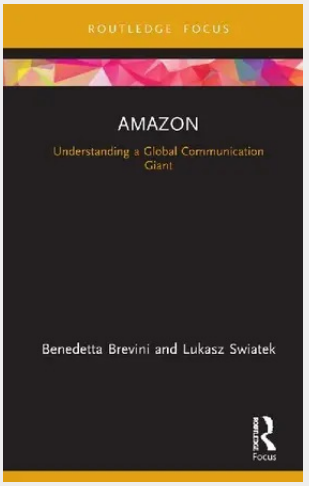
Brevini / Swiatek

Amazon

Understanding a Global Communication Giant

Taking a political economy of media approach, this book examines Amazon as a significant actor in the global media landscape. Amazon is mainly conceived in the popular consciousness and media commentary as a corporate body, selling products and services to individual consumers and organisations, but Brevini and Swiatek show that Amazon has become a communication giant that trades in diversified media (its own and others), and exerts a significant influence on global communication, especially through its online services. Further, the authors provide evidence of Amazon's multiple influences on politics, economics, and culture. With its comprehensive and critical overview, this book is ideal for students, scholars, and researchers of media and communication studies and political economy.

Taking a political economy of media approach, this book examines Amazon as a significant actor in the global media landscape.Amazon is mainly conceived in the popular consciousness and media commentary as a corporate body, selling products and services to individual consumers and organisations, but Brevini and Swiatek show that Amazon has become a communication giant that trades in diversified media (its own and others), and exerts a significant influence on global communication, especially through its online services. Further, the authors provide evidence of Amazon's multiple influences on politics, economics, and culture.With its comprehensive and critical overview, this book is ideal for students, scholars, and researchers of media and communication studies and political economy.



80,60 €
80,60 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780367364335
Medium: Buch
ISBN: 978-0-367-36433-5
Verlag: Routledge
Erscheinungstermin: 27.11.2020
Sprache(n): Englisch
Auflage: 1. Auflage 2020
Serie: Global Media Giants
Produktform: Gebunden
Gewicht: 251 g
Seiten: 84
Format (B x H): 145 x 222 mm