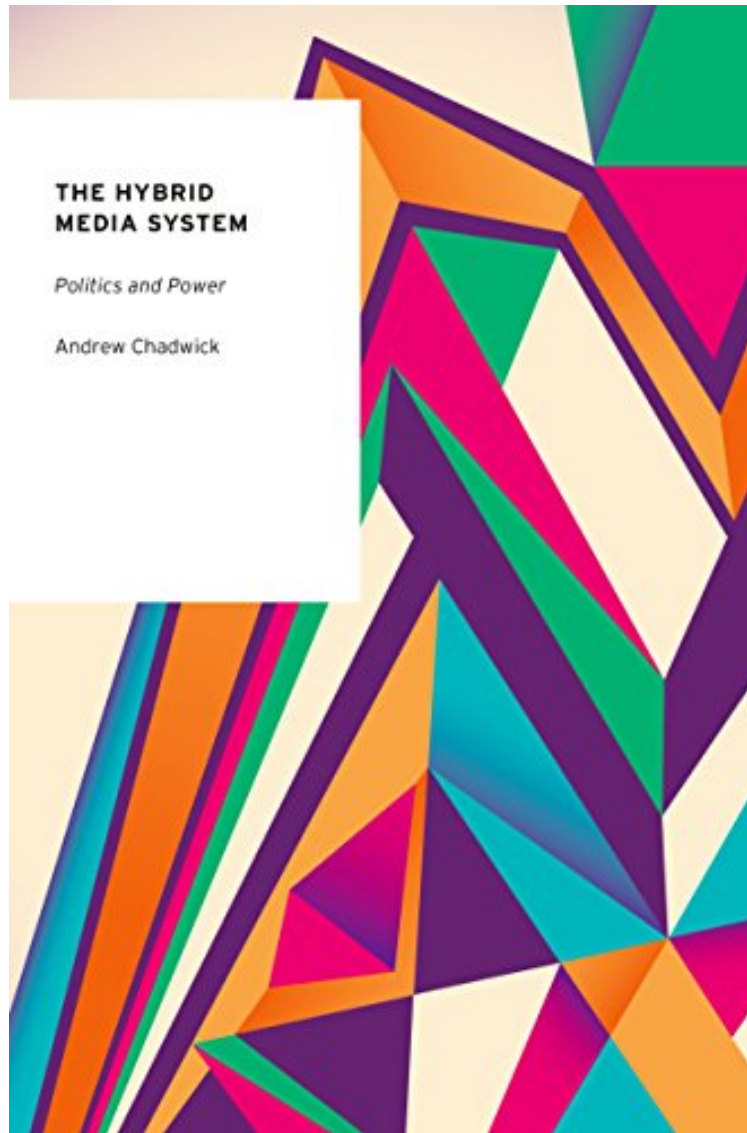


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The Hybrid Media System: Politics and Power (Oxford Studies in Digital Politics)

Andrew Chadwick

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Andrew Chadwick : The Hybrid Media System: Politics and Power (Oxford Studies in Digital Politics) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Hybrid Media System: Politics and Power (Oxford Studies in Digital Politics):

0 of 0 people found the following review helpful. Excellent analysis of the real impact of new mediaBy RKTChadwick's argument in *The Hybrid Media System* is so clear, so simple and straightforward that you shouldn't be surprised if you frequently find yourself thinking something along the lines of "Well, of course that's the way it

works." That old and new media practices are combining to produce a hybrid logic that has significant and systematic consequences for the intersection of media and politics seems so obvious that the reader can be forgiven for wondering what is original about Chadwick's argument. But that's what's so remarkable about this book. Chadwick's presentation is so clear and compelling that it seems like reality couldn't possibly be any other way. And yet, Chadwick really is the first to present the argument of media system hybridity. To this point, most scholarship investigating the impact of new media on journalistic and political practices takes one of two positions. The first, and perhaps most common, is that new media and the internet are speeding the complete demise of traditional mass media. Newspapers are dying. Broadcasting is becoming all about entertainment. And journalists are losing their jobs right and left, made redundant now by the "person on the street"--that is, any person with a camera phone and a Twitter or Facebook account (or maybe his or her own blog). In short, new media are proving truly transformative. The second perspective suggests that the dynamics introduced by new media and the internet are essentially faddish. As the novelty wears off, we're beginning to see that the same old rules apply and that to be news in any real sense an issue or event must still be picked up by (and therefore fit within the logic of) old print and broadcast media. In short, new media will have minimal long term impact. Only a handful of scholars place themselves somewhere in the middle of these two perspectives, and Chadwick is one of a very few who have done so in any systematic way. Though the evidence for his argument is derived from a handful of case studies, the cases are well-chosen, and the argument lends itself well to further exploration by future studies employing a wide range of methodologies. Easy and certainly compelling enough for the engaged layperson, *The Hybrid Media System* also seems ideal as an undergraduate text for courses on media and politics. I will definitely be assigning it in my own. 0 of 0 people found the following review helpful. Definitely a Must Read By Alya So much with the Internet has been labelled entirely new or groundbreaking, but digital media doesn't exist in some void. This is a great book that goes a long way towards explaining the relationship between older media and digital. Definitely a must read for anyone who wants to understand the modern media landscape - and refreshingly well-written for an academic book. Very enjoyable.

