomorrow s blockbuster properties starting today

Global Entertainment Media: A Critical Introduction 2015-04-20

a critical cultural materialist introduction to the study of global entertainment media in global entertainment media tanner mirrlees undertakes an analysis of the ownership production distribution marketing exhibition and consumption of global films and television shows with an eye to political economy and cultural studies among other topics mirrlees examines paradigms of global entertainment media such as cultural imperialism and cultural globalization the business of entertainment media the structure of capitalist culture creative industries financiers producers distributors and exhibitors and trends in the global political economy of entertainment media the governance of global entertainment media state and inter state media and cultural policies and regulations that govern the production distribution and exhibition of entertainment media and enable or impede its cross border flow the new international division of cultural labor nicl the cross border production of entertainment by cultural workers in asymmetrically interdependent media capitals and economic and cultural concerns surrounding runaway productions and co productions the economic motivations and textual design features of globally popular entertainment forms such as blockbuster event films tv formats glocalised lifestyle brands and synergistic media the cross cultural reception and effects of tv shows and films the world wide digitization and convergence culture

Media Industries 1984

every so often an author explains our culture in such a new and original way that from that day on we see the world around us in a new light from understanding media by marshall mcluhan through nicholas negroponte s being digital the books that have shown us the clearest vision of the future have been those that recognize the central role of mass media in the entertainment economy michael j wolf the industry s most in demand strategist demonstrates that media and entertainment have moved beyond culture to become the driving wheel of the global economy from new york to new delhi from london to lagos from singapore to seattle every business is locked in the same battle for consumer attention that movie producers and television programmers deal with on a daily basis consumer businesses just

like entertainment businesses have to turn to content for the competitive edge as adviser to companies like mtv paramount hearst nbc universal news corporation bertelsmann and the nba wolf is known by industry insiders as the moguls secret weapon in clear brash prose full of real life examples wolf shows how tomorrow s successful business person will have to act like a mogul in a global economy defined by hits and blockbusters from mtv to ford motor company from tommy hilfiger to martha stewart from citibank to amazon com from stephen spielberg to richard branson wolf shares the insights gained through his unique perspective as the founder of the world s largest media consulting practice leaving no doubt that the watchwords for all consumer businesses in the 21st century are truly there s no business without show business written with equal degrees of businessand pop culture savvy the entertainment economy is a book for everyone

The Entertainment Marketing Revolution 2002

as entertainment becomes a trillion dollar a year industry worldwide as our modern era increasingly lives up to its label of the entertainment age and as economists begin to recognize that entertainment has become the driving force of the new world economy it is safe to say that scholars are beginning to take entertainment seriously the scholarly spin on entertainment has been manifested in traditional ways as well as innovative ones representing the current state of theory and research psychology of entertainment promises to be the most comprehensive and up to date volume on entertainment it serves to define the new area of study and provides a theoretical spin for future work in the area divided into three basic parts this book addresses the fundamental mechanisms and processes involved in orienting to and selecting entertainment fare as well as receiving and processing it explores the mechanisms and processes by which we are entertained by the media messages we select and receive and provides an opportunity for the application of well established as well as emerging psychological and psychobiological theories to be applied to the study of entertainment in ways that seldom have been utilized previously psychology of entertainment will appeal to scholars researchers and graduate students in media studies and mass communication psychology marketing and other areas contributing to the entertainment studies area

Global Entertainment Media 2013

this premiere edition from leonard mogel provides up to date snapshots with data forecasts and analyses of career opportunities in the worlds of publishing communications media and entertainment a veteran of the printing publishing and movie industries mogel offers dozens of specific career tips and many interviews with experts in each field offering visions of dream jobs with a healthy dose of perspective and wisdom this volume is intended for readers interested in pursuing careers in media and entertainment

The Entertainment Economy 1999

balancing provocative criticism with clear explanations of complex ideas this student friendly introduction investigates the crucial role global entertainment media has played in the emergence of transitional capitalism examines the influence of global entertainment media on the emergence of transnational capitalism providing a framework for explaining and understanding world culture as part of changing class relations and media practices uses action adventure movies to demonstrate the complex relationship between international media political economy entertainment content global culture and cultural hegemony draws on examples of public and community media in venezuela and latin america to illustrate the relations between government policies media structures public access to media and media content engagingly written with crisp and controversial commentary to both inform and entertain readers includes student friendly features such as fully integrated call out boxes with definitions of terms and concepts and lists and summaries of transnational entertainment media

