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Our publishing house

Media XXI's main activity is technical and scientific publishing. We also have other business units related to content production, research, consultancy and specialized events in areas related to the media industry, cultural industry, creative industries and tourism. In the publishing area, our mission is to establish ourselves as a national and international reference in the edition, production and commercialization of technical and scientific books. An integral part of our mission is also the permanent cooperation with research centers and universities, among other public and private organizations, in terms of the dissemination and transfer of knowledge.

business

communication sciences

creative industries

cultural studies

economy

history

management

media studies

political sciences

social sciences

Journal of Creative Industries and Cultural Studies – JOCIS (Vol. VII)



Author: Terry Flew and Paulo Faustino (eds.)

Release: 2021

Pages: 154

ISSN: 5-607727-158028-00007

Field: creative industries, cultural studies

15 €

JOCIS is a Scientific Journal created by MediaXXI/Formalpress in partnership with several international entities, such as International Media Management Academic Association (IMMAA), and also with the collaboration of the Centre for Research in Communication, Information and Digital Culture (CIC. Digital) of the Faculty of Arts and Humanities of the University of Porto and the Faculty of Social and Human Sciences of the University Nova de Lisbon. Co-directed by Terry Flew and Paulo Faustino, JOCIS is created, designed and peer-reviewed by a highly qualified international team of academic researchers and publishers with years of experience.

JOCIS 7 presents four articles: *Sport and Mobile TV: Conceptualization and Empirical Analysis of a Mobile TV Usage Model*; *The Memory within Photography: How to Observe Photographic Images in the "Post" Context*; *Mapping the Film and Audiovisual Sectors: A Research Agenda for the Future*; and *Nostalgia, Retro-Marketing, and Neuromarketing: An Exploratory Review*. This issue also includes an interview with Robert Picard, an expert in media and communications economics and policy.

The New Way: A Competence Agenda for a Trust Society

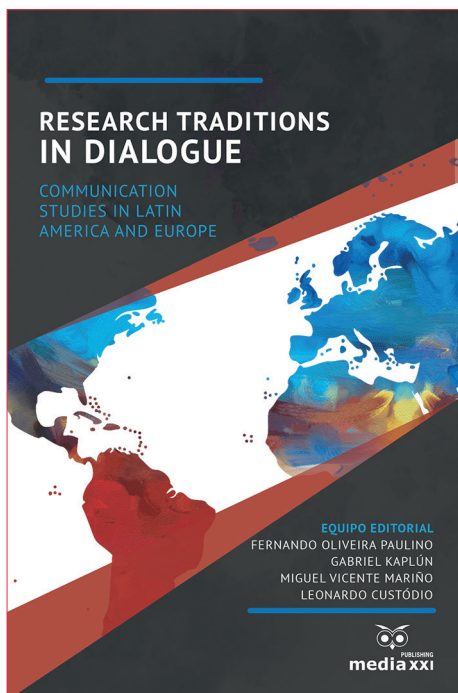


Author: Francisco Jaime Quesado
Release: 2020
Pages: 74
ISBN: 978-989-729-212-5
Field: social sciences
8 €

The New Way: A Competence Agenda for a Trust Society is a Manifesto that combines a statement of some of the enablers of Modernity and Value Creation with some Cases & Experiences of the last 10 years in Portugal. The Message of The New Way is directed to those who believe that only with a systemic agenda on innovation and creativity is possible to sustain the competitiveness of the economy and the future of society. The New Way is also a synthesis of most of the experiences that I had in different projects and experiences that are a good example of the belief of many colleagues and friends in the opportunity of the challenge of innovation and creativity for the agenda of change of our country.

The New Way is the evidence that when we are Competent and We Cooperate we are able to give a sense of reality to the projects we are involved in. The New Way is also an experience of the importance of having a good Communication with our citizens and our institutions, to build an effective convergence towards a society of Trust and Intelligence. The New Way is above all an individual and collective commitment with our community, a public space where the flow of ideas is the platform for more value and more quality of life.

Research Traditions in Dialogue: Communication Studies in Latin America and Europe



This book is a meeting point, a place where the paths and efforts of authors and scientific associations converge to overcome the ocean that separates them to collectively build a panoramic vision of Communication Research, based on critical dialogue and institutional cooperation. These pages are one of the main fruits of the collaboration established between the Latin American Association of Communication Researchers (ALAIC) and the European Communication Research and Education Association (ECREA), two core entities in the scientific system of their respective continents that have learnt to support each other in order to develop their own projects that strengthen their cultural and academic ties. A support that has also been received from the University of Brasilia and the University of Valladolid.

Author: Fernando Oliveira Paulino,
Gabriel Kaplún, Miguel Vicente Mariño e
Leonardo Custódio

Release: 2020

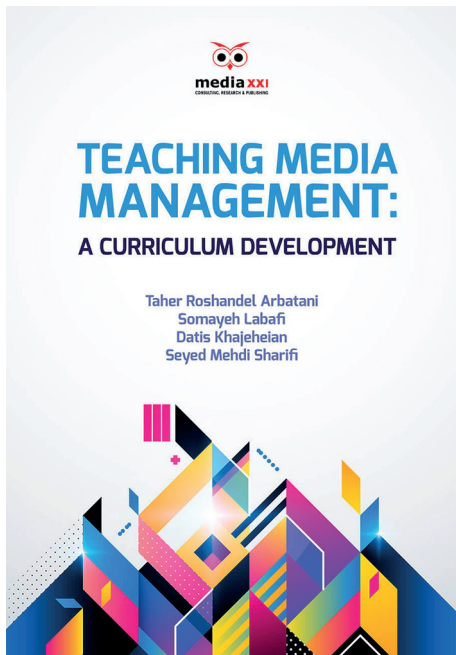
Pages: 349

ISBN: 978-989-729-214-9

Field: communication sciences

20 €

Teaching Media Management: A Curriculum Development

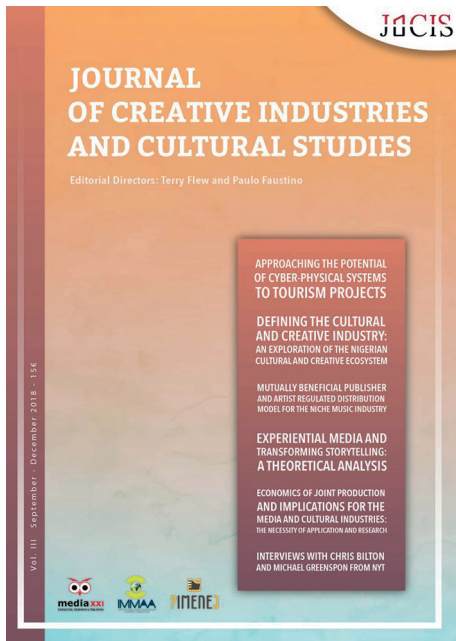


**Author: Taher Roshandel Arbatani,
Somayeh Labafi, Datis Khajeheian and
Seyed Mehdi Sharifi**
Release: 2019
Pages: 127
ISBN: 978-989-729-198-2
Field: management, media studies
10 €

Media Management as a relatively new discipline has been taught in various universities and higher education institutes world-wide. However, no integrated approach has been observed towards this area of interest, about how it must be taught, both in structure and in content. This program is taught in both management and communication faculties in different universities. Some conduct this program with an operational approach, while others teach it in a very theoretical manner. Teaching courses also vary from university to university.

This book reports a collective effort on review of media management programs in universities worldwide and development of a modern and updated curriculum for M.A and PhD students of media management in the University of Tehran. The findings have been authored as this book seeks to provide a comprehensive insight about the status of media management in different universities worldwide. It also presents the most recent curriculum development that has been done through a thorough and time consuming revision in the department of media management in the University of Tehran. The authors hope that this book will be considered as a guideline for universities and institutes of higher education to revise or realign their programs of media management.

Journal of Creative Industries and Cultural Studies – JOCIS (Vol. III)



Author: Terry Flew and Paulo Faustino (eds.)

