

Multidisciplinary Perspectives on Media Fandom

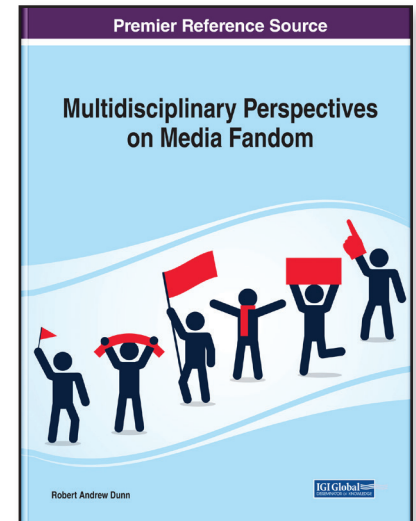
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Description:

Leisure time today is driven by fandom. Once viewed as a social pariah, the fan and associated fandom as a whole has transformed into a popularized social construct researchers are still attempting to understand. Popular culture in the modern era is defined and dominated by the fan, and the basis of fandom has established its own identity across several platforms of media. As some forms of fandom have remained constant, including sports and cinema, other structures of fandom are emerging as the mass following of video games and cosplay are becoming increasingly prominent. Fandom has been established as an important facet in today's society, and necessary research is required for understanding how fandom is shaping society as a whole.

Multidisciplinary Perspectives on Media Fandom is a pivotal reference source that provides vital research that reviews some of the most exigent facets of today's fandom and highlights understudied cultures of fandom as well as emerging intricacies of established fandom. While promoting topics such as esports, influencer culture, and marketing trends, this publication explores both qualitative and quantitative approaches as well as the methods of social science and critical perspectives. This book is ideally designed for marketers, media strategists, brand managers, consumer behavior analysts, researchers, academics, and students.



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Subject: Social Sciences and Humanities

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