

Where To
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Introduction To Digital Media

*Thoroughly
revised and
updated
throughout,
the second
edition of The
Business of*

Where To
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Introduction To
Digital
Publishing

*provides an
essential
introduction
to the
development of
digital
products in
the book and
journal
industries*

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*today,
Offering a
fundamental
overview of
the main
technological
developments
that have
influenced the
growth of
digital
publishing,*

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Digital Media*

*the author
introduces
students to
the key terms
and concepts
that make
digital
publishing
possible. The
four key
publishing
sectors*

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Digital Media*

*(professional
reference,
academic,
education and
trade) are
explored in
detail,
providing
students with
the technical
literacy to
understand*

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*digital
developments
and examine
the growth of
new business
models. In
this edition,
sections have
been updated
to address the
growth of
audiobooks,*

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*reading apps,
metadata, and
open access,
while original
case studies
address key
issues such as
digital-first
publishing,
EPUB, social
media and
crowdsourcing.*

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*Also covered
are the key
issues and
debates that
face the
industry as a
whole, such as
pricing and
copyright, and
their impact
on the
industry is*

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*explored
through
relevant case
studies. Taken
together, the
chapters
examine the
challenges of
digital
publishing and
explore the
opportunities*

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*it provides to
develop new
and diverse
audiences. The
Business of
Digital
Publishing
remains an
invaluable
resource for
any publishing
student*

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*looking for a
starting point
from which to
explore the
world of
digital
publishing.*

*This
collection of
essays by
Australian
based practiti*

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*oner-theorists
brings*

*together new
research on
interactive
documentary
making. The
chapters
explore how
documentary
theory and
practice is*

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*influenced by
digitisation,
mobile phones,
and new
internet
platforms. The
contributors
highlight the
questions
raised for
documentary
makers and*

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*scholars as
new production
methods,
narrative
forms, and
participation
practices
emerge. The
book presents
an
introduction
to documentary*

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techniques shaped by new digital technologies, and will appeal to documentary scholars, students, and film-makers alike.

Master the

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*basics from
first
principles:
the physics of
sound,
principles of
hearing etc,
then progress
onward to
fundamental
digital
principles,*

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*conversion,
compression
and coding and
then onto
transmission,
digital audio
workstations,
DAT and
optical disks.
Get up to
speed with how
digital audio*

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*is used within
DVD, Digital
Audio
Broadcasting,
networked
audio and MPEG
transport
streams. All
of the key
technologies
are here:
compression,*

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*DAT, DAB, DVD,
SACD,*

*oversampling,
noise shaping
and error
correction
theories are
treated in a
simple yet
accurate form.
Thoroughly
researched,*

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*totally up-to-
date and
technically
accurate this
is the only
book you need
on the
subject.*

*Media are
fundamental to
our sense of
living in a*

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*social world.
Since the
beginning of
modernity,
media have
transformed
the scale on
which we act
as social
beings. And
now in the era
of digital*

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*media, media
themselves are
being
transformed as
platforms,
content, and
producers
multiply. Yet
the
implications
of social
theory for*

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*understanding
media and of
media for
rethinking
social theory
have been
neglected;
never before
has it been
more important
to understand
those*

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*implications.
This book
takes on this
challenge.
Drawing on
Couldry's
fifteen years
of work on
media and
social theory,
this book
explores how*

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*questions of
power and
ritual,
capital and
social order,
and the
conduct of
political
struggle,
professional
competition,
and everyday*

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life, are all transformed by today's complex combinations of traditional and 'new' media. In the concluding chapters Couldry develops a

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*framework for
global*

*comparative
research into
media and for
thinking
collectively
about the
ethics and
justice of our
lives with
media. The*

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result is a book that is both a major intervention in the field and required reading for all students of media and sociology.

*Pearson Custom
Computer*

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Digital Media
Understanding
Digital
Literacies
Antipodean
Approaches
The Path to
Digital Media
Production
An
Introduction
to the Digital

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Journal
Digital Media
Industries
An
Introduction

This book is the required text/workbook for Introduction to Digital Media at Santa Rosa Junior College. It is designed to accompany the videos, lectures, and other instructional

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materials provided during this course. For more information contact Jeffrey Diamond at Santa Rosa Junior College.

