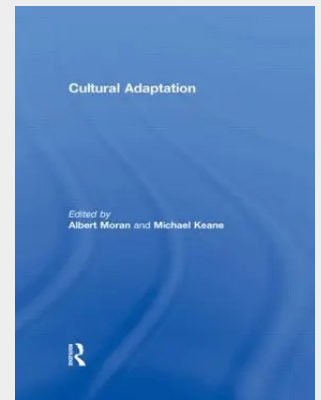


Cultural Adaptation

Cultural borrowing is exploding across the world. Creative ideas are transferred and modified in ever increasing number and complexity making new products ranging from TV shows to architectural style in new cities. But what do we really know about the spread of creative ideas? This intriguing, engrossing, and comprehensive collection looks at the cultural and commercial dimensions of creative borrowing world wide with an international cast of contributors and case studies from India to Ireland, Canada to China. Cultural Adaptation explores how creative ideas are packaged and nationalised to meet local taste, maps the cultural economy of adaptation in entertainment media ranging from motion pictures to mobile phones, and even probes the role of cultural recipes and formats in mutating participatory experiences of theme parks and sporting spectacles. Written in a lively and accessible manner, the book also provides insight into remaking in lifestyle and consumption cultures including fashion, food, drink, and gambling. Essential for communication, cultural, media, leisure and consumption studies scholars and students alike, this book opens up important new perspectives on how we understand global creativity. This book was published as a special issue of Continuum: Journal of Media and Cultural Studies.



138,50 €

129,44 € (zzgl. MwSt.)

Nicht mehr lieferbar

Artikelnummer: 9780415543439

Medium: Buch

ISBN: 978-0-415-54343-9

Verlag: Routledge

Erscheinungstermin: 16.10.2009

Sprache(n): Englisch

Auflage: 1. Auflage 2009

Produktform: Gebunden

Gewicht: 498 g

Seiten: 192

Format (B x H): 174 x 246 mm