Release: 2019

Pages: 165

ISSN: 5-607727-158028 00003

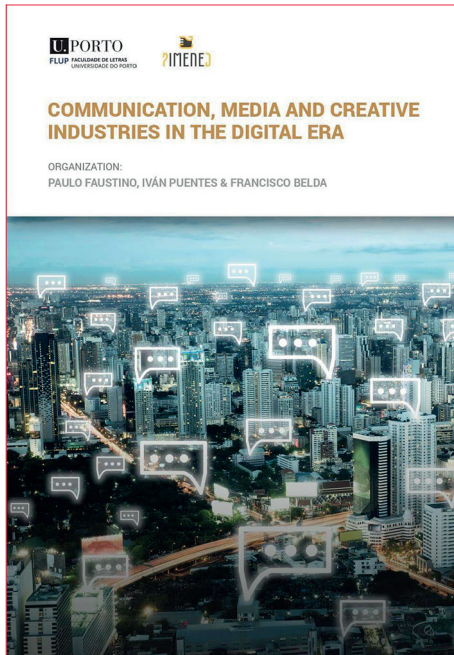
Field: creative industries, cultural studies

15 €

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This issue features the articles *Experiential Media and Transforming Storytelling: A Theoretical Analysis*; *Mutually Beneficial Publisher and Artist Regulated Distribution Model for the Niche Music Industry*; *Defining the Cultural and Creative Industry: An Exploration of the Nigerian Cultural and Creative Ecosystem*; *Economics of Joint Production and Implications for the Media and Cultural Industries: The Necessity of Application and Research*; *Approaching the Potential of Cyber-Physical Systems to Tourism Projects*. Reports: *Blockchain Technology: Opportunities for media and creative industries*; *CREIMA – World-Class Researchers Discuss the Future of Media and Creative Industries*; *TOCRIA – Experts Discuss the Changes in the Tourism Industry*; *Key Ideas Highlighted by Global Media Executives at the WAN-IFRA Congress*. Interviews with Michael Greenspon and Chris Bilton.

Communication, Media and Creative Industries in the Digital Era



Author: Paulo Faustino, Iván Puentes e Francisco Belda

Release: 2019

Pages: 270

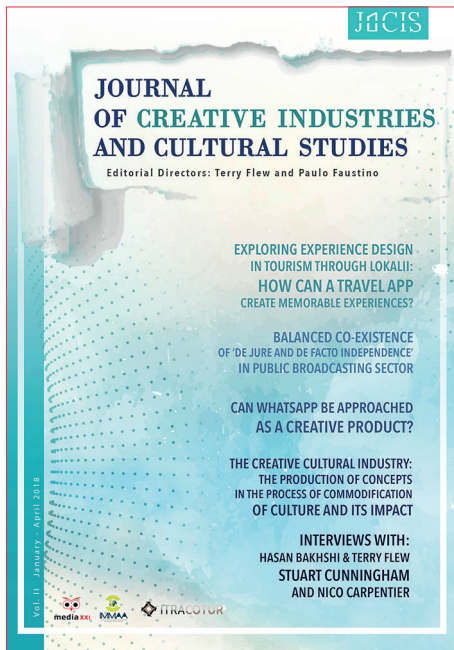
ISBN: 978-989-8969-30-9

Field: communication sciences, media studies, creative industries

NFS

The media sector is one of the most important in the creative industry, but it is currently part of an environment subject to rapid evolution and strong market pressure. This work is part of the Integrated Mentoring Project, Entrepreneurship, Digital Editing Business Models – PIMENED –, hosted by the Faculty of Letters of the University of Porto. It includes a selection of 12 articles that offer a vision of the media and communication based on four vectors: business models; the relationship with entrepreneurship and value creation; the media as a communication and marketing support; the media as vehicles for journalistic productions. These are the four axes on which the organization of the book is based, assuming the usefulness of a non-piecemeal and closed approach, but, rather, integrated and dynamic in this field. It aims to provide a broader and more multifaceted look at the media, linking different geographies, according to the very complexity of the object on which it is reflected. These various perspectives affect each other and the purpose of the work is, without conceptual and analytical sacrifice, to show these multidimensional connections to the various parts in which it is structured.

Journal of Creative Industries and Cultural Studies – JOCIS (Vol. II)



Author: Terry Flew and Paulo Faustino (eds.)

Release: 2018

Pages: 145

ISBN: 978-989-729-194-4

Field: creative industries, cultural studies

15 €

JOCIS is a Scientific Journal created by MediaXXI/Formalpress in partnership with several international entities, such as International Media Management Academic Association (IMMAA), and also with the collaboration of the Centre for Research in Communication, Information and Digital Culture (CIC. Digital) of the Faculty of Arts and Humanities of the University of Porto and the Faculty of Social and Human Sciences of the University Nova of Lisbon. Co-directed by Terry Flew and Paulo Faustino, JOCIS is created, designed and peer-reviewed by a highly qualified international team of academic researchers and publishers with years of experience.

This issue features the articles *Exploring travel experience design through Lokalii: How can a travel app create memorable experiences?*; *Balanced co-existence of de jure and de facto independence in the public service broadcasting sector*; *The Creative Cultural Industry: The production of concepts in the process of commodification of culture and its impact*; *Can the media Whatsapp be approached as a creative product?*. Interviews with Terry Flew, Greg Hearn and Cori Stewart; Stuart Cunningham; and Nico Carpentier.

My Europe: From Integration to Intelligence



Author: Francisco Jaime Quesado

Release: 2018

Pages: 66

ISBN: 978-989-729-200-2

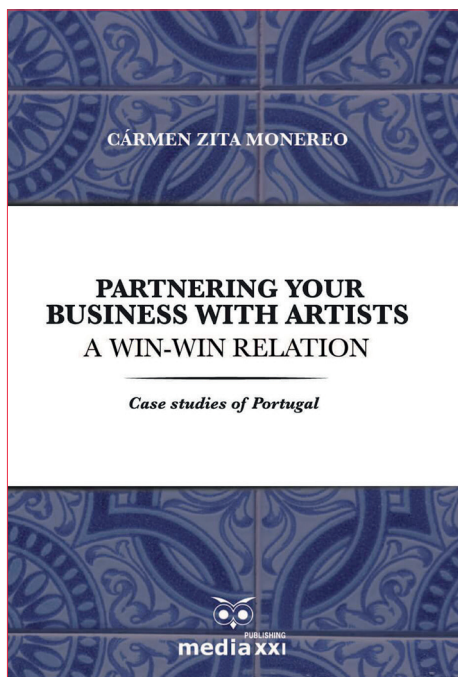
Field: economy, social sciences

8 €

From Integration to Intelligence is the synthesis of my weekly collaborations in New Europe, a well known paper published in Brussels – www.neweurope.eu. When writing to this independent newspaper about Innovation and Competitiveness, I have been giving my opinion, as a citizen and professional, of my vision for Europe as a collective project that is based on the individual ideas and contributions of all those that have confidence in the future. Nova Competitividade, the name of my weekly column in New Europe, is my confidence message in an effective contract between public and private actors in the global agenda for more shared value in the creation and transaction of economic goods and services.

I believe in Europe. I believe in a dream, that more than a project is a reality of people that want to construct a better future for a society that must be open to new ideas and solutions for the problems of the present. I believe in the capacity of the citizens and institutions of this secular continent being again able to put in place an agenda of intelligent modernity shared by all the society in a positive way. This is the Europe about which I have been on a weekly basis writing in a paper that defends a strategy of innovation and creativity for the most consolidated space of the world. A Europe of Trust, where the individual and the collective embrace the same agenda of modernity.

Partnering Your Business With Artists: A win-win relation – Case studies of Portugal



The corporate social entrepreneurship and the growth of the company combined closely with culture and arts is a management model. This book refers to successful examples of Portuguese companies that combine two realities: the talent of employees and successful partnerships with artists for a win-win; employees are happier and productivity is higher.

Author: Cármén Zita Monereo
Release: 2018
Pages: 170
ISBN: 978-989-729-202-6
Field: business, management, cultural industries
15 €

Journalism With a Future



Author: Iván Puentes-Rivera, Francisco Campos-Freire e Xosé López-García

Release: 2018

Pages: 112

ISBN: 978-989-729-196-8

Field: communication sciences

NFS

The reconfiguration of the communication ecosystem in the network society has not only made the ubiquity of communication a reality, but it has opened the doors to a new historical stage of journalism. The emergence and popularization of the Internet, from the arrival of the web and finally driven by the social web, has left behind the communication model from one to many to enter the scenario of a communication from many to many, in which accessibility and mobility feed a model that multiplies the production of content and a greater role of active audiences. On the threshold of the so-called fourth industrial revolution, intelligent automation announces a new phase for glocal communication. Journalism, meanwhile, seeks a path of its own that allows it to fulfill its role in the network society. While the media industry tries to enter, with unequal successes, into the new ecosystem and the digital native media build renewed models that make their model sustainable, questions and challenges are multiplied both for professionals and for entrepreneurs in network projects and for society, which has placed journalism at the centre of the information landscape. All social actors know that the future is not written and new ways must be built on a day-to-day basis.

