



Cultura da Conexão: Criando valor e significado por meio da mídia propagável (Portuguese Edition)

Henry Jenkins, Sam Ford, Joshua Green

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Essa máxima simples, mas definitiva, norteia a análise de três renomados pensadores atuais da mídia moderna - entre eles Henry Jenkins, autor do referencial Cultura da Convergência (Aleph) - sobre o futuro da circulação de conteúdo nos meios de comunicação social e digital. Vivemos uma mudança de paradigma na mídia: a passagem de uma mentalidade regulada pela lógica da radiodifusão, que dominou todo o século 20, para outra em que o controle sobre a produção e a distribuição cultural já não é tão rígido; uma nova proposição que permite e valoriza o engajamento das audiências. Hoje, as pessoas não se limitam ao simples papel de consumidor. Discutem, reagem, espalham seus interesses e críticas pelas diferentes modalidades de mídia. Querem ser ouvidas, atendidas, recompensadas. Entre as muitas possibilidades dessa cultura cada vez mais ligada em rede, há pelo menos uma grande certeza: será mais bem-sucedido quem souber lidar melhor com as aspirações e desejos de um público ávido por participar e opinar.

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