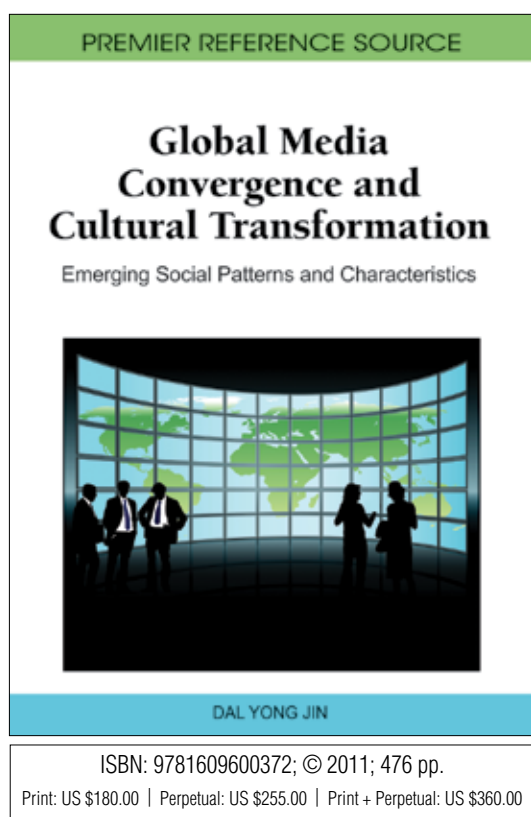


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Global Media Convergence and Cultural Transformation: Emerging Social Patterns and Characteristics



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New media and technology are firmly embedded in our contemporary society and culture. The application of the internet and mobile communications, including online gaming, has made a huge impact on political participation, business, education, and social relations.

Global Media Convergence and Cultural Transformation: Emerging Social Patterns and Characteristics aims to engage the complex relationship between technology, culture, and socio-economic elements by exploring it in a transnational, yet contextually grounded, framework. This book explores diverse perspectives and approaches, from political economy to cultural studies, and from policy studies to ethnography. In order to reflect varied perspectives on the convergence of culture and new media technology.

Topics Covered:

- Commercialization of the online gaming industry
- Convergence of mobile multimedia
- Corporate strategies in media convergence
- Cross-generational media literacy
- Fostering innovation in converging information industries
- New communication technologies and ethno-political identity
- Online social interactions in the consumer context
- Social shaping of technology
- Urban screens and transcultural consumption
- Vernacular modernization
- American Fandom and Asian Technology
- Broadband
- Chinese online game culture
- Convergence of Western culture and Asian new media
- Cultural Interpretations
- Japanese Console Game Industry and Culture
- New Media Hubs
- New Media Polices
- Social networking
- Web-portals

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Urban Screens and Transcultural Consumption between South Korea and Australia

Yue Audrey (University of Melbourne, Australia)

Jung Sun (Victoria University, Australia)

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Moura Hudson (Simon Fraser University, Canada)

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Chang Pi-Chun (National Taiwan Normal University, Taiwan)

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Li Hongye (University of Macau, China)

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Lee Seung-Hyun (University of North Carolina at Greensboro, USA)

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Satpathy Maheswar (Indian Institute of Technology Kanpur, India)

Section 4: Games

Chapter 18

Mobile Games in China:

Tai Zixue (University of Kentucky, USA)

Zeng Haifang (Shanghai University, China)

Chapter 19

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Hinton Sam (University of Canberra, Australia)

Chapter 20

Playing as Producing:

Lin Ying-Chia H. (Fu-Jen Catholic University, Taiwan)

Section 5: Corporate Convergence and Media Market

Chapter 21

TV Box on the Internet:

Fung Anthony (The Chinese University of Hong Kong, Hong Kong)

Li Luzhou (University of Illinois at Urbana-Champaign, USA)

Chapter 22

Corporate Strategies in Media Convergence:

Jin Dal Yong (Korea Advanced Institute of Science and Technology, South Korea)

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