Journal of Creative Industries and Cultural Studies – JOCIS (Vol. I)



Author: Terry Flew and Paulo Faustino (eds.)

Release: 2017

Pages: 132

ISBN: 978-989-729-189-0

Field: creative industries, cultural studies

15 €

JOCIS is a Scientific Journal created by MediaXXI/Formalpress in partnership with several international entities, such as International Media Management Academic Association (IMMAA), and also with the collaboration of the Centre for Research in Communication, Information and Digital Culture (CIC. Digital) of the Faculty of Arts and Humanities of the University of Porto and the Faculty of Social and Human Sciences of the University Nova of Lisbon. Co-directed by Terry Flew and Paulo Faustino, JOCIS is created, designed and peer-reviewed by a highly qualified international team of academic researchers and publishers with years of experience.

This number features the articles *Attracting Startups within Creative Industries and the High-Tech Sector*; *Finding Direction When Developing New Media Products*; *Lisboa Criativa: Why it is Important to Connect*; *Business Models for Digital Newspapers*. Reports: *Italian Cultural and Creative Industries*; *Perspective on Italian Creative Industries*; and *Understanding Creative Clusters: The Interplay between Organisational Management and Urban Studies*.

What Society Needs from Media in the Age of Digital Communication

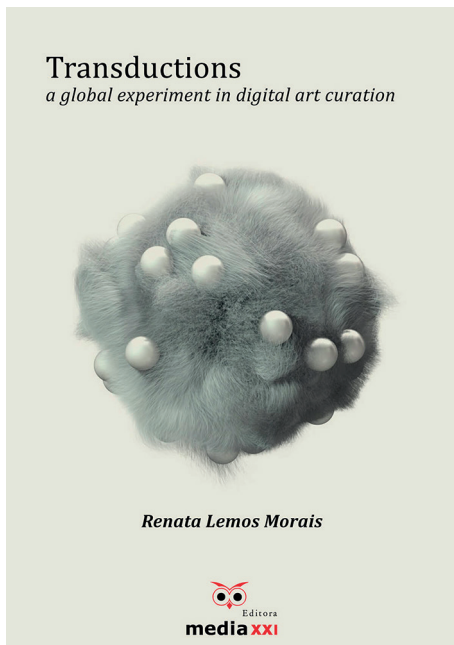


Author: Robert G. Picard (ed.)
Release: 2016
Pages: 318
ISBN: 978-989-729-173-9
Field: communication sciences, media studies
18 €

Media and communications are changing rapidly and their transformation is having a momentous impact on the abilities of individuals to communicate and how society communicates within itself. Such changes are important because media convey ideas, opinions, information, social values, experiences, and entertainment and those are influenced by social, economic, and political forces in society. The changing nature of communication is especially important because media and communication platforms are increasingly the primary location in which contemporary identity, culture, and values and norms are manifest and contested.

This book addresses those issues and considers what society needs from media in the contemporary environment. It is by nature normative, informed by the research and knowledge derived from the fields of the authors. They hope that it will spark deeper thinking and discussion of the roles of media in modern society and how society might work to ensure those needs are met.

Transductions: A Global Experiment in Digital Art Curation



Author: Renata Lemos Morais (org.)

Release: 2016

Pages: 74

ISBN: 978-989-729-165-4

Field: cultural industries

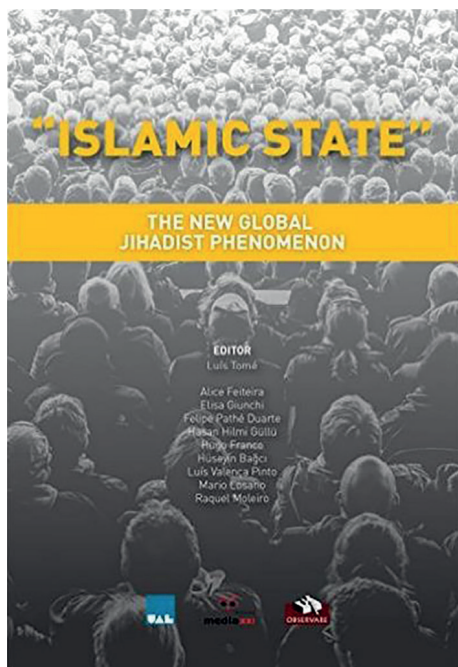
10 €

The ebook "Transductions" portrays the Renata Lemos Morais experience as a curator, which she describes as a journey of aesthetic serendipity. It is the textual offspring of Transductions #18, a pop-up exhibition that made part of the Pause Festival of Digital Culture in Melbourne, in 2015.

Through the fortuitous and elusive encounters of digital curation, Renata Lemos Morais has been exploring the refracted images of her own personal sense of aesthetics mirrored in the expansive lens of the digital mesh. Transductions#18 was conceptualised out of the creative urge to manifest this process within a physical space.

According to the author, "the exhibition was about living the questions not only in the now, but also about enacting a living experiment with some of the most important questions of our now, by tapping into the continuous mesh of virtuality and physicality which is interspersed in the chaos and complexity of contemporary life".

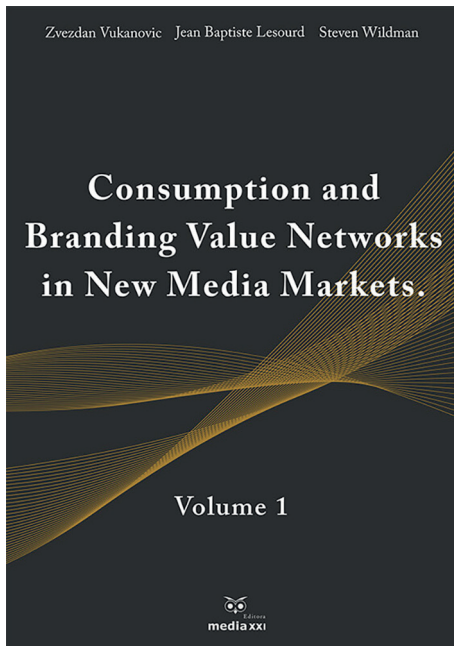
Islamic State: The New Global Jihadist Phenomenon



To cover a variety of topics related to this new phenomenon of global jihadism, the book features concise chapters, despite containing the in-depth and well-informed views of eight academics and two journalists.

Author: Luís Tomé
Release: 2015
Pages: 245
ISBN: 978-989-729-163-0
Field: political sciences
18 €

Consumption and Branding Value Networks in New Media Markets vol. 1

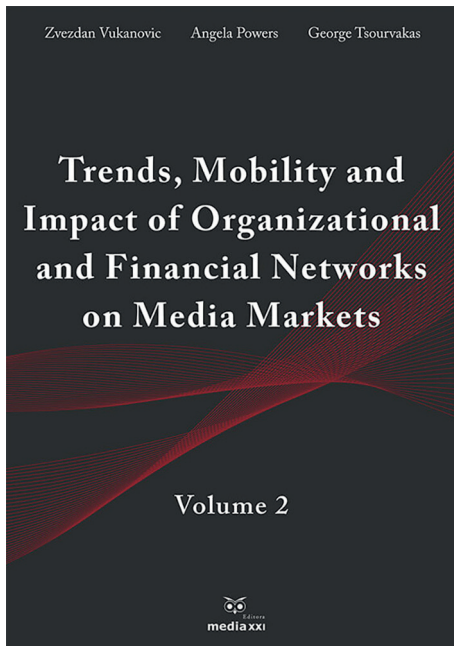


Author: Zvezdan Vukanovic, Jean Baptiste Lesourd e Steven Wildman
Release: 2015
Pages: 435
ISBN: 978-989-729-143-2
Field: business, media studies
30 €

Written by leading international scholars, the book addresses the increasingly global, networked, and unpredictable nature of the media industry as well as the growing complexities of media work. In its effort to combine business and creativity, the media industry has traditionally been faced with unique opportunities, and also challenges, increased by the short-lived nature of its products and services. The media industry is currently being reshaped by the sudden rise of digital technologies and web applications. The book evaluates the importance and the role of innovation within the media industry and helps identify and evaluate the drivers of innovation.

The monograph covers such emerging areas as the personalization, digital convergence, disruptive technology, and multimedia journalism. Using contemporary and exhaustive literature and case studies examples from global media companies, this thoroughly researched volume contains a wealth of information and features numerous international examples and statistics including useful charts and tables, that effectively illustrate key points and make the book truly global in scope as well as important for both those who work in and study media industries.

