



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.



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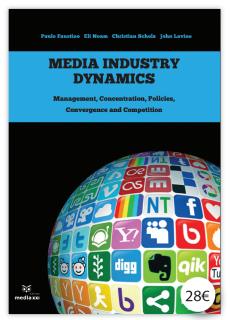


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This book presents diverse and high quality articles on topics related to Economics and Management of Media and Creative Industries, from their specific features as an industry based on intensive human capital, to changes in business models, impacts 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, Busi- ness 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.



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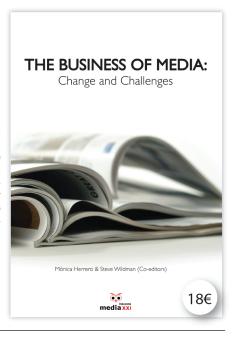


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The book's 10 chapters are organized into three main sections that move, respectively, from a high level focus on core principals and fundamental challenges to effective management, to more narrowly focused research (but with generalizable findings) 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.



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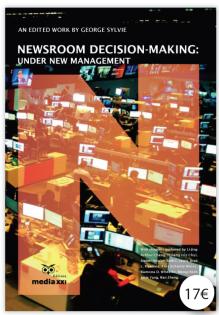


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Do news media need a new kind of manager? Does an industry beset by digitization, convergence, recession and perceived lack of value have room for a team-player someone who can share information and authority, respect subordinates, nurture creativity 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.



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This book tells how a stable industry was buffeted by winds that seriously threatened it's 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.



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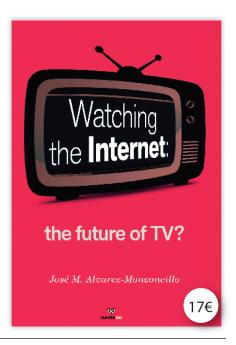




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This book deals with the Internet's influence on television. The traditional value chain has been transformed, giving rise to new forms of television that foster user generated content. We no longer dream about interactivity but participation.

Focusing on the social and economic implications of this transformation, the book provides a critical perspective on the emerging of new television forms of audiovisual entertainment, while simultaneously it brings the debate on the future of TV medium. It is a timely contribution to the audiovisual industry.



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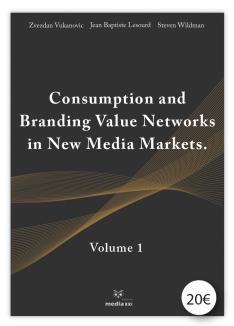


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This book features contributions from WMEMC 2012, an international media conference held in Thessaloniki, Greece. It examines in both descriptive and analytical ways, how new media market consumption is evolving as a subdiscipline of media business. 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.



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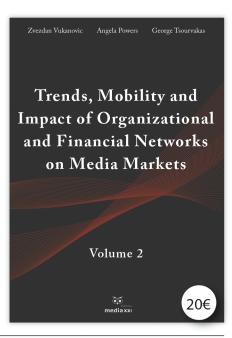




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This book covers and contextualizes many of the current intricately intertwined debates concerning relevant issues on how media companies are embracing the revenue and financing models, as well as digital convergence in online publishing and television 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.



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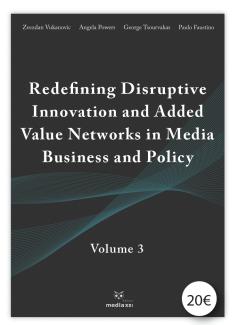
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This book addresses the increasingly global, net- worked, and unpredictable nature of the media industry as well as the growing complexities of media work. In its effort to combine business and creativity, the media industry has traditionally been 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.



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This book analyses the media industry's external and internal environment that includes the economic, managerial and marketing environment of the media business and industry as well as online media credibility, digital convergence, social media platform, media production, content and usability.

This is intended to underline the complex and multifaceted nature of media economics, business and industry.



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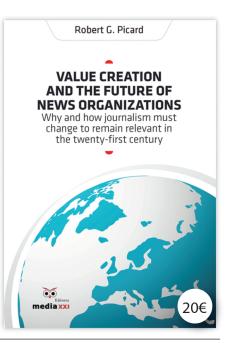




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This book perspective asserts that value is in the mind of the consumer and is a measure of worth or importance placed on a product or service.

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.



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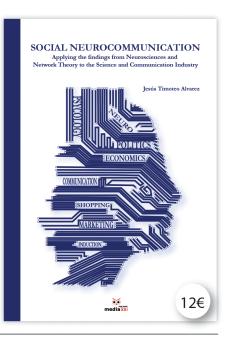
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This book is the result of the work carried out during 2013 and 2014 in the project NERUROCOMMUNICATION: MA-NAGEMENT OF SOCIAL COMMUNICATION BASED ON THE NEUROSCIENCES AND NETWORK THEORY, EXPE-RIMENT ON THE CREATION ON CONNECTIVE INTELLI-GENCE OR BY SWARMS", coordinated, as main researcher by Professor Jesús Timoteo Alvarez, 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 NEURO-COMMUNICATION referred to group connections and the development of connective processes.



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