

**Spreadable Media: Creating Value And Meaning In A
Networked Culture (Postmillennial Pop) By Henry
Jenkins;Sam Ford**

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POSTMILLENNIAL POP General Editors: Karen Tongson and Henry Jenkins Spreadable Media: Creating Value and Meaning in a Networked Culture Henry Jenkins, Sam Ford, and

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I recently read Spreadable Media: Creating Value and Meaning in a Networked Culture . Its focus (not surprisingly) is social media; how people consume and engage

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Jan 20, 2013 by Henry Jenkins, Sam Ford, In Spreadable Media: Creating Value and Meaning in a by focusing on the role of social media within pop culture.

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Spreadable Media: Creating Meaning and Value in a Networked Culture, the new book by Henry Jenkins, Sam Ford, and Joshua Green, will appear from New York University

About the book | spreadable media

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Henry Jenkins, Sam Ford & Joshua Green: Spreadable Media: Creating Value and Meaning in a Networked Culture. New York, USA: New York University Press, 2013

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Spreadable Media. Creating Value and Meaning in It delineates the elements that make content more spreadable and highlights emerging media business models built

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