Entertainment And Society Influences Impacts And Innovations

"The Netflix Effect examines the scope and influence of Netflix, a company at the forefront of the changing relationships between media and technology"--

21st Century Sociology: A Reference Handbook provides a concise forum through which the vast array of knowledge accumulated, particularly during the past three decades, can be organized into a single definitive resource. The two volumes of this Reference Handbook focus on the corpus of knowledge garnered in traditional areas of sociological inquiry, as well as document the general orientation of the newer and currently emerging areas of sociological inquiry.

The game of rugby has changed significantly in the course of its history. In the early part of the 19th century it evolved from a folk game played by the working class to a recreational activity for public schoolboys. From the 1820s rugby represented an opportunity for gentlemen to demonstrate physical prowess and masculinity and in more recent times it has developed into an activity that reflects the changing attitudes towards professional sport. For the most part of the last one hundred years, rugby union became an important international sport that
represented the nationalistic ideals of a number of countries. However, a number of developments, including the increasing influence of a business ethos within sport during the latter decades of the twentieth century, exposed rugby union to the realities of commercialism and all the factors associated with it, especially the demands of a more diverse spectating public. Drawing on interview material with forty-eight elite level rugby union players from England, Wales, Scotland, France, Ireland, South Africa, New Zealand and Australia who participated in elite level rugby union either before, in the overlapping period or after the declaration of professionalism, this book traces the evolution of attitudes towards professionalism from a players’ perspective and develops a critical review of the impact that professionalism has had upon the sport of rugby union. Rugby Union and Professionalisation: Elite Player Perspectives is fascinating reading for all students and scholars with an interest in rugby union, sport history, sport policy, sport management and the sociology of sport.

This book explores social factors such as culture, mass media, political systems, and migration that influence public health while systematically considering how we may best study these factors and use our knowledge from this study to guide public health interventions. Throughout, contributors emphasize the potential of population strategies to influence traditional risk factors associated with health.
and disease. Each section ends with Galea’s integrative chapters, bringing the observations and conclusions from the chapters into clear, usable focus. This collection brings together the work of a range of scholars from around the world with different perspectives on one simple question: How can we assess the value of various entertainment products and forms? Entertainment is everywhere. The industries that produce it earn billions of dollars each year and employ hundreds of thousands of people. Its pervasiveness means almost everyone has something to say about entertainment, too, whether it be our opinion on the latest Hollywood blockbuster, a new celebrity couple, or our concerns over its place in the world of politics. And yet, in spite of its significance, entertainment has too-often been dismissed with surprising ease within the academy as a ‘mindless’, ‘lowbrow’ – even ‘dangerous’ – form of culture, and therefore unworthy of serious appraisal (let alone praise). Entertainment Values, challenges this assumption, offering a better understanding of what entertainment is, why we should take it seriously, as well as helping us to appreciate the significant and complex impact it has on our culture. This is a one-stop introductory text for students wanting to understand the creative industries, what they are, what they do and how they affect our society. As a popular and powerful medium, mobile use has increased significantly across
the world. The effects of these communication devices have not only transformed how we communicate but also how we gather and distribute information in a variety of industries including healthcare, business, and education. Impacts of Mobile Use and Experience on Contemporary Society provides cross-disciplinary research that ties together use and experience examining the transformative influence of mobile technology and how it is reshaping who we are and what we do. Featuring research that investigates the impacts on both actors and activities with topic coverage that includes academic application, economic value, and mobile learning, scholars from different disciplines from all over the world identify the crucial implications behind mobile technology. Included amongst the targeted audience are educators, policymakers, healthcare professionals, managers, academicians, researchers, and practitioners.

An encyclopedia unlike any other, this work focuses on lobbying, corruption, and political influence in America to inspire readers to think critically about the U.S. government and to appreciate the opportunities of citizenship. • Provides balanced and fair information about three of the murkiest but most powerful forces in American politics and government: lobbying, political influence, and corruption • Covers a wide range of pertinent events, people, organizations, institutions, jurisprudence, and laws from the Credit Mobilier affair in the 19th century to the conviction of Jack Abramoff in
the 21st century • Includes suggested readings with each entry for further exploration of specific subject as well as a unique compendium of original data and documents such as laws, legislation, and agency regulations • Supplies references for further reading and features extensive cross-referencing that directs researchers to other authoritative sources