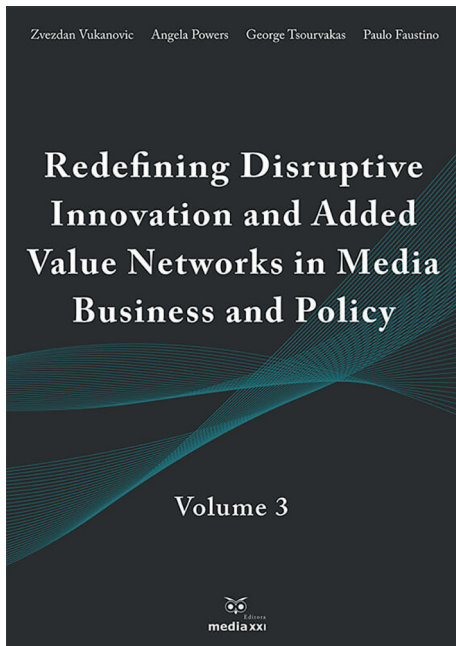
Trends, Mobility and Impact of Organizational and Financial Networks on Media Markets vol. 2



Author: Zvezdan Vukanovic, Angela Powers e George Tsourvakas
Release: 2015
Pages: 267
ISBN: 978-989-729-144-9
Field: business, media studies
30 €

This monograph covers and contextualizes many of the current intricately intertwined debates concerning relevant issues on how media companies are embracing the revenue and financing models, as well as digital convergence in online publishing and television media. This volume gathers nuanced insights from an array of renowned academic researchers and pursues a highly interdisciplinary approach. The book also explores the managerial and technological tensions and responsibilities companies face as they adapt to the new and fluid digital convergence reality. The contributors illustrate the contours of our current media environment. Not willing to rest on old paradigms or theories, the contributors propose new analytical frameworks for making sense of television in the age of the digital convergence. This book is intended for advanced undergraduates and graduate students in media management courses, policy makers, scholars, and media practitioners.

Redefining Disruptive Innovation and Added Value Networks in Media Business and Policy vol. 3



Author: Zvezdan Vukanovic, Angela Powers, George Tsourvakas e Paulo Faustino
Release: 2015
Pages: 220
ISBN: 978-989-729-145-6
Field: business, media studies
30 €

This volume features contributions from WMEMC 2012, an international media conference held in Thessaloniki, Greece. It examines in both descriptive and analytical ways, how new media market consumption is evolving as a subdiscipline of media business. New media is an extension of traditional media industries, yet it is distinctly different in its nature and ability to build relationships among users. New media consumption patterns have transformed media – they have shattered the very idea of a linear and static medium. What electricity and combustion engine were to the early 20th century, software is to the early 21st century. New case studies and company profiles in this monograph provide practical examples of how media industry and market have successfully implemented these strategies, using the newest social media consumption and branding tools.

The Business of Media: Change and Challenges



Author: Mónica Herrero e Steve Wildman

Release: 2015

Pages: 188

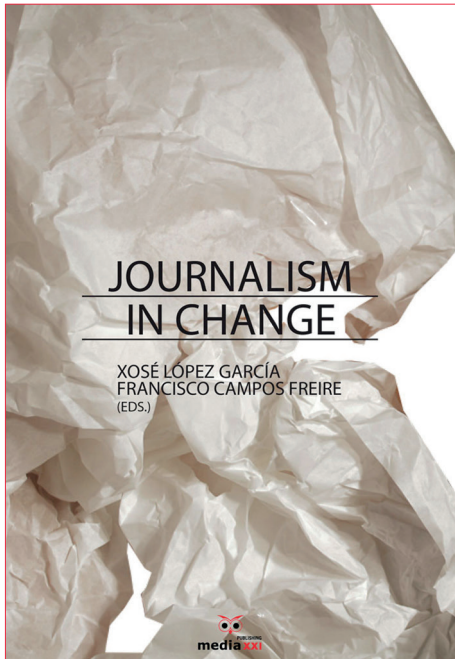
ISBN: 978-989-729-156-2

Field: business, media studies

18 €

Advancement of the state of scholarship on media management is a three-pronged process. The body of knowledge on which media executives and managers can draw grows as: (1) core concepts and analytical frameworks are refined, augmented and occasionally supplemented or replaced by new ideas that better explain the roles of media in their larger economic and societal contexts; (2) Rigorous empirical analysis probes the limitations of current understanding and raises new questions; and (3) Grounded case studies extract knowledge through theoretically informed observation of situations and processes that are too complex and multi-faceted for more tightly controlled statistical analyses but still are too rich in their potential to contribute to knowledge to ignore. All three prongs are represented in this edited volume, which draws on the best of the new research and thinking showcased at the Annual Conference of the International Media Management Academic Association held during October 24-25, 2014 in Pamplona, Spain. The book's 10 chapters are organized into three main sections that move, respectively, from a high level focus on core principals and fundamental challenges to effective management, to more narrowly focused research (but with generalizable findings) on solutions to concrete and specific problems faced by media firms trying to improve their results from the services and products they offer, to case studies of market-level change in three very different political and economic environments.

Journalism in Change



Author: Xosé López García e Francisco Campos Freire
Release: 2015
Pages: 188
ISBN: 978-989-729-149-4
Field: communication sciences
18 €

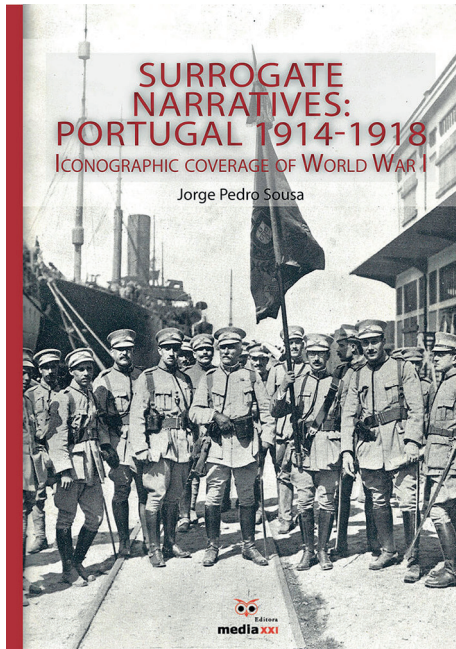
This book presents a compilation of a large part of the reflections and findings by the research group Novos Medios, which are related to the analysis of the change processes and the technological transition that have fully altered the media and the profession of journalism.

Works included in Journalism in change have been made within several national projects and the International Research Network XESCOM. The authors have profoundly and systematically reflected on the major topics of interest in the field of Communication.

Some of them are the new equal relationship between media and users, the emergence of mobile journalism and social networks, the creation and restructuration of professional profiles, and the renovation of the elements of journalism.

Journalism in change is sifted through a critical approach of the profession and the consequences of the emergence of the Internet, social networks, and new forms of relationship, such as the mass self-communication and the participatory journalism. However, the book is presented from an optimistic perspective. While this profession is engulfed in an endemic and permanent crisis, it is possible to distinguish some opportunities in a new, changing, and digital context. Journalism is obliged to reinvent itself and take advantage of the new digital environment if it is to survive. But hope is coming back. Journalism has major challenges to face, but multiple opportunities for entrepreneurship and innovation.

Surrogate Narratives: Portugal 1914–1918. Iconographic Coverage of World War I

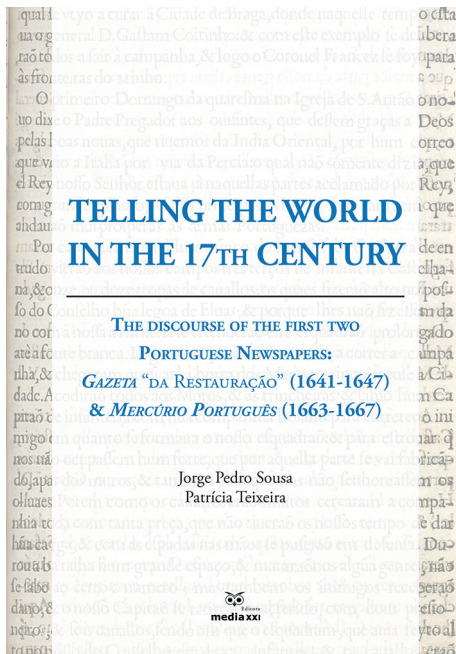


Author: Jorge Pedro Sousa
Release: 2015
Pages: 119
ISBN: 978-989-729-147-0
Field: history, communication sciences
17 €

The First World War was named by contemporaries the Great War and also the optimistic 'War to End All Wars'. In addition to the armed dispute, World War I was a symbolic battlefield for social communication. The media were used for propaganda purposes, for contenders to persuade others and persuade themselves of the justness of their cause, stirring the struggle.

