



# **Value and the Media: Cultural Production and Consumption in Digital Markets**

*Göran Bolin*

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Value is seldom discussed in its own right, though it is of utmost importance to our relations with media texts and cultural objects, as we constantly make judgements of various kinds with respect to them. This book focuses on how value - aesthetic, political and social and economic value - is produced in contemporary media and cultural production. Contending that value is not constituted by the essence of a thing, but is rather produced in social relations, through negotiations and justifications, Value and the Media discusses changes in the cultural industries over the past two decades, emphasising the rise of new, digital media, and the opportunities that these afford for the production and consumption of media texts and objects. Richly illustrated with examples from the UK, USA and Europe, this volume explores a range of media: both old mass media and new personal media, with a constant focus on the importance of both for our understanding of the changes that have occurred on the media landscape and their implications for the production of value. As such, this book will be of interest to social scientists and theorists working in the fields of cultural and media studies, popular culture, and consumption.



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