

understanding
media economics

gillian doyle

Understanding Media Economics

Gillian Doyle



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Elavarthi, Sunitha Chitrapu, 2021-09-27 This book offers a comprehensive understanding of key concepts and terms in media economics and management and explains their applications using relevant data. Beginning with a conceptual study of media markets, industry structures, firm behaviour, public policy, production, pricing, and consumption choices in media industries, the book uses the framework to present an in-depth examination of the management of four major media industry sectors in India: newspaper publishing, television broadcasting, film, and digital media industries. It also deals with two topics relevant across media business sectors: creative industries approaches and copyright issues. The book discusses the economic forces and factors that shape the workings of media industries and institutions in India to highlight trends in a business that is rapidly evolving, highly profitable, and marked by regional linguistic, economic, and cultural diversity. This volume is a step towards formalising the emerging field of media economics and management within the discipline of mass communication and journalism as an area of research and education in India. An accessible guide to the basic principles and concepts of media economics and management with illustrations from Indian and global media industries, this will be an essential resource for students, researchers, and teachers of media and communication studies, media economics and management, political economy, and sociology, as well as for professionals in media industries. *Media Economics* Stuart

Cunningham, Terry Flew, Adam Swift, 2015-05-01 This core textbook examines the economic paradigms at work in media industries and markets, enabling analysis of the media system as a whole. In addition to succinct accounts of neo-classical and critical political economics, this insightful text offers fresh perspectives for understanding media drawn from two heterodox approaches: institutional economics and evolutionary economics. Applying these paradigms to vital topics and case studies, Stuart Cunningham, Terry Flew, and Adam Swift stress the value and limits of contending economic approaches in understanding how the media operates today. Succinct and accessible, this text is essential reading for all students of media and communication studies, as well as those from economics, policy studies, business studies, and marketing backgrounds with an interest in the media.

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In an electronic era where connections and knowledge reign supreme, the enchanting power of language has been apparent than ever. Its power to stir emotions, provoke thought, and instigate transformation is really remarkable. This extraordinary book, aptly titled "**Understanding Media Economics**," published by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we shall delve to the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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