This book describes and compares the iconographic coverage of World War I made by three illustrated magazines circulating in Portugal between 1914 and 1918.

Telling the World in the 17th Century The Discourse of the First two Portuguese Newspapers: Gazeta "da Restauração" (1641–1647) and Mercúrio Português (1663–1667)



Author: Jorge Pedro Sousa and Patrícia Teixeira
Release: 2015
Pages: 435
ISBN: 978-989-729-143-2
Field: history, communication sciences
18 €

Two news periodicals witnessed the genesis of Portuguese journalism. They were the Gazeta nicknamed "of the Restoration" (Mercúrio Português [Portuguese Mercury] (1663-1667). Both emerged in a context of crisis. Portugal was at war with Castile after a group of conspirators orchestrated a separatist coup in December 1st, 1640, acclaiming D. João IV as King of Portugal, giving rise to the Bragança dynasty and ending the 60 year-period of dual monarchy under the Habsburgs and the Iberian union between Castile and Portugal. The onset of Portuguese news periodicals is closely connected to the resulting political, military and social conflicts, namely the "Acclamation War" and the "Restoration of Independence".

Concentration, Diversity of Voices and Competition in the Media Market



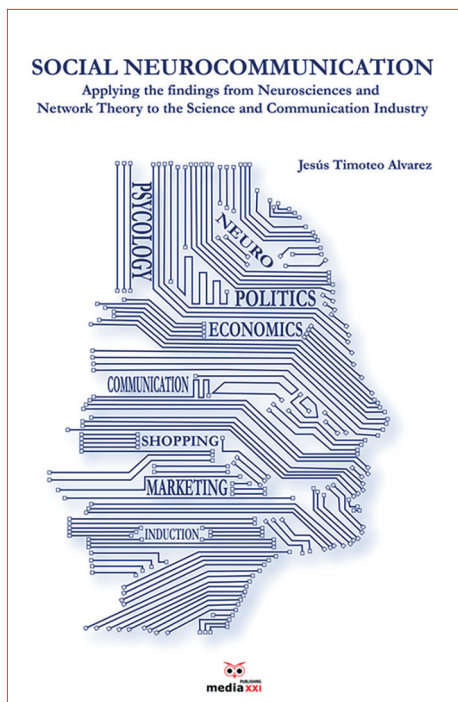
Author: Paulo Faustino
Release: 2014
Pages: 251
ISBN: 978-989-729-136-4
Field: business, media studies
16 €

«The book *Concentration, Diversity of Voices and Competition in the Media Market* addresses one of the most important issues in democratic societies: knowledgeable citizens with access to diverse opinions and perspectives are less manipulable and can become also actors of the a clear and rigorous way the concentration of media: scans correctly the legal framework and strategies of the leading business groups; and provides relevant indicators to detect and read the abuses of dominant positions in the European communications market».
— Alfonso Sánchez-Tabernero. *Rector de la Universidad de Navarra.*

«*Concentration, Diversity of Voices and Competition in Media Market* provides the latest Faustino and colleagues' study combines case studies and other methods to produce a volume that is a welcome addition to the literature in media management and economics.»
— Dr. Alan B. Albarran. *University of North Texas.*

«In the midst of global media disruption, the steady pace of ownership concentration is that and a fascinating portrait of who owns what not as a static portrait, but as a dynamic guide for understanding.»
— Everette E. Dennis. *Northwestern University in Qatar.*

Social Neurocommunication



This book is the result of the work carried out during 2013 and 2014 in the project »Nerurocommunication: Management Of Social Communication Based On The Neurosciences And Network Theory. Experiment On The Creation On Connective Intelligence Or By Swarms«, coordinated , as main researcher by Professor Jesús Timoteo Álvarez , from Complutense University of Madrid and financed by the Spanish Economy and Competitivity Ministry within the National Research Program. This research operates within the Human Connections field, in the operative processes of an hypothetical »Connective intelligence«, similar concept to »Social Intelligence« or »Social Brain«. It is about »Social Neurocommunication« referred to group connections and the development of connective processes.

Author: Jesús Timóteo Álvarez

Release: 2014

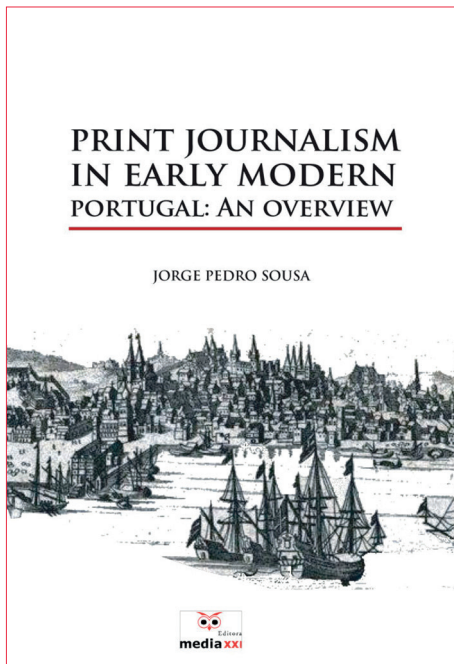
Pages: 237

ISBN: 978-989-729-134-0

Field: communication studies

20 €

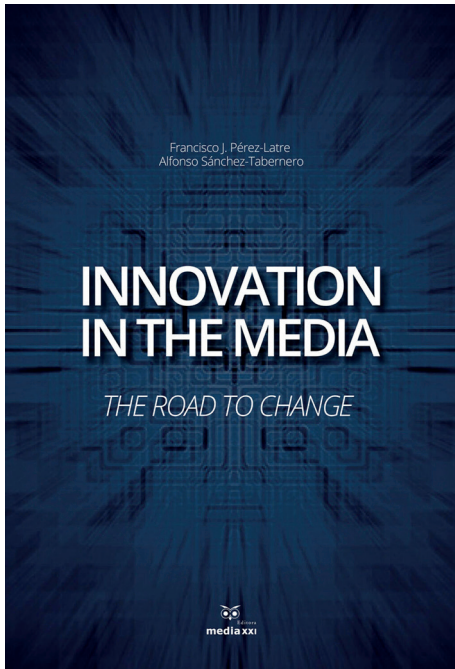
Print Journalism in Nearly Modern Portugal: An Overview



Author: Jorge Pedro Sousa
Release: 2014
Pages: 405
ISBN: 978-989-7290-79-4
Field: history, communication sciences
17 €

This book focuses the moment in the history of Portugal when the interpersonal widespread of news became institutionally established, with serial publications and informative periodicals targeting what may be considered a broad reading audience, considering the circumstances of the time. In addition to pointing out socio-cultural and material reasons for the genesis of European and Portuguese journalism, this book dissects the discourse from some of the earliest Portuguese periodical and occasional publications, from the late 16th and 17th centuries, including (a) three shipwreck narratives, (b) the *Relações* [Accounts] by Manuel Severim de Faria (1626-1628), (c) the *Gazeta* nicknamed »da Restauração« [The »Restoration« Gazette] (1641-1647) and (d) *Mercúrio Português* [The Portuguese Mercury] (1663-1667). Among the author's main conclusions it is remarkable to identify that Portugal followed the same trends of expansion as European periodicals from the 17th century, replicating – albeit on a small scale – some of the socio-cultural and material conditions for the success of informative newsbooks and periodicals, even when politically biased.

Innovation in the Media



**Author: Francisco J. Pérez-Latre e
Alfonso Sánchez-Tabernero**

Release: 2014

Pages: 406

ISBN: 978-989-729-127-2

Field: media studies

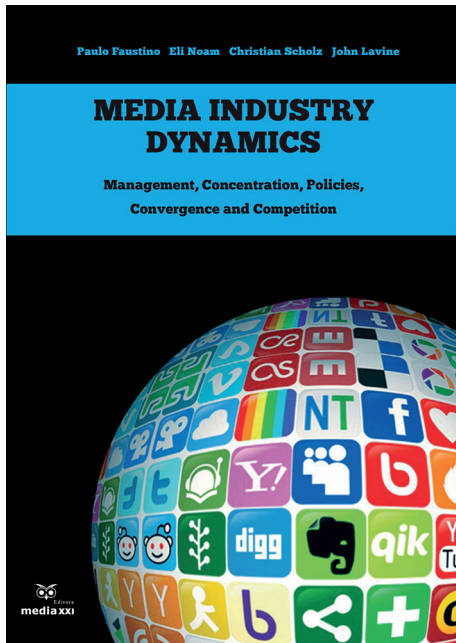
17 €

The media are at the end of a cycle and at the beginning of a new model that is still unpredictable. For decades, the industry enjoyed solid profits, a certain tranquility and clear rules. The presence of high barriers to entry hindered the progress of competitors and several key markets were, in fact, oligopolies.

