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 Policies
- Social networking
- Web-portals

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Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.
Section 1: Cultural Convergence and Globalization

Chapter 1
Super-Sized Fandom: 
Kirk Andrew J. (Southern Illinois University - Carbondale, USA)

Chapter 2
Urban Screens and Transcultural Consumption between South Korea and Australia 
Yue Audrey (University of Melbourne, Australia) 
Jung Sun (Victoria University, Australia)

Chapter 3
Sharing Bites on Global Screens: 
Moura Hudson (Simon Fraser University, Canada)

Chapter 4
Global Media and Information Ethics: 
Wachanga D. Ndirangu (University of Wisconsin-Whitewater, USA)

Chapter 5
Public Discourses on the Korean Wave in Taiwan 
Lin Lihyun (National Taiwan University, Taiwan)

Chapter 6
The Emerging Media Exchange in the Cultural Regionalization of Asia 
Chung Peichi (National University of Singapore, Singapore)

Chapter 7
New Imagined Community by Cultural Participation: 
Chang Pi-Chun (National Taiwan Normal University, Taiwan)

Section 2: Convergence of New Media

Chapter 8
New-Media-Based Attention Implosion and Television Publicness in the Era of Internet-TV Convergence 
Lee Francis L. F. (Chinese University of Hong Kong, Hong Kong)

Chapter 9
Bearing Witness through Technology: 
Ibrahim Yasin (Queen Mary, University of London, UK)

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Mum's the Word: 
Hjorth Larissa (RMIT University, Australia)

Chapter 11
The Electronic Pontifices Maximi: 
Dakrouy Aliaa (University of Ottawa, Canada)

Chapter 12
A Picture and A Thousand Words: 
Farrell Robert (IBM T J Watson Research Center, USA) 
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Kim Do Kyun (University of Louisiana at Lafayette, USA)

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Wu Mei (University of Macau, China) 
Li Hongye (University of Macau, China)

Chapter 16
Convergence of Mobile TV with Everyday Life and Culture 
Lee Seang-Hyun (University of North Carolina at Greensboro, USA)

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Call Centers, India, and a New Politics: 
Satpathy Maheshwar (Indian Institute of Technology Kanpur, India)

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Mobile Games in China: 
Tai Zixue (University of Kentucky, USA) 
Zeng Haifang (Shanghai University, China)

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

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Sparviero Sergio (Dublin City University, Ireland)

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Preston Paschal (Dublin City University, Ireland) 
Rogers Jim (Dublin City University, Ireland)