Digital and Social Media Marketing: A Results-Driven Approach is an exciting new industry-led, research-informed and results-driven guide to digital commerce. Its examples draw from

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*SMEs and from Europe
to offer a unique
perspective for those
learning about digital
marketing and, having
been developed in close
collaboration with the
Search Engine Marketing
Trade Association
(SEMATA), it is a reliable
source of prevailing
industry standards for
practitioners at the
cutting edge of their*

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trade. Unlike other digital marketing texts, this accessible textbook gives special consideration to the ethical challenges raised by an increasingly digital world. Equally unique is the book's Digital Business Maturity Model, which offers organisations a clear roadmap for understanding their

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*relative levels of
technology adoption.*

*Embracing the true spirit
of Digital and Social
Media Marketing, the
book will be the first of
its kind in this field with
digital learning
materials, case studies
and exercises available in
a supporting Massive
Open Online Course
(MOOC). The MOOC
will enhance learners'*

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experience and create an interactive international learning community. This book will provide a hands on, accessible and user friendly platform to turn skills and knowledge into strategic advantage. Ideal for postgraduate learners, instructors interested in providing a unique and up-to-date learning experience and for SMEs and

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*Introduction To
Digital Media*
*practitioners aiming to be
at the cutting edge of
Digital and Social Media
Marketing.*

*Digital Arts presents an
introduction to new
media art through key
debates and theories. The
volume begins with the
historical contexts of the
digital arts, discusses
contemporary forms,
and concludes with
current and future trends*

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*in distribution and
archival processes.*

*Considering the
imperative of artists to
adopt new technologies,
the chapters of the book
progressively present a
study of the impact of
the digital on art, as well
as the exhibition,
distribution and
archiving of artworks.
Alongside case studies
that illustrate*

Where To Download

*Introduction To
Digital Media*
*contemporary research in
the fields of digital arts,
reflections and questions
provide opportunities for
readers to explore
relevant terms, theories
and examples. Consistent
with the other volumes in
the New Media series, a
bullet-point summary
and a further reading
section enhance the
introductory focus of
each chapter.*

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Introduction To Digital Media

New and updated English translation of the highly successful book on digital media This book introduces readers to the vast and rich world of digital media. It provides a strong starting point for understanding digital media's social and political significance to our culture and the culture of others—drawing on an

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emergent and increasingly rich set of empirical and theoretical studies on the role and development of digital media in contemporary societies. Touching on the core points behind the discipline, the book addresses a wide range of topics, including media economics, online cooperation, open source, social media, software

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*Introduction To
Digital Media*
*production, globalization,
brands, marketing, the
cultural industry, labor,
and consumption.*

*Presented in six
sections—Media and
Digital Technologies; The
Information Society;
Cultures and Identities;
Digital Collaboration;
Public Sphere and
Power; Digital
Economies—the book
offers in-depth chapter*

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*Introduction To
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*coverage of new and old
media; network*

*infrastructure; networked
economy and*

*globalization; the history
of information*

technologies; the

evolution of networks;

sociality and digital

media; media and

identity; collaborative

media; open source and

innovation; politics and

democracy; social

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*movements; surveillance
and control; digital*

*capitalism; global
inequalities and
development; and more.*

*Delivers a reliable,
compact and quick
introduction to the core
issues analyzed by digital
culture studies and
sociology of information
societies Interweaves
main topics and theories
with several examples*

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and up-to-date case studies, often linked to our everyday lives on the internet, as well as suggestions for further readings Anchors examples to discussions of the main sociological, political, and anthropological theoretical approaches at stake to help students make sense of the changes brought about by

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digital media Uses critical sociological and political theory alongside every day examples to discuss concepts such as online sociality, digital labor, digital value creation, and the reputation economy

Clear and concise throughout, Introduction to Digital Media is an excellent primer for those teaching and studying

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digital culture and media.*

Understanding the

Business and Technology

A History of Digital

Media

An Intermedia and

Global Perspective

International Perspectives

on Digital Media and

Early Literacy

New Media

Digital Media for

Learning

Understanding

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Introduction To
Digital Literacies
Digital Media
Second Edition

*provides an
accessible and
timely introduction
to new media
literacies. This book
equips students with
the theoretical and
analytical tools with
which to explore the
linguistic dimensions*