This book tells how a stable industry was buffeted by winds that seriously threatened its essential pillars. Free access and Internet development caused a dramatic drop of the value of the contents. The public could often find information and entertainment at no cost, therefore beginning to move away from the media that were poorly differentiated and predictable in terms of subjects and approaches.

The authors do not restrict themselves to writing a chronicle of those transformations: they deepen the causes and propose solutions. In their view, companies in the sector have lacked the discipline necessary to keep pace with innovation, adapt to change and make learning a constant and priority activity. The industry needs better leaders, managers with vision, who can take risks and break the monotonous cycle of systematic imitation of success formulas that already belong to the past.

Media Industry Dynamics



Author: Paulo Faustino, Eli Noam, Christian Scholz and John Lavine

Release: 2014

Pages: 516

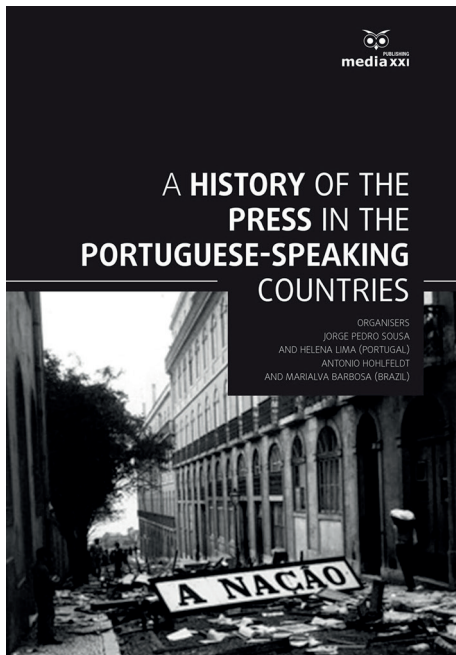
ISBN: 978-989-729-133-3

Field: business, media studies

25 €

In the last 20 years there has been considerable discussion about the transformation of the media industry and its relation with telecommunications, bringing these industries closer and making them more convergent – mostly in terms of content management and distribution. The media industry is going through a period of accelerated transformation and is characterized by a radical disruption. This obviously has profound effects on management strategies and practices within and across media companies and industries. It is equally clear, however, that among media industries we find divergent characteristics that recommend practices and strategies for responding to the specificities of diverse media companies and kinds of products. This book presents diverse and high quality articles on topics related to Economics and Management of Media and Creative Industries, from their specific features as an industry based on intensive human capital, to changes in business models, impacts of the Internet and influence of public policies, as well as other practices in terms of the sector's concentration and regulation. The book is organized in two parts – »Media Concentration, Competition and Convergence« and »Media Management Strategies, Business Models and Cultural Industries« – and includes 20 articles, based on the 6th IMMAA Conference (under the theme »New Business Models and Policies for Media and Creative Industries: Challenges to Research and teaching of Media Management«) which took place in Lisbon, in May 2013.

A History of the Press in the Portuguese-Speaking Countries



Author: Jorge Pedro Sousa and Helena Lima (Portugal), Antonio Hohlfeldt and Marialva Barbosa (Brazil) (orgs.)

Release: 2014

Pages: 692

ISBN: 978-989-72907-4-9

Field: history, communication sciences

25 €

This is the first book written in English about the history of the press in Portuguese-speaking countries. Its main purpose is to allow the international Community to know more on the genesis and evolution of the written press in Portuguese in all four corners of the world, undertaking a reflection on its singularities and on the features it shares with the press in other languages. Its secondary goal is to contribute to acknowledgement of importance of the history of Journalism for the Lusophony, both as an historical phenomenon and as an object of study.

Written by various authors, with different perspectives on history writing and on journalism studies, this book presents several reading approaches on specific periods of the history of the press in different Portuguese-speaking countries.

The book also includes one chapter on the history of the press in Galicia, an autonomous province of Spain which confines with the North of Portugal and whose language is Galician, a co-dialect of Portuguese.

Value Creation and the Future of News Organizations



Author: Robert G. Picard
Release: 2013
Pages: 168
ISBN: 978-989-8143-27-3
Field: business, communication sciences
17 €

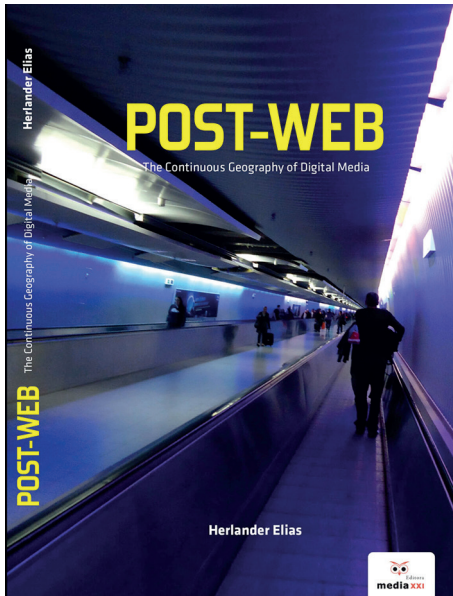
Why and how are news organizations changing? With the drive for low costs and low prices, how can the news industry create value to ensure its survival in the digital environment?

Most of the contemporary challenges faced by news organizations result from changes in the media environment and media markets that have reduced the value of news and information and disrupted the existing business models of news producers.

Many of these changes are the outcome of technological developments. News organizations have not adequately responded to disruptions caused by the arrival of television and the Internet, social and lifestyle changes, and disengagement from traditional institutions.

The value creation perspective asserts that value is in the mind of the consumer and is a measure of worth or importance placed on a product or service. Today, there are clear indications that consumers' views of the value of contemporary news and information are relatively poor given their unwillingness to make significant temporal and monetary expenditures for that content. This, in turn, might mean that much of the news and information as currently provided by many news organizations is unable to create functional, emotional and self-expressive value for its users, but also for journalists, investors, advertisers and society as a whole.

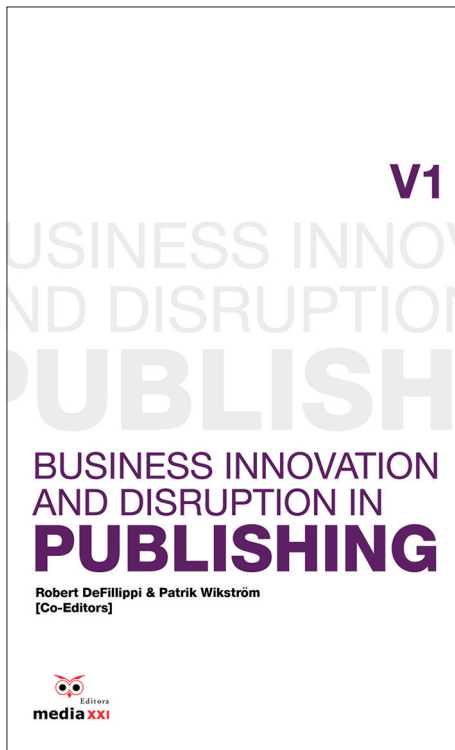
Post-web: The Continuous Geography of Digital Media



Since its beginning, cyberspace has become many things; it is an information network for researchers, a social media hub for teenagers, a game arena for players and an information highway for both brands and users. We cannot go backward right now. As the Web brought so many changes, from MP3 and iPods, DivX to multiplayer gaming, the current awareness is that we are living in a Post-Web era. Unlike before, we are much more addicted to graphics, data, speed, grids, virtuality and digital experiences. After the 90s, the Web turned into a shared cultural platform. Web 2.0 is all about participation, and as for Web 3.0 it is mostly about spatially hyper-tagged information. Even when we keep in mind how cyberspace began in its early days, it seems obvious that it is building up a completely new geography, a continuous one, inhabited by brand new characters.