From media history to today's rapid-fire changes, MEDIA/IMPACT: AN INTRODUCTION TO MASS MEDIA, 12th Edition takes you on a tour of the events, people, money, and technologies that have shaped the mass media industries. Known for its engaging writing style, currency, and visual appeal, the book thoroughly explores how today's mass media are converging as well as provides comprehensive coverage of the legal, ethical, social, and global issues facing the mass media industries every day. The twelfth edition focuses on convergence--how the mass media industries are intersecting to deliver content and how audiences are adapting to the new mass media marketplace. It also gives readers an insider's look at what it's like to work in each industry. In addition, it offers new coverage of digital delivery, net neutrality, media industry consolidation, social media, mobile media, and more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Technology and media are now integrated in various facets of society, including social and economic development. This has allowed for new and innovative methods for
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aiding in development initiatives. Impacts of the Media on African Socio-Economic Development is an essential research publication for the latest scholarly information on societal and economical dimensions of development and the application of media to advance progress. Featuring extensive coverage on many topics including gender empowerment, international business, and health promotion, this book is ideally designed for government officials, academics, professionals, and students seeking current research on social realities and achieving further development in emerging economies.

This volume brings together the full range of modalities of social influence - from crowding, leadership, and norm formation to resistance and mass mediation - to set out a challenge-and-response 'cyclone' model. The authors use real-world examples to ground this model and review each modality of social influence in depth. A 'periodic table of social influence' is constructed that characterises and compares exercises of influence in practical terms. The wider implications of social influence are considered, such as how each exercise of a single modality stimulates responses from other modalities and how any everyday process is likely to arise from a mix of influences. The book demonstrates that different modalities of social influence are tactics that defend, question, and develop 'common sense' over time and offers advice to those studying in political and social movements, social change, and management.

What Movies Teach About Race: Exceptionalism, Erasure, & Entitlement reveals the
way that media frames in entertainment content persuade audiences to see themselves and others through a prescriptive lens that favors whiteness. These media representations threaten democracy as conglomeration and convergence concentrate the media’s global influence in the hands of a few corporations. By linking film’s political economy with the movie content in the most influential films, this critical discourse study uncovers the socially-shared cognitive structures that the movie industry passes down from one generation to another. Roslyn M. Satchel encourages media literacy and proposes an entertainment media cascading network activation theory that uncovers racialized rhetoric in media content that cyclically begins in historic ideologies, influences elite discourse, embeds in media systems, produces media frames and representations, shapes public opinion, and then is recycled and perpetuated generationally.

Licensing Update 2016 is the definitive one-volume handbook covering the year's most significant cases and developments in licensing. It identifies critical trends that licensing professionals and practitioners must understand thoroughly in this rapidly evolving area. Up-to-date, incisive, analytical, and essential, this valuable manual helps you keep up with the explosive pace of licensing with guidance from licensing experts in their area of specialty. You’ll find in-depth insights and valuable analysis on recent developments and important trends of licensing issues from leading practitioners who are experts in their field. Licensing Update 2016 is organized as a handy andquot;quick
reference and "to help you save time in structuring stronger agreements to protect your licensing interest. You'll get extensive coverage of developments in audit and accounting practices, tax considerations, antitrust concerns and many of the bottom-line issues that you need to address to ensure day-to-day profitability of your license agreements.

"This text engages students in the social media phenomenon, exploring how fundamental changes in mass media influence every level of societal communication. With the explosion of social media and big data, students must become conscious of media's positive and negative influences on their lives"--

Influences: Music and Society provokes any reader to realize the influences that music and society have on one another while explaining how this phenomenon came to be and is flourishing. Influences: Music and Society also inspires and motivates any reader to appreciate the beauty of music and society while realizing just how much they coincide. This book looks at how music influences society, American business, and the human mind and body. It also looks deeply into how society, technology, social events, and American law have changed music.

Over generations, human society has woven a rich tapestry of culture, art, architecture, and history, personified in artifacts, monuments, and landmarks arrayed across the globe. Individual communities are looking to exploit these local treasures for the benefit of the travelers who come to see them. Hospitality, Travel, and Tourism: Concepts, Methodologies, Tools, and Applications considers the effect of cultural heritage and destinations of interest on the global economy from the viewpoints of both visitor and host. This broadly-focused, multi-
volume reference will provide unique insights for travelers, business leaders, sightseers, cultural preservationists, and others interested in the unique variety of human ingenuity and innovation around the world.

