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## Handbook of Research on the Impact of Culture and Society on the Entertainment Industry

Handbook of Research on

### The Impact of Culture and Society on the Entertainment Industry

R. Gulay Ozturk



Part of the Advances in Media, Entertainment, and the Arts Book Series

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In the age of ubiquitous media and globalization, the entertainment industry has changed dramatically to accommodate a more comprehensive and diverse audience. As such, research into the influence of culture on entertainment and the media is necessary in order to facilitate further developments in the industry.

**Handbook of Research on the Impact of Culture and Society on the Entertainment Industry** provides a review of the academic and popular literature on the relationship between communications and media studies, cinema, advertising, public relations, religion, food tourism, art, sports, technology, culture, marketing, and entertainment practices. Founded on international research, this publication is essential for upper-level students, researchers, academicians, business executives, and industry professionals seeking knowledge on the current scope of the entertainment industry.

#### Topics Covered:

- Art
- Cinema and Media
- Cultural Studies
- Entertainment Industry
- Popular Culture
- Public Relations
- Religious Studies
- Sports Industry

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