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and social impact of
a range of digital
literacy practices.*

*Each chapter in the
volume covers a
different topic,
presenting an
overview of the
major concepts,
issues, problems,
and debates
surrounding it, while*

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also encouraging students to reflect on and critically evaluate their own language and communication practices. Features of the second edition include:

- *expanded coverage of a diverse range of digital media*

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practices that now
Digital Media
includes Instagram,
Snapchat, TikTok,
Tinder, and
WhatsApp; • two
entirely new
chapters on mobility
and materiality, and
surveillance and
privacy; • updated
activities in each
chapter which*

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*engage students in
reflecting on and
analysing their own
media use; • e-
resources featuring
a glossary of key
terms and
supplementary
material for each
chapter, including
additional activities
and links to useful*

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*websites, articles,
Digital Media.*

*and videos. This
book is an essential
textbook for
undergraduate and
postgraduate
students studying
courses in new
media and digital
literacies.*

*Introduction to
Media Production*

Page 52/223

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*Introduction To
Digital Media*
*began years ago as
an alternative text*

*that would cover
ALL aspects of
media production,
not just film or just
tv or just radio.*

*Kindem and
Musburger needed a
book that would
show students how
every form of media*

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*Introduction To
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*intersects with one
another, and about
how one needs to
know the
background history
of how film affects
video, and how video
affects working in a
studio, and
ultimately, how one
needs to know how
to put it all together.*

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Introduction to Media Production is the book that shows this intersection among the many forms of media, and how students can use this intersection to begin to develop their own high quality work.

Introduction to

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*Introduction To
Digital Media*
*Media Production is
a primary source for
students of media.*

*Its readers learn
about various forms
of media, how to
make the best use of
them, why one would
choose one form of
media over another,
and finally, about all
of the techniques*

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used to create a media project. The digital revolution has exploded all the former techniques used in digital media production, and this book covers the now restructured and formalized digital workflows that make all production

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*processes by
necessity, digital.*

*This text will
concentrate on
offering students and
newcomers to the
field the means to
become aware of the
critical importance
of understanding the
end destination of
their production as a*

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*part of pre-
production, not the
last portion of post
production.*

*Covering film, tv,
video, audio, and
graphics, the fourth
edition of
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Digital Media
promises to be yet
another*

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*Introduction To
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*comprehensive guide
for both students of
media and
newcomers to the
media industry.*

*What can flame-
throwing squirrels
tell us about human
emotion? Can social
media empower
political activism?
How has the internet*

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*changed the way we
form our identities?
Do algorithms have
a social role? What
is digital society? In
the early 21st
century, digital
media and the social
have become
irreversibly
intertwined. In this
cutting-edge*

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*Introduction To
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Simon Lindgren

*explores what it
means to live in a
digital society.*

*Neatly divided into
three sections,*

*Digital Media and
Society expertly*

leads students

through: Theories:

from social media

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*Introduction To
Digital Media
and cyber-optimism,
to online social*

*interaction and
social change*

*Topics: from
emotion,*

*participation and the
public sphere, to the
impact of data,*

*software and mobile
technology Tools:*

from digital

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ethnography, social
Digital Media
network analysis and
text-mining, to
guidance on digital
ethics and mixing
methods With
succinct
explanations of key
concepts and
theories, practical
exercises to aid
understanding and*

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application, and suggested further reading sections to guide students through the literature and enhance their own research, this is a must-have resource for all students of the digital society.

Digital Media and

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*Society is essential
reading for*

*undergraduate and
postgraduate
courses exploring
digital media, social
media, media and
society, media
sociology, and the
Internet.*

*Media Studies is a
comprehensive text*

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Download

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Digital Media*
*for introductory and
advanced courses in
the growing field of
media studies,
integrating history
with close textual
analysis in a
concise, readable
style. Explores the
growing synergies
between print and
online journalism,*

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and the growth of
Digital Media
independent*

*journalism through
blogging Discusses
the ways advertising
is connected to print
and screen,
economically and
from the perspective
of the reader Gives
students the
analytical skills they*

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need in a
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presentation that is
readable without
sacrificing
complexity Allows
students to move
within the media
they know while
increasing
comprehension
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Handbook*

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Other Means*

*Theories, Processes,
and Solutions*

*The Business of
Digital Publishing*

Social media has
given marketers a

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way to connect with consumers in an unprecedented and revolutionary way, but the very newness of this medium is as challenging as it is exciting, particularly to those who aren't 'digital natives'. This is the

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first textbook for students that offers a step by step guide to this newly dominant marketing discipline.