Psychology of Entertainment 2013-10-31

explores new perspectives on social media entertainment there is a new class of cultural producers youtube vloggers twitch gameplayers instagram influencers tiktokers chinese wanghong and others who are part of a rapidly emerging and highly disruptive industry of monetized user generated content as this new wave of native social media entrepreneurs emerge so do new formations of culture and the ways they are studied in this volume contributors draw on scholarship in media

and communication studies science and technology studies and social media internet and platform studies in order to define this new field of study and the emergence of creator culture creator culture introduces readers to new paradigms of social media entertainment from critical perspectives demonstrating both relations to and differentiations from the well established media forms and institutions traditionally within the scope of media studies this volume does not seek to impose a uniform perspective rather the goal is to stimulate in depth globally focused engagement with this burgeoning industry and establish a dynamic research agenda for scholars teachers and students as well as creators and professionals across the media communication creative and social media industries contributors include jean burgess zoë glatt sarah banet weiser brent luvaas carlos a scolari damián fraticelli josé m tomasena junyi lv hector postigo brooke erin duffy megan sawey jarrod walzcer sangeet kumar sriram mohan aswin punathambekar mohamed el marzouki elaine jing zhao arturo arriagada jeremy shtern stephanie hill

Creating Your Career in Communications and Entertainment 1998

entertainment media now comprise one of the worlds largest industries yet they remain one of the least studied aspects of contemporary mass media every day hundreds of millions of people watch television programs that might broadly be described as entertainment notably in the rapidly developing countries of asia however we still have little

Global Entertainment Media: A Critical Introduction 2015-02-02

in chinese the term wanghong refers to creators social media entrepreneurs alternatively known as kols key opinion leaders and zhubo showroom hosts influencers and micro celebrities wanghong also refers to an emerging media ecology in which these creators cultivate online communities for cultural and commercial value by harnessing chinese social media platforms like weibo wechat douyu huya bilibili douyin and kuaishuo framed by the concepts of cultural creative and social industries the book maps the development of wanghong policies and platforms labor and management content and culture as they operate in contrast to its non chinese counterpart social media entertainment driven by platforms like youtube facebook instagram and twitch as evidenced by the backlash to tiktok the threat of competition from global wanghong signals advancing platform nationalism

Creator Culture 2021-06-22

this revised edition of understanding the business of media entertainment is an indispensable guide to the business aspects of the entertainment industry providing the information you need to break in and to succeed written in a clear and engaging tone the second edition of this book covers the essential topics in a thorough but reader friendly manner and includes plenty of real world examples that bring business and legal concepts to life such as the growing clout of digital companies and the rise of streaming providers like netflix and amazon the transformation of independent film development and distribution and changes to the media ownership landscape award winning screenwriter and entertainment attorney gregory bernstein gives an insider s look at the filmmaking business from copyright law and government media regulation to development distribution revenue the role of agents managers and unions entertainment contracts and more other topics covered include hollywood s growth and the current conglomerates that own most of the traditional media how specific entertainment companies operate including facts about particular studios and employee tasks how studios develop projects and engage in marketing and distribution the kinds of revenues studios earn and how they account for these revenues and more other topics covered include hollywood s growth and the current conglomerates that own most of the traditional media how specific entertainment companies operate including facts about particular studios and employee tasks how studios develop projects and engage in marketing and distribution the kinds of revenues studios earn and how they account for these revenues

Entertainment Media in Indonesia 2007-11-23

in this volume paolo sigismondi explores the dynamics of global media and entertainment specifically analyzing the implications of the global rise of non scripted entertainment as reality tv programs and the impact and consequences of the information and communication technology ict revolution on the content delivery

platforms and overall business models of the media and entertainment landscape this work aims at bridging the gap between media theories and industry practices in a rapidly evolving global mediascape building on scholarship in the field and enriched by case studies and insights from business practice this work demonstrates that the paradigms of the landscape are shifting introducing the digital glocalization of entertainment through which successful media crossing national and cultural borders incorporate both global and local features key questions raised include is the ict revolution an example of disruptive technology for the global media and entertainment industry is the existing status quo challenged and in particular hollywood s global leadership what are the global entities emerging as hollywood s main competitors in this technologically evolving landscape sigismondi argues that as new players are entering the field new threats to hollywood s dominance are emerging the global leaders in non scripted entertainment for example are european based global entities operating outside the hollywood system meanwhile the ict revolution is modifying the contours and boundaries of the global mediascape sigismondi s approach provides unique insight into how the forces of technology and globalization are transforming television cinema and online entertainment

Wanghong as Social Media Entertainment in China 2021-02-25

this revised edition of understanding the business of media entertainment is an indispensable guide to the business aspects of the entertainment industry providing the information you need to break in and to succeed written in a clear and engaging tone the second edition of this book covers the essential topics in a thorough but reader friendly manner and includes plenty of real world examples that bring business and legal concepts to life such as the growing clout of digital companies and the rise of streaming providers like netflix and amazon the transformation of independent film development and distribution and changes to the media ownership landscape award winning screenwriter and entertainment attorney gregory bernstein gives an insider s look at the filmmaking business from copyright law and government media regulation to development distribution revenue the role of agents managers and unions entertainment contracts and more other topics covered include hollywood s growth and the current conglomerates that own most of the traditional media how specific entertainment companies operate including facts about particular studios and employee tasks how studios develop projects and engage in marketing and distribution the kinds of revenues studios earn and how they account for these revenues

