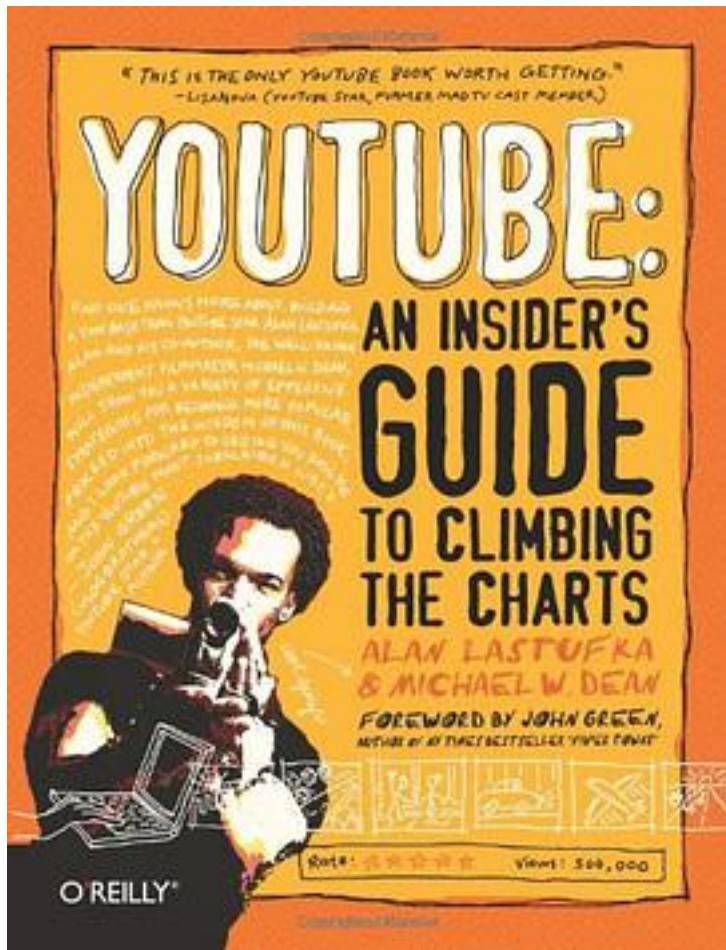


# YouTube



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YouTube is one of the most well-known and widely discussed sites of participatory media in the contemporary online environment, and it is the first genuinely mass-popular platform for user-created video. In this timely and comprehensive

introduction to how YouTube is being used and why it matters, Burgess and Green discuss the ways that it relates to wider transformations in culture, society and the economy.

The book critically examines the public debates surrounding the site, demonstrating how it is central to struggles for authority and control in the new media environment. Drawing on a range of theoretical sources and empirical research, the authors discuss how YouTube is being used by the media industries, by audiences and amateur producers, and by particular communities of interest, and the ways in which these uses challenge existing ideas about cultural ‘production’ and ‘consumption’.

Rich with both concrete examples and featuring specially commissioned chapters by Henry Jenkins and John Hartley, the book is essential reading for anyone interested in the contemporary and future implications of online media. It will be particularly valuable for students and scholars in media, communication and cultural studies.

作者介绍:

目录:

[YouTube 下载链接1](#)

标签

网络传播

新闻传播及相关

媒介

传媒

NM

评论

读完这我吐血了，关于在线视频媒介形态的研究，国内太少了。最近的高潮都是在线视

频巨资买电视剧，做自制剧。偏经营，而非对其本身的研究。

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读了preface, chapter1和5.

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◦◦◦ vlog调研

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书评

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