

Changing Global Media Landscapes: Convergence, Fragmentation, and Polarization

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

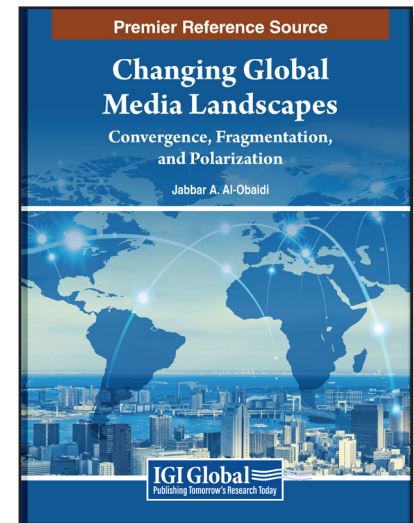
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Description:

With the advancement of technology and the increasing use of digital and social media platforms, we are experiencing an unprecedented era of global connectivity and information sharing. However, alongside these advancements comes a pressing challenge: the rampant spread of misinformation and disinformation, fueling fragmentation and polarization within communities worldwide. As regulations struggle to keep pace with technological innovation, media scholars, experts, and practitioners face a critical need for comprehensive strategies to navigate this complex terrain.

Changing Global Media Landscapes: Convergence, Fragmentation, and Polarization offers a solution to the multifaceted challenges of modern media and communication. This book provides a vital platform for scholars and professionals to explore the intricacies of global media technologies and devise actionable strategies to combat misinformation. With a keen focus on media ethics, law, and organizational management, it equips readers with the tools needed to confront the evolving landscape of digital media responsibly and effectively.

From dissecting the impacts of artificial intelligence on media to examining the convergence of traditional and digital platforms, **Changing Global Media Landscapes: Convergence, Fragmentation, and Polarization** tackles a diverse array of topics essential for understanding and navigating today's media landscape. Whether you're a student seeking to grasp the complexities of media theory or a seasoned professional aiming to stay ahead of industry trends, this book serves as a comprehensive guide for confronting the challenges of misinformation and steering the course toward a more informed and connected society.



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Topics Covered:

- Agenda Setting by Influencers
- Consumer Response to Media Changes
- Corporate Communication in Media Evolution
- Digital Media Literacy
- Evolution of Journalism
- Global Media History
- Global Media Leadership
- Health Communication in Media Shifts
- Impact of Artificial Intelligence on Media
- Impact of the Audience on Media
- Media Convergence Effects
- Media Curriculum in Fragmented Markets
- Media Evaluation with Artificial Intelligence
- Media Fragmentation and Convergence
- Media Influence of Political Leaders

Subject: Media & Communications

Classification: Edited Reference

Readership Level: Advanced-Academic Level
(Research Recommended)

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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