Author: Herlander Elias
Release: 2012
Pages: 296
ISBN: 978-989-7290-20-6
Field: media studies
17 €

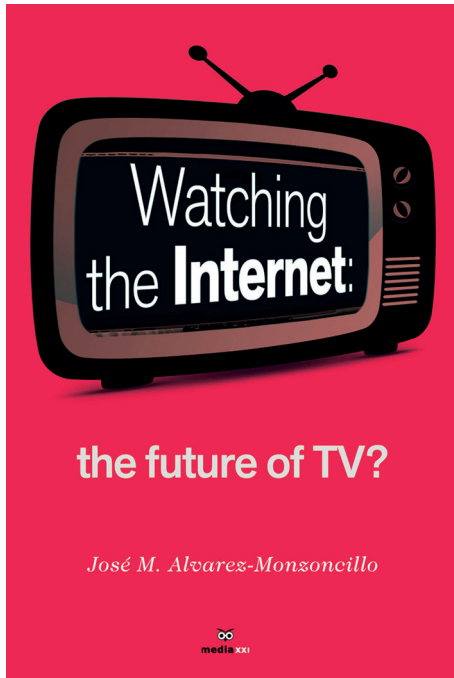
Business Innovation and Disruption in Publishing



Author: Robert DeFillippi e Patrik Wikstrom
Release: 2011
Pages: 206
ISBN: 978-989-729-060-2
Field: business, communication sciences
17 €

This is the first volume in a book series examining how organizations in the creative industries respond to disruptive change and how they themselves generate business innovations. The aspiration of this book series is to understand some of the common forces behind the disruptions occurring in so many creative industries today and identifying the most promising strategies and responses by organizations to create new value propositions, business models and business practices that can enable these industry participants to cope with and eventually thrive as their industries and sectors are transformed. The chapters included in the volume examine the processes of disruption and transformation due to the technology of the Internet, social forces driven by social media, the development of new portable digital devices with greater capabilities and smaller size, the decreasing costs of new information, and the creation of new business models and forms of intellectual property ownership rights for a digitized industry. One gap that this book series seeks to fill is that between the study of business innovation and disruption by innovation.

Watching the Internet: the Future of TV?



Author: José M. Alvarez-Monzoncillo

Release: 2011

Pages: 240

ISBN: 978-989-8143-89-1

Field: media studies, communication sciences

17 €

This book deals with the Internet's influence on television. The traditional value chain has been transformed, giving rise to new forms of television that foster user generated content. We no longer dream about interactivity but participation. Accordingly, the "digital natives" like to tag programs and films in the cyberspace, each conveniently tagged so that other users can find it. Although many questions have yet to be answered, this decade's motto may be "the tag is the medium". However, on-demand television is unlikely to replace mass TV. The Web 2.0 has brought an end to the "my TV" concept of the dotcom age and may put "our TV" in its place.

These changes pose serious problems. The industry is facing the real threat of revenue cannibalization because current online business models are not financially rewarding. The Internet is not yet a profitable market for programs that require additional revenues to advertising. To date, the box office, video and premium television have been the main sources of revenue of the audiovisual industry. This book explores the factors at play in this shift.

Managing Media Economy, Media Content and Technology in the Age of Digital Convergence



Author: Paulo Faustino and Zvezdan Vukanovic

Release: 2011

Pages: 521

ISBN: 978-994-0250-39-3

Field: management, business, media studies

19 €

This book, which analyzes the internal and external environment of the media industry, compiles scientific articles, written by 33 authors coming from 13 diverse countries, emphasizing the complex and multifaceted nature of the industry, of the business and of the media economy. The authors got more than 130 detailed definitions of relevant concepts from the business and media technology area, having quoted in their articles more than 720 books, monographs, articles and research papers. This work intends, on one hand, to emphasize the necessity from the companies and the media consumers side, to define strategies that allow to give an answer to the appearing of the new media. On the other hand, it intends to adopt and adapt relevant business frames and concepts for the economic and technologic analysis of media markets.

Newsroom Decision-Making: Under New Management



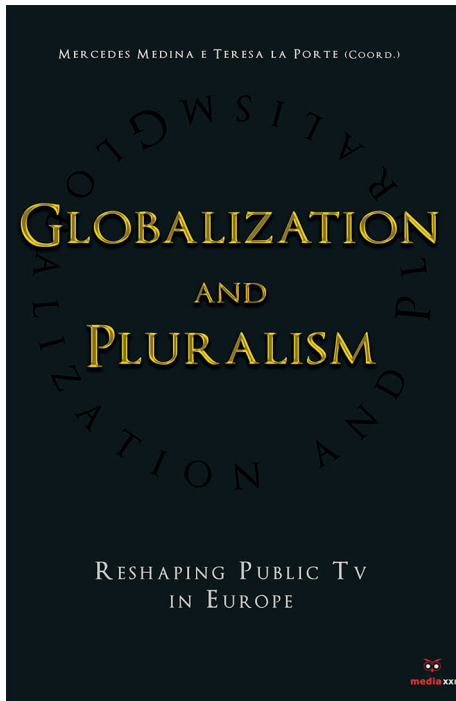
Author: George Sylvie
Release: 2010
Pages: 294
ISBN: 978-989-8143-4
Field: business, management,
communication sciences
17 €

Do news media need a new kind of manager?

Does an industry beset by digitization, convergence, recession and perceived lack of value have room for a team-player – someone who can share information and authority, respect subordinates, nurture creativity and diversity, and possess the interpersonal skills to influence others throughout the news organization.

Or is this just an academic pipe dream or more business review psychobabble? George Sylvie and his collaborators explore just that in *Newsroom Decision-Making: Under New Management*, which deconstructs newsroom decision-making influences and proposes a framework that will enable editors and managers to recapture the leadership mantle – if they're up to it, and if they're able to evolve along with the rest of the world.

Globalization and Pluralism



Author: Mercedes Medina e Teresa LaPorte (coords.)

Release: 2010

Pages: 242

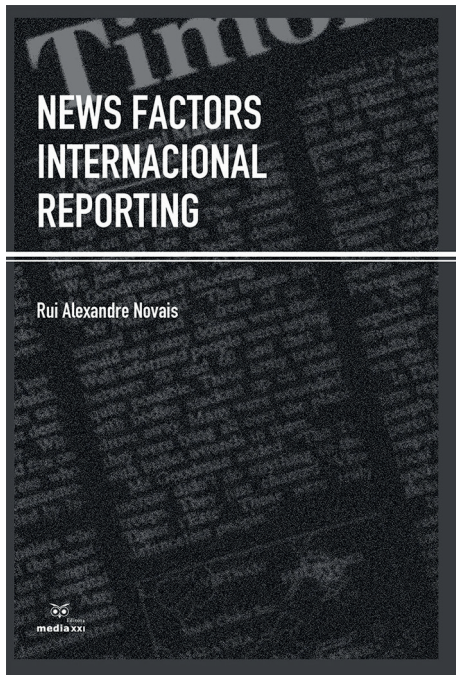
ISBN: 978-989-8143-38-9

Field: media studies, political sciences, communication sciences

17 €

Public television in Europe is going through one of the greatest crisis in its history. The economic problems are not only determining severe measures among private broadcasters, but also prompting a debate about what the functions of public television should be. The purpose of this book is to examine the ownership, production, programs and contents of public and commercial television in European countries.

News Factors in International Reporting

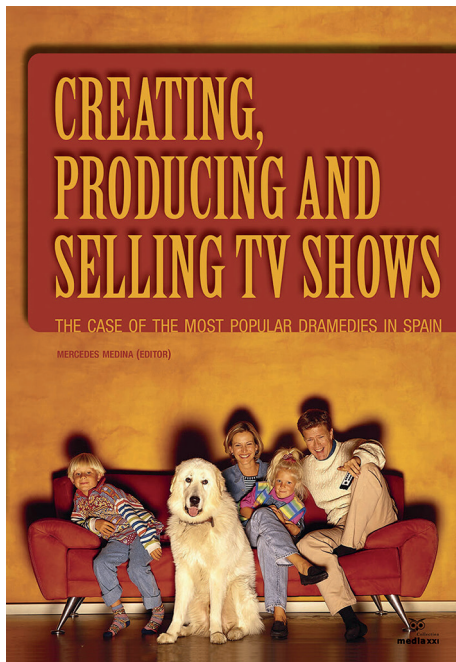


Author: Rui Alexandre Novais
Release: 2010
Pages: 427
ISBN: 978-989-8143-23-5
Field: communication sciences, political sciences
17 €

Although the »Dili Massacre« is considered a watershed event in the annals of East Timor, the analysis of its press coverage is still largely overlooked. This book compares the British and Portuguese broadsheet coverage of the shooting of demonstrators by Indonesian troops at the Santa Cruz cemetery in Dili, the capital of East Timor.