Mirroring its sister text Digital Marketing: a Practical Approach, this book is grounded in solid

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underpinnings, but has a lighter, hands-on approach that is perfect for shorter courses and additional reading. Chapter exercises not only help develop knowledge, but test the learners' understanding of

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how the various concepts and models are best used by requiring them to investigate how they are best applied in real-world scenarios. The book is supported by the author's excellent website, which includes links to

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continually updated statistics as well as articles that keep the reader in touch with the constant changes to this dynamic area.

Topics covered in this book include:

- Social networking
- Consumer reviews
- Social service and

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support Real-time
social media
marketing Blogging
Viral marketing and
influencers
Advertising on
social media And
much more. An
Introduction to
Social Media
Marketing is the
first of its kind and

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ideal reading for students who want to work in a digital marketing environment, as well as the traditional marketer who wants to get to grips with this vibrant, and potentially lucrative facet of present-day

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This book provides a comprehensive overview on the theories, processes, and solutions relevant to effectively creating, using, and managing digital media in a variety of instructional

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settings. In the first section of the book, the authors provide an overview of the theories, development models, and principles of learning with digital media. In the second section, the authors detail

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various digital
media solutions,
including:

Instructional
Videos,
Instructional
Simulations and
Games, Online
Learning, Mobile
Learning, and
Emerging Learning
Technologies.

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Overall, this book emphasizes the theoretical principles for learning with digital media and processes to design digital media solutions in various instructional settings. The readers are also

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provided with multiple case studies from real world projects in various instructional settings.

Introduction to
Digital

Communications
explores the basic
principles in the
analysis and design

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of digital communication systems, including design objectives, constraints and trade-offs. After portraying the big picture and laying the background material, this book lucidly progresses to a comprehensive

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and detailed discussion of all critical elements and key functions in digital communications.

The first undergraduate-level textbook exclusively on digital communications, with a complete

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coverage of source and channel coding, modulation, and synchronization. Discusses major aspects of communication networks and multiuser communications. Provides insightful descriptions and

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intuitive
explanations of all
complex concepts
Focuses on
practical
applications and
illustrative
examples. A
companion Web site
includes solutions to
end-of-chapter
problems and

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computer exercises,
lecture slides, and
figures and tables
from the text

Computer Graphics
& Graphics

Applications

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Music, Indigeneity,

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An Introduction for
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Designers
Digital and Social
Media Marketing
A Results-Driven
Approach
**Death and
Digital Media
provides a
critical**

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**overview of how
people mourn,
commemorate and
interact with
the dead through
digital media.
It maps the
historical and
shifting
landscape of
digital death,
considering a
wide range of
social,**

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commercial and institutional responses to technological innovations. The authors examine multiple digital platforms and offer a series of case studies drawn from North America, Europe and Australia. The book

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**delivers fresh
insight and**

**analysis from an
interdisciplinary
y perspective,
drawing on
anthropology,
sociology,
science and
technology
studies, human-
computer
interaction, and
media studies.**

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It is key reading for students and scholars in these disciplines, as well as for professionals working in bereavement support capacities. How black and Latino youth

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**learn, create,
and collaborate
online The
Digital Edge
examines how the
digital and
social-media
lives of low-
income youth,
especially youth
of color, have
evolved amidst
rapid social and
technological**

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change. While notions of the digital divide between the “technology rich” and the “technology poor” have largely focused on access to new media technologies, the contours of the digital

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**divide have
grown
increasingly
complex.**

**Analyzing data
from a year-long
ethnographic
study at Freeway
High School, the
authors
investigate how
the digital
media ecologies
and practices of**

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**black and Latino
youth have
adapted as a
result of the
wider diffusion
of the internet
all around
us--in homes, at
school, and in
the palm of our
hands. Their
eager adoption
of different
technologies**

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forge new possibilities for learning and creating that recognize the collective power of youth: peer networks, inventive uses of technology, and impassioned interests that are remaking the digital world.