The second edition of this innovative textbook introduces students to the ways that society shapes our many forms of entertainment and in turn, how entertainment shapes society. Entertainment and Society examines a broad range of types of entertainment that we enjoy in our daily lives – covering new areas like sports, video games, gambling, theme parks, travel, and shopping, as well as traditional entertainment media such as film, television, and print. A primary emphasis is placed on the impact of technological and cultural convergence on innovation and the influence of contemporary entertainment. The authors begin with a general overview of the study of entertainment, introducing readers to various ways of understanding leisure and play, and then go on to trace a brief history of the development of entertainment from its live forms through mediated technology. Subsequent chapters review a broad range of theories and research and provide focused discussions of the relationship between entertainment and key societal factors including economics and commerce, culture, law, politics, ethics, advocacy and technology. The authors conclude by highlighting innovations and emerging trends in live and mediated entertainment and exploring their implications for the future. The new edition features updated examples and pedagogical features throughout including text boxes, case studies, student activities, questions for discussion, and suggestions for further reading.

Health and illness are storied experiences that necessarily entail personal, cultural, and political complexities. For all of us, communicating about health and illness requires a
continuous negotiation of these complexities and a delicate balance between what we learn about the biology of disease from providers and our own very personal, subjective experiences of being ill. Storied Health and Illness brings together dozens of noteworthy scholars, both established and emerging, in a provocative collection that embraces narrative ways of knowing to think about, analyze, and reconsider our own and others’ health beliefs, behaviors, and communication. Comprehensive content reflects the editors’ substantial research in integrative health, narrative care, and innovative ways of improving well-being and quality of life in personal relationships, healthcare, the workplace, and community settings. Unique narrative approaches to the study of health communication include: • 14 chapters written by 22 contributors who use engaging stories from their own research or personal experience to introduce and ground foundational communication concepts in healthcare, health promotion, community support, organizational wellness, and other health-related sites of interest. • Compelling stories of individuals living with the inherent challenges and unexpected opportunities of mental illness, addiction, aging, cancer, dialysis, sexual harassment, miscarriage, obesity, alopecia, breastfeeding, health threats to immigrant workers, developmental differences, and youth gun violence. • 36 Health Communication in Action (HCIA) sidebars that highlight applied research of innovative health communication scholars in their own words and then prompt readers to think more deeply about their own perspectives and experiences. • Theorizing Practice boxes that encourage readers to reflect on stories that describe significant experiences in their own and others’ lives as they consider assumptions and enlarge their viewpoints in previously unimagined ways.

The rapid growth of promotional material through the internet, social media, and entertainment
culture has created consumers who are seeking out their own information to guide their purchasing decisions. Promotional Culture and Convergence analyses the environments necessary for creating a culture of collaboration with consumers, and critically engages with key areas of contemporary promotional development, including: promotional culture's primary industries, including advertising, marketing, PR and branding, and how are they informed by changes in consumer behaviour and market conditions how industries are adapting in the digital age to attract both audiences and advertising revenue the evolving dialogues between ‘new consumers’ and producers and promotional industries. Ten contributions from leading theorists on contemporary promotional culture presents an indispensable guide to this creative and dynamic field and include detailed historical analysis, in-depth case studies and global examples of promotion through TV, magazines, newspapers and cinema.

