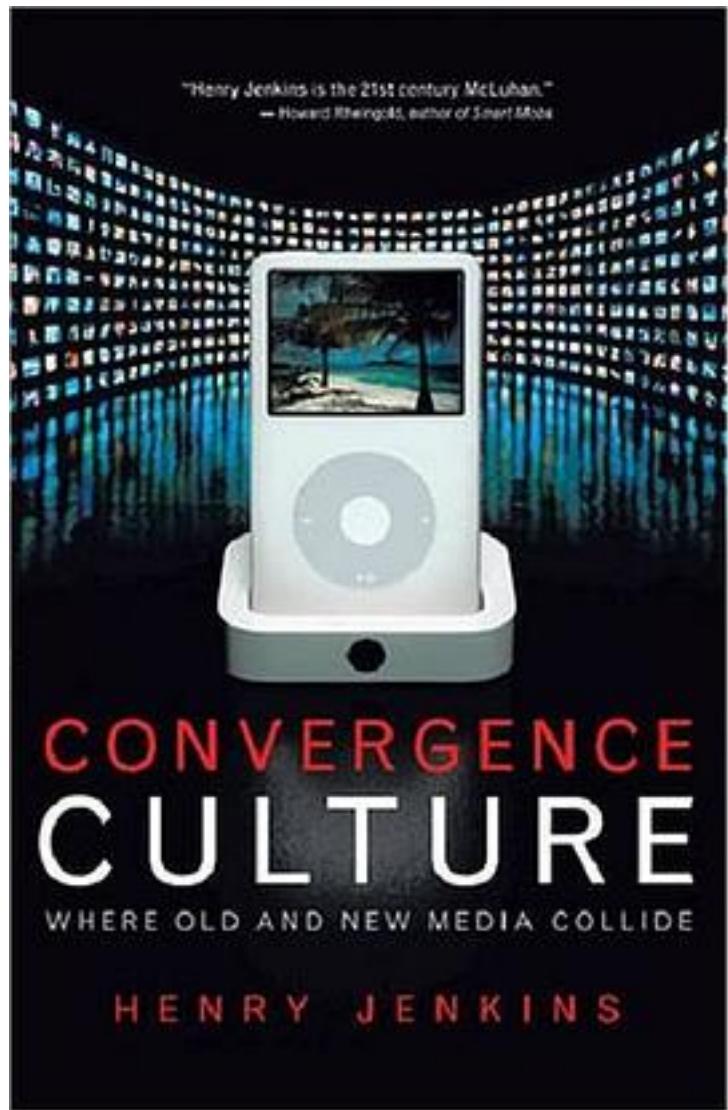


# Convergence Culture



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著者:Henry Jenkins

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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 of American popular culture. Industry leaders see opportunities to direct content across many channels to increase revenue and broaden markets. At the same time, consumers envision a liberated public sphere, free of network controls, in a decentralized media environment. Sometimes corporate and grassroots efforts reinforce each other, creating closer, more rewarding relations between media producers and consumers. Sometimes these two forces are at war. Jenkins provides a riveting introduction to the world where every story gets told and every brand gets sold across multiple media platforms. He explains the cultural shift that is occurring as consumers fight for control across disparate channels, changing the way we do business, elect our leaders, and educate our children.

作者介绍:

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标签

新媒体

文化研究

商业

互联网

USC

communication

## 评论

不知道为啥这么红，合流论。。。

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当年读这本书的时候，Convergence culture的说法还不是很红

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为考试翻阅过 尽此而已

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## 书评

这是一年前的一个冲动产物，如今纪念一下。

在我写这篇碎碎念的时候，天不过刚刚黑，但微博上有不少人已经准备洗洗睡了，因为她们准备半夜四点起来看挪威电视剧《SKAM》的更新。《SKAM》的火爆绝不仅仅只在这群迷妹之中，它甚至出现在挪威首都Oslo市政厅预算审议会上：议员La...

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融合文化：新媒体和旧媒体的冲突地带 亨利·詹金斯一、概括

作者认为融合更多的代表一种文化变迁，不同于麦克卢汉关注点在技术上，作者的关注点在社会/文化方面。本书讨论了媒体融合、参与文化和集体智慧三个概念之间的关系  
作者从不同角度，通过真人秀节目、电影的粉丝再创作...

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Convergence Culture. Henry Jenkins. New York: New York University Press, 2006. As the author Henry Jenkins pointed in the introduction, Convergence Culture is a book

“about the relationship between three concepts—media convergence, particip...

詹金斯在《融合文化》一书中提出了二十一世纪媒介发展的一个新趋势：“新旧媒体碰撞，草根媒体和公司化大媒体交织，媒体制作人和媒体消费者权力相互作用。”，而其中最明显的特点之一是“横跨多种媒体的内容流动”。尽管在《融合文化》2006年出版时，这种媒介融合的趋势仅有如...

跨媒介叙事与粉丝深度体验的生成 ——亨利·詹金斯《融合文化》阅读札记  
人类认知和学习模式的形成与媒介形式有密不可分的关联。媒介理论家麦克卢汉认为：“媒介是人的延伸。”通过媒介，人类不再囿于封闭有限的所处时空，而是扩展了自身的感官和思维系统，使他们的认知范畴得...

Henry Jenkins, the American media analysis and scholar in the field of communication and cinematic arts, explored and explained the democratic possibilities of media content that have been brought about by the new media in his book, Convergence Culture: Whe...

Book Review: Henry Jenkins: Convergence Culture Henry Jenkins, the Founder and Director of the Comparative Media Studies Program at MIT, attempts to explain changing media needs in his book: Convergence Culture, which published in 2006. The book aspi...

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