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Relying on nearly three hundred in-depth interviews with students, teachers, and parents, and hundreds of hours of observation in technology classes and after school programs, The

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Digital Edge
carefully documents some of the emergent challenges for creating a more equitable digital and educational future. Focusing on the complex interactions between race, class, gender,

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**geography and
social
inequality, the
book explores
the educational
perils and
possibilities of
the expansion of
digital media
into the lives
and learning
environments of
low-income
youth.**

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Ultimately, the book addresses how schools can support the ability of students to develop the social, technological, and educational skills required to navigate twenty-first century life.

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Relying on nearly three hundred in-depth interviews with students, teachers, and parents, and hundreds of hours of observation in technology classes and after school programs, The

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Digital Edge
carefully documents some of the emergent challenges for creating a more equitable digital and educational future. Focusing on the complex interactions between race, class, gender,

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social
inequality, the
book explores
the educational
perils and
possibilities of
the expansion of
digital media
into the lives
and learning
environments of
low-income
youth.**

Where To Download

Ultimately, the book addresses how schools can support the ability of students to develop the social, technological, and educational skills required to navigate twenty-first century life.

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Fuses design fundamentals and software training into one cohesive book ! The only book to teach Bauhaus design principles alongside basic digital tools of Adobe's Creative Suite, including the recently

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released Adobe
CS4 Addresses

the growing
trend of
compressing
design
fundamentals and
design software
into the same
course in
universities and
design trade
schools. Lessons
are timed to be

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used in
50-minute class
sessions.
Digital
Foundations uses
formal exercises
of the Bauhaus
to teach the
Adobe Creative
Suite. All
students of
digital design
and production—w
hether learning

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**in a classroom
or on their
own—need to
understand the
basic principles
of design in
order to
implement them
using current
software. Far
too often design
is left out of
books that teach
software.**

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**Consequently,
the design
software
training
exercise is
often a lost
opportunity for
visual learning.
Digital
Foundations
reinvigorates
software
training by
integrating**

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Digital Media**
**Bauhaus design
exercises into
tutorials fusing
design
fundamentals and
core Adobe
Creative Suite
methodologies.
The result is a
cohesive
learning
experience.
Design topics
and principles**

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include:

**Composition;
Symmetry and
Asymmetry;
Gestalt;
Appropriation;
The Bauhaus
Basic Course
Approach; Color
Theory; The
Grid; Scale,
Hierarchy and
Collage; Tonal
Range; Elements**

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of Motion.
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Foundations is an AIGA Design Press book, published under Peachpit's New Riders imprint in partnership with AIGA, the professional association for design.

This book is a

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**creative and
practical
introduction to
the field of
digital media
for future
designers,
artists, and
media
professionals.
It addresses the
evolution of the
field, its
connections with**

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**traditional
media, up-to-
date
developments,
and
possibilities
for future
directions.
Logically
organized and
thoughtfully
illustrated, it
provides a
welcoming guide**

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**to this emerging
discipline.
Describing each
medium in
detail, chapters
trace their
history,
evolution, and
potential
applications.
The book also
explains
important,
relevant technol**

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ogies—such as digitizing tablets, cloud storage, and 3-D printers—as well as new and emerging media like augmented and virtual reality. With a focus on concepts and creative possibilities,

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the text's software-neutral exercises provide hands-on experiences with each of the media. The book also examines legal, ethical, and technical issues in digital media, explores career possibilities,

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and features profiles of pioneers and digital media professionals. Digital Media Foundations is an ideal resource for students, new professionals, and instructors involved in fields of

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**graphic and
visual arts,
design, and the
history of art
and design.**

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Media, Society,
World**

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Streaming and
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Tools**

**A Critical
Introduction**

This extensively
illustrated and
comprehensive
book introduces
both novice and
professional
photographers to
the new and
fascinating field of

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digital media. The history of computers from calculators to today's multimedia is followed carefully. The book shows the transition from analog imaging to digital imaging, with major improvements in clarity. The techniques used in today's multimedia

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exercises are fully described with focus on what can be created. The authors are proficient in bridging the gap between the new media and the world of arts and design. Basic concepts and associated techniques of image

