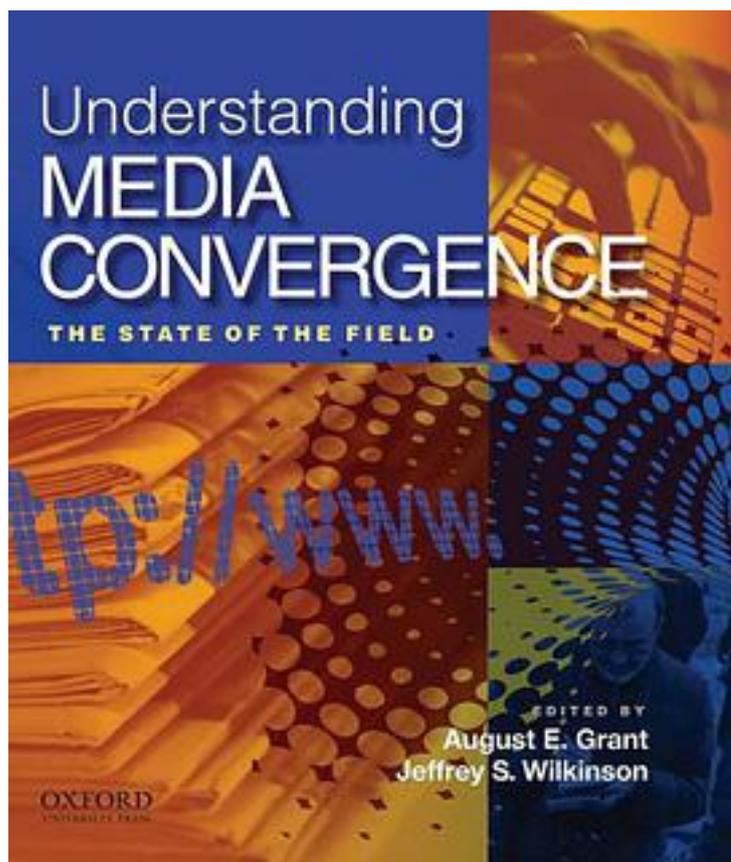


Understanding Media Convergence



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On our contemporary media landscape, the potential of the written word is limitless. Repurposing print journalism for the Internet and beyond, convergent journalism invigorates and transforms how we create and experience media. A vital new resource in our digital age, Understanding Media Convergence outlines and investigates the broad theoretical and conceptual issues surrounding this emergent subject. Bringing

together incisive work by some of the leaders in the field--including Janet Kolodzy, Bob Papper, Kenneth Killebrew, and Charles Bierbauer--editors August E. Grant and Jeffrey S. Wilkinson have selected readings that introduce readers to this provocative subject and provide a strong framework for inquiry. Through its dynamic and diverse voices, this compelling anthology * outlines the various types of convergence and their theoretical underpinnings * presents real-world case studies that show convergent journalism in action * investigates the democracy of weblogs * provides insight into convergence by applying feminist theory, organizational culture, and management theory * concludes with a discussion of the future of convergent journalism. These essays expand and underscore the practical techniques put forth in Grant and Wilkinson's textbook, Principles of Convergent Journalism, and the contributors offer a fascinating look at the controversies, constraints, and possibilities of media convergence. Essential for advanced journalism students, scholars, and professional journalists, Understanding Media Convergence sheds light on the future of the media--and the transformations that will affect us all.

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