From the dynamics of interpersonal communication between health professionals and clients to global command-and-control during public health emergencies that cross international borders, the field of health communication bridges many disciplines and involves efforts from the micro to the macro. It involves navigating personal, cultural, and political complexities and an ability to distill complex technical science into quickly and easily understood terms for ready distribution by the mass media--or to an individual patient or to the parent of an ailing child. Despite an abundance of textbooks, specialized monographs, and academic handbooks, this is the first encyclopedic reference work in this area, covering the breadth of theory and research on health communication, as well as their practical application. Features: Nearly 600 original articles are organized A-to-Z within a three-volume set to provide comprehensive coverage of this exciting field, including such topics as theories and research traditions;
evaluation and assessment; cultural complexities; high risk and special populations; message
design and campaigns; provider/patient interaction issues; media issues; and more. All articles
were specifically commissioned for this work, signed and authored by key figures in the field,
and conclude with cross reference links and suggestions for further reading. Appendices
include a Resource Guide with annotated lists of classic books and articles, journals,
associations, and web sites; a Glossary of specialized terms; and a Chronology offering an
overview and history of the field. A thematic Reader’s Guide groups related articles by broad
topic areas as one handy search feature on the e-Reference platform, which also includes a
comprehensive index of search terms. This A-to-Z three-volume reference is available in both
print and online formats and is a must-have for libraries and researchers who seek
comprehensive coverage of the theory, research, and applications of health communication.
The Advanced Industrial Psychology Plays An Important Role In Industry In Increasing
Production, Promoting Harmonious Relationship Among Workers And In Creating Better
Understanding Between Labour And Management. This Book Covers The Undergraduate And
Postgraduate Syllabi Of All The Indian Universities. Its Subject Matter Has Been Planned And
Treated According To The Weightage Given To Different Topics In The University Syllabi.
Based Upon Standard Books, It Studies Industrial Psychology In The Setting Of Indian
Conditions. While Data Have Been Gathered From Standard Books And Reputed Research
Journals Published In The West, An Attempt Has Been Made To Give The Reader An Insight
Into The Problems Of Indian Industrial Conditions And Indian Labourers. Causes Of Their
Problems Have Been Explored And Suggestions Advanced For Amelioration Of Their
Conditions. Thus, The Book Is Equally Useful For All Those Concerned With Industry And
Labour. It includes a discussion on the problems of industrial management and their solutions, and illustrates psychological tests and methods of measurement along with vocational guidance to the reader so that he may develop an understanding for the choice of a career and achievement of job satisfaction. The book will be an indispensable source for all professionals, researchers and students in the field of psychology and for anyone working in the related areas for acquiring an up-to-date overviews.

In this volume, psychologists and communication experts present theory on understanding and predicting how learning occurs through media consumption. As the impact of traditional advertising has declined over the last couple of decades, marketers have scrambled to find other ways to effectively communicate with consumers. Among other approaches, marketers have utilized various forms of product integration. Product integration is mixing a commercial message in with the non-commercial message via TV, movie, video, and other entertainment venues. This book will be of interest to students and researchers in psychology, marketing, communication, advertising, and consumer behavior.

The Oxford Handbook of Social Influence restores this important field to its once preeminent position within social psychology. Editors Harkins, Williams, and Burger lead a team of leading scholars as they explore a variety of topics within social influence, seamlessly incorporating a range of analyses (including intrapersonal, interpersonal, and intragroup), and examine critical theories and the role of social influence in applied settingstoday.

Scholars from various disciplines have studied humor since antiquity. Yet, over the centuries, these researchers have also struggled to conceptualize a viable, well-accepted notion of humor. Beyond pleasure and amusement, people use humor for a variety of social functions.
On the one hand, humor can cause others to like the humorous source more, attract regard, ease conversations, promote expression and the exchange of ideas, introduce new topics of discussion, or smooth interactions. On the other hand, in aggressive forms, humor can halt verbal interactions, modify the usual rules of conversation, communicate critiques, or contribute to the creation of subversive environments. Not All Claps and Cheers: Humor in Business and Society Relationships is an original research anthology that considers different angles from which to address the use of humor by individuals, groups and business actors in their interactions within, around, and across organizations—that is, at the interfaces of business and society. Accordingly, the research anthology is organized in four sections—"Humor, Business and Society," "From Society to Business: Humor’s Use and Roles in Activist Movements," "From Business to Society: Humor’s Use and Roles in Marketing, Corporate Communications, and Public Relations," and "Society within Business: Humor’s Use and Roles in the Workplace and in Organizations." This ground-breaking research anthology draws on material from marketing, communications, human resources and stakeholder theory to throw light on this poorly understood facet of human business behavior.
This text examines the history, theory, cultural context, and professional aspects of media and religion. While religion has been explored more fully in psychology, sociology, anthropology, and the humanities, there is no clear bridge of understanding to the communication discipline. Daniel A. Stout tackles this issue by providing a roadmap for examining this understudied area so that discussions about media and religion can more easily proceed. Offering great breadth, this text covers key concepts and historical highlights; world religions, denominations, and cultural religion; and religion and specific media genres. The text also includes key terms and
questions to ponder for every chapter, and concludes with an in-class learning activity that can be used to encourage students to explore the media–religion interface and review the essential ideas presented in the book. Media and Religion is an ideal introduction for undergraduate students in need of a foundation for this emerging field.