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editing, digital illustration painting, 2D and 3D animation, digital layout, and web page design work. Hundreds of illustrations visually explain the more complex issues such as, reproducing photos and their

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histograms, and remapping values using the Levels control for correcting problems in image density and contrast. Information on vector illustration is available for Adobe, Illustrator, Macromedia, Freehand, and Corel Draw

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programs. For
novice and
professional
photographers,
artists, illustrators,
2D and 3D
animators, and
Website designers.
Writing for Digital
Media teaches
students how to
write effectively for
online

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audiences—whether they are crafting a story for the website of a daily newspaper or a personal blog. The lessons and exercises in each chapter help students build a solid understanding of the ways that the Internet has

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introduced new opportunities for dynamic storytelling as digital media have blurred roles of media producer, consumer, publisher and reader. Using the tools and strategies discussed in this book, students are able to use their insights

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into new media audiences to produce better content for digital formats and environments.

Fundamentally, this book is about good writing—clear, precise, accurate, filled with energy and voice, and aimed directly at an

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audience. Writing for Digital Media also addresses all of the graphical, multimedia, hypertextual and interactive elements that come into play when writing for digital platforms. Learning how to achieve balance and a careful,

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deliberate blend of
these elements is
the other primary
goal of this text.

Writing for Digital
Media teaches
students not only
how to create
content as writers,
but also how to think
critically as a site
manager or content
developer might

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about issues such as graphic design, site architecture, and editorial consistency. By teaching these new skill sets alongside writing fundamentals, this book transforms students from writers who are simply able to post

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their stories online
into engaging

multimedia, digital
storytellers. For
additional resources
and exercises, visit
the Companion
Website for Writing
for Digital Media at:
[www.routledge.com/
textbooks/97804159
92015](http://www.routledge.com/textbooks/9780415992015).

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people internalize
ideas and express
information
creatively in ways
that may inspire
others. Create to
Learn is a ground-

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breaking book that helps learners create multimedia texts as they develop both critical thinking and communication skills. Written by Renee Hobbs, one of the foremost experts in media literacy, this book introduces a wide

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range of conceptual principles at the heart of multimedia composition and digital pedagogy. Its approach is useful for anyone who sees the profound educational value of creating multimedia projects in an increasingly digital and connected

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world. Students will
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multimedia

communicators by

learning how to

gather information,

generate ideas, and

develop media

projects using

contemporary digital

tools and platforms.

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online materials
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informed and
strategic
communication
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understand a
scalable, profitable
venture, as well as
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business. By focusing on both the business implications and technical differences between online video and traditional broadcast distribution, you will learn how to gain significant time-to-market and cost-saving advantages

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by effectively using
streaming and
digital media
technologies. As
part of the NAB
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Technology Briefing
series, the book is
geared towards the
manager or
executive and no
technical
prerequisite is

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required. You can quickly learn the technical speak as well as the market and business implications. New In

The Book: -

Consumer

generated content

and portals -

Distribution of full-

length video content

- New distribution

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outlets for delivering
content (Sling,

TiVO, IPTV) -

Addition of Flash
streaming

technology and

Podcasting - Up-to-
date market

research and data -

New industry pricing
data

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Communication

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significance of
a range of
digital***

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contemporary
Indigenous
musical
performance,
exploring interd
isciplinary
issues of music
production,
representation,
and
transmission.
International
Perspectives on*

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evaluates the
use and impact
of digital
devices for
social
interaction,
language
acquisition, and
early literacy.
It explores the
role of*

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***interactive
mediation as a
tool for using
digital media
and provides
empirical
examples of best
practice for
digital media
targeting
language
teaching and
learning. The
book brings***

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**together a range
of international
contributions
and discusses
the increasing
trend of
digitalization
as an additional
resource in
early childhood
literacy. It
provides a broad
insight into
current research**

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**on the potential
of digital media
in inclusive
settings by
integrating
multiple
perspectives
from different
scientific
fields: (psycho)
linguistics,
cognitive
science,
language**

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***didactics,
developmental
psychology,
technology
development, and
human-machine
interaction.
Drawing on a
large body of
research, it
shows that
crucial early
experiences in
communication***