Understanding the Business of Media Entertainment 2019-06-11

concerns the management of creativity and innovation this book provides serious analysis of the cultural industries media entertainment film music and the arts from a business perspective it covers as many industries as possible from many different perspectives it is a useful primer on cultural industries for students and scholars

The Digital Glocalization of Entertainment 2011-08-31

entertainment operations project management and platforms in media based entertainment helps students learn how to apply management theories to media oriented industries including film music and video games among others the book is divided into three units unit i provides students with a brief history of projects in media based entertainment and presents key principles of project management the readings in unit ii help students understand the business and economic impact of entertainment as well as the operations and transformational processes that create value and competitive advantage within the industry in unit iii students learn how to apply relevant management theories to time sensitive fast paced rapid multi product release businesses entertainment operations is an enlightening and contemporary resource for courses in entertainment operations and management

Understanding the Business of Media Entertainment 2019-05-28

the management and labor culture of the entertainment industry in popular culture management in the media industry is frequently understood as the work of network executives studio developers and market researchers the suits who oppose the more productive forces of creative talent and subject that labor to the inefficiencies and risk aversion of bureaucratic hierarchies however such portrayals belie the reality of how media management operates as a culture of shifting

discourses dispositions and tactics that create meaning generate value and shape media work throughout each moment of production and consumption making media work aims to provide a deeper and more nuanced understanding of management within the entertainment industries drawing from work in critical sociology and cultural studies the collection theorizes management as a pervasive yet flexible set of principles drawn upon by a wide range of practitioners artists talent scouts performers directors show runners and more in their ongoing efforts to articulate relationships and bridge potentially discordant forces within the media industries the contributors interrogate managerial labor and identity shine a light on how management understands its roles within cultural and creative contexts and reconfigure the complex relationship between labor and managerial authority as productive rather than solely prohibitive engaging with primary evidence gathered through interviews archives and trade materials the essays offer tremendous insight into how management is understood and performed within media industry contexts the volume as a whole traces the changing roles of management both historically and in the contemporary moment within us and international contexts and across a range of media forms from film and television to video games and social media

The Business of Culture 2006-04-21

offers profiles on many of firms in film radio television cable media and publishing of various types including books magazines and newspapers this book contains many contacts for business and industry leaders industry associations internet sites and other resources it provides profiles of nearly 400 of top entertainment and media firms

Entertainment Operations 2021-12-28

the fourth edition of media and entertainment law has been fully updated analysing some of the most recent judgments in media law from across the united kingdom such as cliff richard v the bbc max schrems v facebook and the irish information commissioner developments on the right to be forgotten nt1 and nt2 and abc v daily telegraph sir philip green the book s two main themes are freedom of expression and an individual s right to privacy regulation of the communication industries is covered extensively including discussion of the print press and its online editions following leveson traditional broadcasting regulations for terrestrial tv and radio as well as media activities on converged devices such as tablets ipads mobile phone devices and on demand services intellectual property law specifically copyright in the music and entertainment industries is also explored in the book s later chapters also new to this edition are sections on a focus on freedom of expression its philosophical foundations the struggles of those who have fought for it and the varied ways in which the courts interpret freedom of expression regarding the taking and publishing of photographs the right to be forgotten data breaches and the general data protection regulation gdpr the media s increasing access to the courts particularly when considering the privacy of those who are suspected of sexual offences press regulators broadcasting and advertising regulations and film and video regulations election and party political broadcast regulations with a focus on social media and recent election fraud the emergence of online music distribution services internet radio and free digital streaming music services and their effect on the music industry the 4th edition also features a variety of pedagogical features to encourage critical analysis of case law and one s own beliefs

Making Media Work 2014-08

although not considered a formal area of study scholarship on the uses content and effects of entertaining media has been central to communication studies and related fields for more than a century the serious study of entertainment seems paradoxical as we presume entertainment to be the lighter side of our daily lives yet as revealed in this volume entertainment media serve as cultural artifacts that shape our understandings of various peoples and publics in ways that invite deeper immersive and increasingly interactive engagement on this backdrop entertainment media and communication serves as a reference guide for canonical and foundational research into media entertainment and a collection of emerging and updated theories and models core to the study of media entertainment into the 21st century across more than four dozen chapters and with a diverse and inclusive list of authors this volume provides a broad yet nuanced view into entertainment media and communication scholarship the contributors explore its foundations define and extend key concepts and theories through myriad lenses discuss unique considerations of digital media and divine future paths for scholarly inquiry