Religion Online provides new insights about religiosity in a contemporary context, offering a comprehensive look at the intersection of digital media, faith communities, and practices of all sorts. • Shows how religion is as important as politics in contemporary public affairs • Breaks new ground on the subject of media and religion (e.g., studying actual audiences, exploring cultural religion outside denominations, and synthesizing communication and sociology of religion) • Features a variety of diverse voices from different faiths to give readers a broad overview of ideas • Describes how young adults have a unique affinity for new media and are more comfortable using them in religious worship than previous generations.

Entertainment and Society Influences, Impacts, and Innovations

An authoritative guide to the action-packed film genre With 24 incisive, cutting-edge contributions from esteemed scholars and critics, A Companion to the Action Film provides an authoritative and in-depth guide to this internationally popular and wide-ranging genre. As the first major anthology on the action film in more than a decade, the volume offers insights into the genre’s historical development, explores its production techniques and visual poetics, and provides reflections on the numerous social, cultural, and political issues it has and continues to embody. A Companion to the Action Film offers original research and critical analysis that examines the iconic characteristics of the genre, its visual aesthetics, and its narrative traits; considers the impact of major directors and stars on the genre’s evolution; puts the action film
in dialogue with various technologies and other forms of media such as graphic novels and television; and maps out new avenues of critical study for the future. This important resource: Offers a definitive guide to the action film Contains insightful contributions from a wide range of international film experts and scholars Reviews the evolution of the genre from the silent era to today’s age of digital blockbusters Offers nuanced commentary and analysis of socio-cultural issues such as race, nationality, and gender in action films Written for scholars, teachers and students in film studies, film theory, film history, genre studies, and popular culture, A Companion to the Action Film is an essential guide to one of international cinema’s most important, popular, and influential genres.

A compilation of recent research findings on mass communication in the Asia Pacific region. The studies focus mainly on Hong Kong, China and Taiwan. The unfolding drama of China’s take over of Hong Kong and Taiwan's potential reunification with the mainland are also addressed.

Fans of specific sports teams, television series, and video games, to name a few, often create subcultures in which to discuss and celebrate their loyalty and enthusiasm for a particular object or person. Due to their strong emotional attachments, members of these fandoms are often quick to voluntarily invest their time, money, and energy into a related product or brand, thereby creating a group of faithful and passionate consumers that play a significant role in multiple domains of contemporary culture. The Handbook of Research on the Impact of Fandom in Society and Consumerism is an essential reference source that examines the cultural and economic effects of the fandom
phenomenon through a multidisciplinary lens and shapes an understanding of the impact of fandom on brand building. Featuring coverage on a wide range of topics such as religiosity, cosplay, and event marketing, this publication is ideally designed for marketers, managers, advertisers, brand managers, consumer behavior analysts, product developers, psychologists, entertainment managers, event coordinators, political scientists, anthropologists, academicians, researchers, and students seeking current studies on the global impact of this particularly devoted community. This volume covers all aspects of film studies, including critical terms, concepts, movements, national and international cinemas, film history, genres, organizations, practices, and key technical terms and concepts. It is an ideal reference for students and teachers of film studies and anyone with an interest in film studies and criticism. Grounded in theoretical principle, Media Effects and Society help students make the connection between mass media and the impact it has on society as a whole. The text also explores how the relationship individuals have with media is created, therefore helping them alleviate its harmful effects and enhance the positive ones. The range of media effects addressed herein includes news diffusion, learning from the mass media, socialization of children and adolescents, influences on public opinion and voting, and violent and sexually explicit media content. The text examines relevant research done in these areas and discusses it in a thorough and accessible manner. It also presents a variety of theoretical approaches to understanding media effects, including
psychological and content-based theories. In addition, it demonstrates how theories can guide future research into the effects of newer mass communication technologies. The second edition includes a new chapter on effects of entertainment, as well as text boxes with examples for each chapter, discussion of new technology effects integrated throughout the chapters, expanded pedagogy, and updates to the theory and research in the text. These features enhance the already in-depth analysis Media Effects and Society provides.

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