



Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization

By Tanner Mirrlees

Download now

Read Online ➔

Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization By Tanner Mirrlees

A critical cultural materialist introduction to the study of global entertainment media.

In *Global Entertainment Media*, Tanner Mirrlees undertakes an analysis of the ownership, production, distribution, marketing, exhibition and consumption of global films and television shows, with an eye to political economy and cultural studies. Among other topics, Mirrlees examines:

- Paradigms of global entertainment media such as cultural imperialism and cultural globalization.
- The business of entertainment media: the structure of capitalist culture/creative industries (financers, producers, distributors and exhibitors) and trends in the global political economy of entertainment media.
- The "governance" of global entertainment media: state and inter-state media and cultural policies and regulations that govern the production, distribution and exhibition of entertainment media and enable or impede its cross-border flow.
- The new international division of cultural labor (NICL): the cross-border production of entertainment by cultural workers in asymmetrically interdependent media capitals, and economic and cultural concerns surrounding runaway productions and co-productions.
- The economic motivations and textual design features of globally popular entertainment forms such as blockbuster event films, TV formats, glocalised lifestyle brands and synergistic media.
- The cross-cultural reception and effects of TV shows and films.
- The World Wide Web, digitization and convergence culture.

 [**Download** Global Entertainment Media: Between Cultural Imper ...pdf](#)

 [**Read Online** Global Entertainment Media: Between Cultural Imp ...pdf](#)

Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization

By Tanner Mirrlees

Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization By Tanner Mirrlees

A critical cultural materialist introduction to the study of global entertainment media.

In *Global Entertainment Media*, Tanner Mirrlees undertakes an analysis of the ownership, production, distribution, marketing, exhibition and consumption of global films and television shows, with an eye to political economy and cultural studies. Among other topics, Mirrlees examines:

- Paradigms of global entertainment media such as cultural imperialism and cultural globalization.
- The business of entertainment media: the structure of capitalist culture/creative industries (financers, producers, distributors and exhibitors) and trends in the global political economy of entertainment media.
- The "governance" of global entertainment media: state and inter-state media and cultural policies and regulations that govern the production, distribution and exhibition of entertainment media and enable or impede its cross-border flow.
- The new international division of cultural labor (NICL): the cross-border production of entertainment by cultural workers in asymmetrically interdependent media capitals, and economic and cultural concerns surrounding runaway productions and co-productions.
- The economic motivations and textual design features of globally popular entertainment forms such as blockbuster event films, TV formats, glocalised lifestyle brands and synergistic media.
- The cross-cultural reception and effects of TV shows and films.
- The World Wide Web, digitization and convergence culture.

Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization By Tanner Mirrlees Bibliography

- Rank: #557380 in Books
- Brand: Mirrlees Tanner
- Published on: 2013-03-15
- Released on: 2013-04-16
- Original language: English
- Number of items: 1
- Dimensions: 10.00" h x .73" w x 7.00" l, 1.20 pounds
- Binding: Paperback
- 320 pages

 [**Download** Global Entertainment Media: Between Cultural Imper ...pdf](#)

 [**Read Online** Global Entertainment Media: Between Cultural Imp ...pdf](#)

Download and Read Free Online Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization By Tanner Mirrlees

Editorial Review

Review

"Mirrlees explains in clear and lively language how the most popular and ubiquitous movies, TV formats, and brands are made and consumed?and he also explains why this matters. In a world where media continue to increase their hold on resources and their place in our lives, *Global Entertainment Media* is a must-read for media activists and students of culture." ?*John McCullough, Associate Professor and Chair, Department of Film, York University*

"Comprehensive and tactically plain-spoken, Dr. Mirrlees's cultural-economic study maps out the complex networks of production, consumption, and regulation that structure today's culture industry, and offers a key for unlocking its meanings and functions in a neoliberal age dominated by neo-imperial corporations. In the process, this teachable text provides a primer?ideal for undergraduates?on key 'macro' concepts in media and cultural studies, like discourse, globalization, intellectual property, and postcolonialism." ?*Mark A. McCutcheon, Assistant Professor of Literary Studies, Athabasca University*

"Mirrlees presents a meticulously well researched, original, and insightful overview of an expansive field. *Global Entertainment Media* surveys a complex and ever-changing global media landscape, navigating the terrain with great clarity and authority. Mirrlees's methodological approach, his deft theoretical analysis, and his wide-ranging and up-to-date use of examples and case studies make this a foundational work that brings global media studies scholarship firmly into the twenty-first century." ?*Ian Reilly, Assistant Professor, Department of Communication Studies, Concordia University*

About the Author

Tanner Mirrlees is an Assistant Professor in the Communication Program at the University of Ontario Institute of Technology (UOIT).

Users Review

From reader reviews:

Mandy Conway:

Why don't make it to be your habit? Right now, try to ready your time to do the important take action, like looking for your favorite e-book and reading a e-book. Beside you can solve your long lasting problem; you can add your knowledge by the publication entitled *Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization*. Try to make book *Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization* as your friend. It means that it can to become your friend when you feel alone and beside those of course make you smarter than in the past. Yeah, it is very fortunated to suit your needs. The book makes you a lot more confidence because you can know almost everything by the book. So , let me make new experience along with knowledge with this book.

Aaron Williams:

Reading a book can be one of a lot of action that everyone in the world adores. Do you like reading book thus. There are a lot of reasons why people fantastic. First reading a publication will give you a lot of new information. When you read a e-book you will get new information since book is one of various ways to share the information or even their idea. Second, studying a book will make you more imaginative. When you studying a book especially tale fantasy book the author will bring one to imagine the story how the people do it anything. Third, you are able to share your knowledge to others. When you read this Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization, you could tells your family, friends along with soon about yours publication. Your knowledge can inspire the others, make them reading a reserve.

Federico Hayward:

Reading a book being new life style in this calendar year; every people loves to learn a book. When you examine a book you can get a great deal of benefit. When you read books, you can improve your knowledge, since book has a lot of information on it. The information that you will get depend on what types of book that you have read. If you need to get information about your research, you can read education books, but if you want to entertain yourself read a fiction books, these us novel, comics, as well as soon. The Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization provide you with a new experience in looking at a book.

Charles Wagoner:

Some individuals said that they feel uninterested when they reading a e-book. They are directly felt the item when they get a half parts of the book. You can choose often the book Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization to make your own reading is interesting. Your current skill of reading skill is developing when you like reading. Try to choose basic book to make you enjoy you just read it and mingle the sensation about book and reading through especially. It is to be initially opinion for you to like to start a book and read it. Beside that the book Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization can to be your brand new friend when you're experience alone and confuse in what must you're doing of that time.

Download and Read Online Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization By Tanner Mirrlees #FBR3WK8X7ON

Read Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization By Tanner Mirrlees for online ebook

Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization By Tanner Mirrlees
Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization By Tanner Mirrlees books to read online.

Online Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization By Tanner Mirrlees ebook PDF download

Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization By Tanner Mirrlees Doc

Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization By Tanner Mirrlees Mobipocket

Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization By Tanner Mirrlees EPub

FBR3WK8X7ON: Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization By Tanner Mirrlees