Edited by Mark Deuze & Mirjam Prenger

Making Media

Production, Practices, and Professions

Making Media uncovers what it means and what it takes to make media (professionally), focusing on the lived experience of media workers within the global media, including rich case studies of the main media industries and professions: television, journalism, social media entertainment, advertising and public relations, digital games, and music. This carefully edited volume features 35 authoritative essays by 53 researchers from 14 countries across 6 continents, all of whom are at the cutting edge of media production studies.

The book is particularly designed for use in coursework on media production, media work, media management, and media industries.

Specific topics highlighted:

- the history of media industries and production studies;
- production studies as a field and a research method;
- changing media business models, economics, and management;
- global concentration and convergence of media industries and professions;
- the rise and role of start-ups and entrepreneurship;
- freelancing in the digital age;
- the role of creativity and innovation;
- the emotional quality of media work;
- diversity and inequality in the media industries.

"The media industry is changing profoundly, and scholarship needs to evolve in step. This book provides reflective and comprehensive analysis of how social, economic and above all technological forces are transforming the media industry, and what this means for the professionals working in it. An invaluable injection of critical analysis in an era where the pace of change is leaving many familiar concepts and constructs outdated."
Lucy Küng, author of *Going Digital* (2017) and *Strategic Management in the Media* (2016), Google Digital News Senior Research Fellow at Reuters Institute, Oxford University, and Professor of Media Innovation at the University of Oslo.

"This deftly edited collection provides a comprehensive look at how production, practices, and professions in the media have changed under the sway of the powerful information and communication technology sector. The lively and engaging essays will appeal to folks working in the biz as well as to students thinking about a career in the media. This is an exemplary collection of new and original work on the state of the media industries, what it takes to become a media maker, and what it takes out of you."
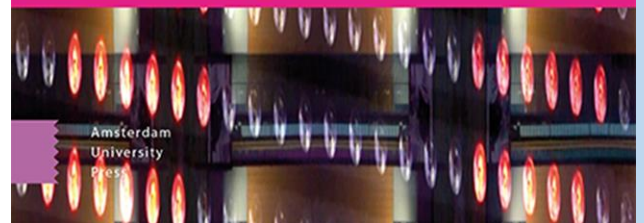Richard Maxwell, editor of *The Routledge Companion to Labor and Media* (2015), Professor of Media Studies at Queens College, City University of New York.

About the editors:
Mark Deuze is Professor of Media Studies at the Department of Media Studies at the University of Amsterdam. Twitter: @markdeuze.

Mirjam Prenger is Assistant Professor at the Department of Media Studies at the University of Amsterdam. Twitter: @mirjamprenger.

January 2019
Paperback, 480 pages
ISBN 9789462988118   €29.50

Twitter: #MakingMedia
Facebook: fb.me/MakingMedia2019

ORDER
Available to order through your local bookseller or on www.aup.nl.

Amsterdam University Press
T +31 (0)20 420 00 50
info@aup.nl   www.aup.nl

AMSTERDAM UNIVERSITY PRESS

TABLE OF CONTENTS MAKING MEDIA