Plunkett's Entertainment & Media Industry Almanac 2009-01-22

more than any other business job hunting in media and entertainment is based on pure savvy and insider knowledge this guide provides full coverage of film television new media print journalism and entertainment firms with a look at career paths and the hiring process

Media and Entertainment Law 2019-11-07

the proliferation of new digital technologies has given rise to an entirely changed media landscape and revolutionized how we seek entertainment older entertainment media like novels radio and film have been joined by a host of digital media that smartphones allow us to carry almost anywhere and at all times from video games and social media to video on demand services this unprecedented ubiquity of entertainment media calls for new and more sophisticated theories that help us understand the fascination that different entertainment media exert on us and how they change the human experience the oxford handbook of entertainment theory surveys and furthers the most influential psychology driven research on media entertainment to illuminate how people are drawn into media experiences the 41 chapters in this handbook not only offer fresh perspectives on established theories but also introduce emerging models and highlight the importance of considering the diverse backgrounds of media users when conducting research they also cover the motivations and reactions of media users in relationship to different types of media the trend towards interactive media such as video games and virtual reality and particularly popular media contents like sexuality violence sports and the news as the most comprehensive overview of psychology based research on media entertainment available this handbook is an invaluable resource for seasoned researchers and those beginning to learn about the field alike

Entertainment Media and Communication 2024-11-04

from smartphones to social media from streaming videos to fitness bands our devices bring us information and entertainment all day long forming an intimate part of our lives their ubiquity represents a major shift in human experience and although we often hold our devices dear we do not always fully appreciate how their nearly constant presence can influence our lives for better and for worse in this revised and expanded edition of how fantasy becomes reality social psychologist karen e dill shackelford explains what the latest science tells us about how our devices influence our thoughts feelings and behaviors in engaging conversational prose she discusses both the benefits and the risks that come with our current level of media saturation the wide ranging conversation explores avatar mad men grand theft auto and comic con to address critical issues such as media violence portrayals of social groups political coverage and fandom her conclusions will empower readers to make our favorite sources of entertainment and information work for us and not against us

Vault Reports Career Guide to Media and Entertainment 1999

this reference provides a review of the academic and popular literature on the relationship between communications and media studies cinema advertising public relations religion food tourism art sports technology culture marketing and entertainment practices provided by publisher

The Oxford Handbook of Entertainment Theory 2021-02-12

defining more than 10 000 words and phrases from everyday slang to technical terms and concepts this dictionary of the audiovisual language embraces more than 50 subject areas within film television and home entertainment it includes terms from the complete lifecycle of an audiovisual work from initial concept through commercial presentation in all the major distribution channels including theatrical exhibition television broadcast home entertainment and mobile media the dictionary definitions are augmented by more than 700 illustrations 1 600 etymologies and nearly 2 000 encyclopedic entries that provide illuminating anecdotes historical perspective and clarifying details

The Performer in New Media 1996

this book is a practical guide to every aspect of managing media businesses written by a team of experts and illustrated with interviews from leading industry players it addresses the unprecedented change and uncertainty facing the industry do newspapers magazines or books have a future will terrestrial television or cable services exist as meaningful players in five years time is there a way to make multiple consumption platforms work together in a way that extracts the revenue needed to support the creation and development of quality content while more and more content is being published fewer and fewer businesses are finding a way to do so profitably and sustainably your answers to these questions that vex your media or entertainment business will depend on your frame a frame based on experience gained in days that were less uncertain less fluid and much much simpler those frames need to be broken if you are to survive in times of such rapid change this book is based on iese s advanced management program in media entertainment which iese business school has been running in new york and los angeles since 2011 it combines contributions from leading professors and practitioners as well as real life case studies to establish a base upon which you can start to build the set of managerial tools that you will need to manage fast changing media and entertainment businesses

Mass Entertainment 1966

entertainment law cases and materials in established and emerging media is an exciting new book that contains cases interviews with celebrities and other materials that educates its readers about the complicated entertainment business to capture first hand knowledge of the entertainment business burr has interviewed widely throughout the united states australia england germany spain and switzerland the celebrities featured in this book include academy award and grammy winners as well as best selling authors and tv stars it opens with a chapter on the globalization of the entertainment industry and explains how mastering u s entertainment law helps qualify lawyers to work abroad

How Fantasy Becomes Reality 2015-12-01

***Handbook of Research on the Impact of Culture and Society on the Entertainment Industry* 2014-06-30**

The Media and Entertainment Law Review 2010-03-30

A/V A to Z 2017-05-22

Managing Media Businesses 2011

Entertainment Law

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