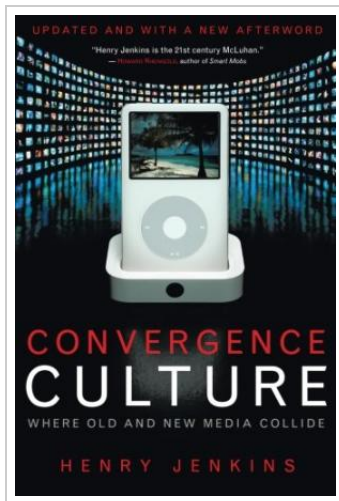




Convergence Culture: Where Old and New Media Collide (Paperback)

By Henry Jenkins

New York University Press, United States, 2008. Paperback. Condition: New. Updated ed.. Language: English . Brand New Book. Henry Jenkins at (video) Winner of the 2007 Society for Cinema and Media Studies Katherine Singer Kovacs Book Award 2007 Choice Outstanding Academic Title Convergence Culture maps a new territory: where old and new media intersect, where grassroots and corporate media collide, where the power of the media producer and the power of the consumer interact in unpredictable ways. Henry Jenkins, one of America s most respected media analysts, delves beneath the new media hype to uncover the important cultural transformations that are taking place as media converge. He takes us into the secret world of Survivor Spoilers, where avid internet users pool their knowledge to unearth the show s secrets before they are revealed on the air. He introduces us to young Harry Potter fans who are writing their own Hogwarts tales while executives at Warner Brothers struggle for control of their franchise. He shows us how The Matrix has pushed transmedia storytelling to new levels, creating a fictional world where consumers track down bits of the story across multiple media channels. Jenkins argues that struggles over convergence will redefine the face...



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