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and social learning are the basis for later academic skills. The book is structured to display children's first developmental steps in learning in interaction with digital media and highlight

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**various domains
of early digital
media use in
family,
kindergarten,
and primary
schools. This
book will appeal
to
practitioners,
academics,
researchers, and
students with an
interest in**

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*early education,
literacy
education,
digital
education, the
sociology of
digital culture
and social
interaction,
school reform,
and teacher
education.*

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clearly focussed
introduction to
the major
software tools
used for
creating digital
graphics,
multimedia and
Web pages. There
are substantial
chapters on each*

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*of the industry-
leading
applications
such as
Photoshop or
Flash, plus an
introductory
chapter on the
common interface
elements.*

*Readers will
acquire a basic
fluency with
these important*

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tools, learn what they do best and what their limitations are. The book is lavishly illustrated throughout, and files are provided on the supporting web site for students to work

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*through all the
major examples
themselves. The
approach is
highly practical
and founded in
the authors'
extensive
experience with
these tools, but
also supported
by a thorough
understanding
and explanation*

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**of the technical
and theoretical
issues
underpinning
their use.**

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designed to be
the perfect
practical
companion text
to the authors'
latest course
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brings this very
successful book
up to date and
provides
information on
the latest
versions of
Photoshop,
Flash,
Illustrator and
Dreamweaver,*

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coverage of
Bridge. This 3rd
edition
introduces a
wide range of
new teaching and
learning
features both in
the book itself
and on the new
supporting Web
site [www.digital
mediatools.org](http://www.digitalmediatools.org)**

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A Practical
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Intro to Media
Design with the*

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Suite**

***DIG 2000 -
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Digital Media,
University of
Central Florida
The rise of
digital media
has been
widely
regarded as***

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*transforming
the nature of
our social
experience in
the twenty-
first century.
The speed with
which new
forms of
connectivity
and
communication*

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*are being
incorporated
into our
everyday lives
often gives us
little time to
stop and
consider the
social
implications
of those
practices.*

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*Nonetheless,
it is
critically
important that
we do so, and
this
sociological
introduction
to the field
of digital
technologies
is intended to*

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enable a
Digital Media
deeper

*understanding
of their
prominent role
in everyday
life. The
fundamental
theoretical
and ethical
debates on the
sociology of*

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*the digital
media are
presented in
accessible
summaries,
ranging from
economy and
technology to
criminology
and sexuality.*

*Key
theoretical*

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*paradigms are
explored*

*through a
broad range of
contemporary
social
phenomena -
from social
networking and
virtual lives
to the rise of
cybercrime and*

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identity
theft, from
the utopian
ideals of
virtual
democracy to
the Orwellian
nightmare of
the
surveillance
society, from
the free

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software
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movement to
the
implications
of online
shopping. As
an entry-level
pathway for
students in
sociology,
media,
communications

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and cultural studies, the aim of this work is to situate the rise of digital media within the context of a complex and rapidly changing

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world.

*This book
offers a
clearly
written and
engaging
introduction
to the basics
of interactive
digital media.
As our
reliance on*

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*and daily
usage of
websites,
mobile apps,
kiosks, games,
VR/AR and
devices that
respond to our
commands has
increased, the
need for
practitioners*

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*who understand
these*

*technologies
is growing.*

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Griffey*

*provides a
valuable guide
to the*

*fundamentals
of this field,
offering best*

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*practices and
common
pitfalls
throughout.
The book also
notes
opportunities
within the
field of
interactive
digital media
for*

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*professionals
with different
types of
skills, and
interviews
with
experienced
practitioners
offer
practical
wisdom for
readers.*

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Additional features of this book include: An overview of the history, evolution and impact of interactive media; A spotlight on the

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*development
process and
contributing
team members;
Analysis of
the components
of interactive
digital media
and their
design
function
(graphics,*

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animation,
Digital Media
audio, video,
typography,
color); An
introduction
to coding
languages for
interactive
media; and A
guide to
usability in
interactive

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media.
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*Introduction
to Interactive
Digital Media
will help both
students and
professionals
understand the
varied
creative,
technical, and
collaborative*

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skills needed
Digital Media
in this

*exciting and
emerging
field.*

*What are we to
make of our
digital social
lives and the
forces that
shape it?
Should we feel*