Drawing on earlier research in the field, this study presents an alternative conceptual model of news factors that allows for an appraisal of press performance in foreign reporting. The model assesses the weight of news factors in determining both the newsworthiness and the orientation of the coverage pointing to the interplay of news values and, in particular the influence of intramedia considerations, in determining the coverage of the November 12 (1991) episode and in justifying the differences between the Portuguese and british reporting, and the influence of national perspectives marked by »cultural bias« or »public patriotism«.

Creating, Producing and Selling TV Shows: The Case of the Most Popular Dramedies in Spain



Author: Mercedes Medina (ed.)

Release: 2009

Pages: 231

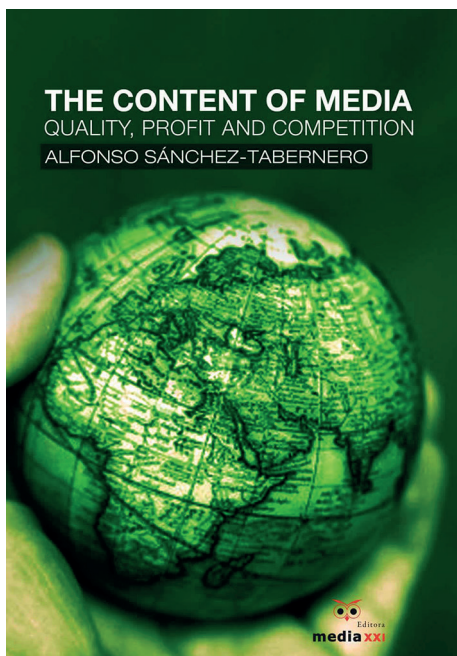
ISBN: 978-989-8143-10-5

Field: business, media studies

15 €

This book is a serious and welcome account of a particular television genre and its production and the organization of its topics illustrates some of the complexity of television as an object of study. It is the product of a team of academics bringing different methodological skill to the analysis; it seeks to combine work on production, text and audience in an integrated way; it takes on television's roots in industrial processes of the mass media but pays attention to the aesthetics and indeed the poetics of the series; it looks at how the commercial exploitation of the television product is of key importance to the advertisers and sales organizations which pay for television production but, in analyzing the audience reception, does not forget that television audiences sometimes seek their pleasures in unpredictable ways.

The Content of Media: Quality, Profit and Competition



Author: Alfonso Sánchez-Tabernero

Release: 2009

Pages: 306

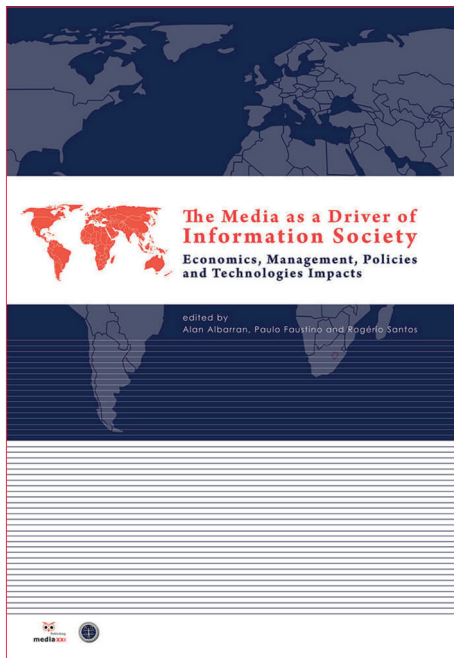
ISBN: 978-989-8143-11-2

Field: business, media studies

16 €

In the search that originated this book, the author begins by formulating three hypotheses: 1) In the last decades the content of the media has impoverished, particularly in the audiovisual sector; 2) The public demands are not the main cause for that tendency; 3) The vulgarization of the contents is a high-risk company bet. If the three hypothesis are confirmed, we can conclude that the deterioration of the news and entertainment contents obey mainly to facts that we have not clearly detected: insufficient number of competitors, lack of talent from those who make the products or lack of professionalism in the executive staff or management. Therefore, if we go through that path, we can open a door to hope: instead of contemplating, in astonishment, the news superficiality and the rudeness of many entertainment programs, we find out that there are possibilities to recover part of the lost land.

The Media as a Driver of the Information Society



Author: Alan Albarran, Paulo Faustino and Rogério Santos (eds.)

Release: 2009

Pages: 673

ISBN: 978-989-8143-18-1

Field: communication sciences

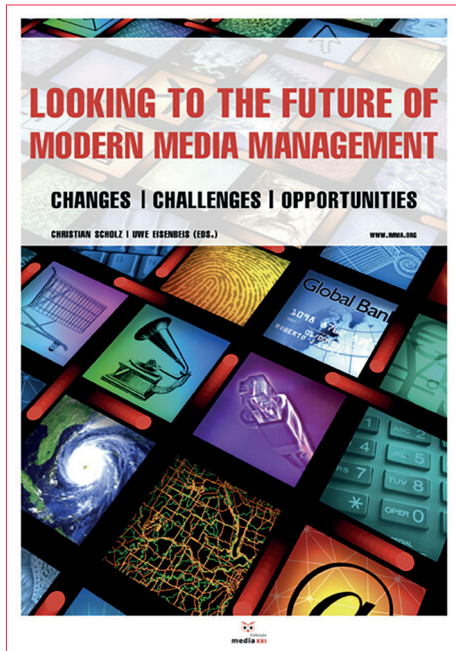
43 €

This book is the last product associated to the 8th World Media Economics and Management Conference (8WMEMC), published with a joint organization of Media XXI Magazine, the Communication and Culture Research Centre of the Portuguese Catholic University (CECC-UCP), and with the collaboration of the Journal of Media Economics.

It presents a collection of some of the papers presented at the Conference in Lisbon in May 2008. Chapters deal with how companies are adjusting to the current environment, how they are integrating the new technologies, and how they are creating strategies to overcome difficulties that are appearing in those media that are most dependent on oil and gasoline, and other resources for distribution.

The 8WMEMC had the participation of people from the four continents that, in general, are directly or indirectly associated to the communication industry and academy.

Looking to the Future of Modern Media Management



Author: Christian Scholz e Uwe
Eseinbeis (eds.)
Release: 2008
Pages: 161
ISBN: 978-989-8143-07-5
Field: business, management, media
studies
11,90 €

During the last decade, the media has become one of the strongest industries in the world, showing rapid and exponential development. This situation creates a growing need for specific management tools for professionals in the sector, in order to anticipate present and future challenges, predict consumer behavior, technological development and the evolution of value chains, or identify new areas of investment.

This book comes to fill this gap, seeking to provide theoretical and empirical knowledge to the market. Organized by Christian Scholz and Uwe Eisenbeis, members of the International Media Management Academics Association, the work brings together 22 articles by some of the most distinguished international researchers and professionals in the sector.

The Changing Media Business Environment



Author: Mercedes Medina e Paulo Faustino (orgs.)
Release: 2008
Pages: 324
ISBN: 978-989-8143-06-8
Field: business, management, media studies
12,50 €

In recent years, the European media industry has developed some of the most successful cases of corporate adaptation to new regulatory, technological and market challenges. After the emergence of difficulties felt in traditional sectors, companies are now starting to find answers, anchored in new management practices.

Co-organized by Paulo Faustino, the work addresses innovative and successful examples of public policy implementation, private management models and trends in the media industry in an international context.

The 14 chapters explore an unprecedented theme in the Portuguese publishing market in the context of the media, assuming itself as a useful tool for professional and academic circles to better understand some dynamics of the European communication industry. The Changing Business Media Environment is mandatory reading for everyone: managers, professionals and academics in the media sector or, simply, anyone interested in the economy and future of the media market.

The Press in Portugal: Changes and Trends



Author: Paulo Faustino
Release: 2005
Pages: 250
ISBN: 972-99351-0-6
Field: business, management,
communication studies
17 €

The information age which we are going through is characterized by an ongoing change. Nowadays, it is impossible to be apart from this concept of change. The present book approaches some distinguishing aspects of the main changes which have taken place over the last thirty years in Portugal (but within a global framework) impacting both on companies and journalistic products. There is a whole set of changes in the society and within the several sectors of economic and social activity, reflected on these pages, which extend to the media sector, in particular to the press. However, the contents of this book are more focused on current subject matters related not only with the journalistic and managerial activity of the press, but also with the society in general, namely with the process and content of the changes (political, social, economic, and technological, among others) impacting on the media activity and the society structure. Thus, this book presents an account of the current situation of the press and identifies some trends of development and some of the main challenges which both in present and future this sector is and will be faced with.

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