

Herbert / Lotz / Punathambekar

Media Industry Studies

The study of media industries has become a thriving subfield of media studies. It already comprises a diverse intellectual history, a range of fascinating questions and topics, and many theoretical and methodological frameworks. Media Industry Studies provides the roadmap to this vibrant area of study. Blending a comprehensive overview of foundational literature with an examination of the varied scales and sites media industry studies have considered, the book explores connections among research questions, topics, and methodologies. It includes examples from many media industries - film, television, journalism, music, games - and incorporates emerging scholarship considering the industrial contexts of social and internet-distributed media. Offering an account of the intellectual traditions and approaches that have defined the subfield to date, Media Industry Studies is an indispensable resource for upper-level undergraduates, postgraduates, and scholars.



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