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*fortunate to
experience*

*such networked
connectivity?*

*Are we
privileged to
have access to
unimaginable
amounts of
information?*

*Is it easier
to work in a*

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*digital global
economy? Or is
our privacy
and freedom
under threat
from digital
surveillance?
Our security
and welfare
being put at
risk? Our
politics*

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*undermined by
hidden*

*algorithms and
misinformation*

*? Written by a
distinguished*

*group of
leading*

*scholars from
around the*

*world, the
Routledge*

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*Handbook of
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and*

*Communication
provides a
comprehensive,
unique, and mu
ltidisciplinar
y exploration
of this
rapidly
growing and*

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*vibrant field
of study. The
Handbook*

*adopts a three-
part*

*structural
framework for
understanding
the*

*sociocultural
impact of
digital media:*

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*the artifacts
or physical
devices and
systems that
people use to
communicate;
the
communicative
practices in
which they
engage to use
those devices,*

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express
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themselves,
and share
meaning; and
the
organizational
and
institutional
arrangements,
structures, or
formations
that develop

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*around those
practices and
artifacts.*

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series of
essay-chapters
on a wide
range of
topics, this
volume
crystallizes
current*

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*knowledge,
provides
historical
context, and
critically
articulates
the challenges
and
implications
of the
emerging
dominance of*

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the network
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and

*normalization
of digitally
mediated
relations.*

*Issues
explored
include the
power of
algorithms,
digital*

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currency,
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gaming
culture,
surveillance,
social
networking,
and connective
mobilization.
More than a
reference
work, this
Handbook

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*delivers a
comprehensive,
authoritative
overview of
the state of
new media
scholarship
and its most
important
future
directions
that will*

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*shape and
animate*

*current
debates.*

*A spotlight on
the*

*development
process and*

*contributing
team members;*

*An
introduction*

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*to coding
languages for
interactive
media; and A
guide to
usability in
interactive
media.*

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will help both*

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*students and
professionals
understand the
varied
creative,
technical, and
collaborative
skills needed
in this
exciting and
emerging
field"--*

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underlying
technologies, he
identifies its
immense
commercial and
human potential.
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point a
simplification

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which considers
new media in two
distinct sectors;
packaged 'off-line'
media such as CD-
ROMs; and the
world of
transmitted media
which includes
digital
broadcasting and
interactive online

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services, Feldman
provides a
comprehensive
overview of the
digital media
landscape.

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multimedia and
the entertainment
media he
describes and
analyses the

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spectacular rise of CD-based information and the equally revolutionary development of the Internet and online services.

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the historical and
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development of
digital media,
emphasising

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cultural continuity
alongside

technological
change, and
highlighting the
emergence of new
forms of
communication in
contemporary
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culture. Andrew
Dewdney and

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Peter Ride present
detailed critical
commentary and
descriptive
historical
accounts, as well
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practitioners,
including

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curators and
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highlights key
concerns of
today ' s
practitioners,
analysing how
they develop
projects, interact

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emotions, with
particular focus on
how social media
are used to
exacerbate social

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surrounding
racism, misogyny,
and nationalism.

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expanding the
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and political
communications,
this book bridges
humanities and
social sciences to

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explore affective
information

economies, and
how emotions are
being weaponized
within mediatized
political
landscapes. The
chapters cover a
wide range of
topics: how
clickbait, "fake

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news," and right-wing actors deploy and weaponize emotion; new theoretical directions for understanding affect, algorithms, and public spheres; and how the wedding of

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behavioral science
enables new
frontiers of
propaganda, as
seen in the
Cambridge
Analytica and
Facebook scandal.
The collection
includes original
interviews with

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luminary media scholars and journalists. The book features contributions from established and emerging scholars of communications, media studies, affect theory, journalism, policy

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studies, gender
studies, and
critical race
studies to address
questions of
concern to
scholars,
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students in these
fields and beyond.
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an overview of the
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points in digital
media and
highlighting the
interactions
between political,
business,
technical, social,

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throughout
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global scope and
an intermedia
focus, this book
enables students
and scholars alike
to deepen their
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understanding of

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tables and maps
are included to
guide readers as
they learn to
contextualize and
critically analyze
the digital
technologies we
use every day.

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