The diffusion and rapid evolution of new communication technologies has reshaped media and politics. But who are the new power players? Written by a leading scholar in the field, *The Hybrid Media System* is a sweeping and compelling new theory of how political communication now works. Politics is increasingly defined by organizations, groups, and individuals who are best able to blend older and newer media logics, in what Andrew Chadwick terms a hybrid system. Power is wielded by those who create, tap, and steer information flows to suit their goals and in ways that modify, enable, and disable the power of others, across and between a range of older and newer media. Chadwick examines news making in all of its contemporary "professional" and "amateur" forms, parties and election campaigns, activist movements, and government communication. He presents compelling illustrations of the hybrid media system in flow, from American presidential campaigns to WikiLeaks, from live prime ministerial debates to hotly-contested political scandals, from the daily practices of journalists, campaign workers, and bloggers to the struggles of new activist organizations. This wide-ranging book maps the emerging balance of power between older and newer media technologies, genres, norms, behaviors, and organizational forms. Political communication has entered a new era. This book reveals how the clash of older and newer media logics causes chaos and disintegration but also surprising new patterns of order and integration.

"The Hybrid Media System is thoroughly worth the read: illuminating, reorienting, even analytically liberating." -- Regina G. Lawrence, University of Texas at Austin, *Political Science Quarterly* "In *The Hybrid Media System: Politics and Power*, Andrew Chadwick achieves something remarkable: encapsulating the complexity and fluidity of the emerging, hybridized media system into a succinct and systematic delineation of its actors, processes, and properties. Proudly eschewing the discipline's 'boundary fetishism,' Chadwick makes an important contribution to a discipline that too often gives in to the temptation to divide the contemporary media landscape into a simple dichotomy of new and old. He offers, instead, a nuanced picture of how 'newer' and 'older' media logics (he also eschews the terms new and old media) interact, compete, cooperate, and co-opt each other and, in doing so, create the interdependent, negotiated, hybridizing media systems that characterize Britain and the United States today." -- *Political Communication* "self-assured feast of hybrid thinking, which renders simple dichotomies relating to politics and media obsolete." -- *Public Administration* "...valuable, thought provoking, and conceptually compelling..." -- Steven Livingston, *Perspectives on Politics* "The lesson from Andrew Chadwick's *The Hybrid Media System* is both simple and profound: we are all hybrids now. The book offers a clarion call for studying the various hybrid "logics" that help define the current media system. Twenty-first century political communication, Chadwick argues, cannot be neatly divided into a competition between new and old media effects. Instead, Chadwick directs our attention towards the messy in-betweens that construct power in the media system through their interactions. This is an important and timely book." -- *Information Polity* "Big theory for understanding a complex political media environment... This is a vital approach in the study of digital media, where we desperately need a synthesized understanding of what is, arguably, the biggest change contemporary media have experienced since news hit the airwaves on television." -- *Journal of*

Politics "This book blows up the old categories of media. Forget about organizational boundaries, gatekeeping, and simple distinctions between information producers and consumers. We have entered an age of hybrid media in which changing assemblages of communication are transforming political processes. Chadwick explains how to understand these hybrid systems, and raises the possibility that the proliferation and democratization of communication technologies will make hybridity the new norm." --W. Lance Bennett, Professor of Political Science and Ruddick C. Lawrence Professor of Communication, University of Washington "For too long, accounts of digital media and democratization have relied on generalized narratives of transformation. Andrew Chadwick's new book by contrast focuses on what people actually do with today's combinations of old and new media, particularly those in media or politics whose professional lives are devoted to managing that interface. Through a concept of 'hybrid media' well-grounded in media history and social theory, Chadwick provides a smart and much-needed manual for an age of bewildering change." --Nick Couldry, Professor of Media, Communications, and Social Theory, London School of Economics "Chadwick's approach offers several important hypotheses and insights that political communication scholars will do well to examine in further empirical detail... [His] primary aim is to peel away the misbegotten dichotomies shaping so many current debates surrounding contemporary political communication and to present alternative frameworks that go beyond those dichotomies. In that aim, he is extraordinarily successful." --Media, Culture, Society "...[T]his is an important book, already cited as seminal in the field of political communication." --CHOICE "Chadwick approaches media with considerable theoretical nuance and a rigorously empirical sensibility. Most importantly, the book directly and accessibly addresses a set of questions that have significant implications across sociology, political science, and media and communication research-as well as outside the academy-concerning how power, citizenship, and democracy work in hybrid media environments." --Social Forces "Chadwick provides a compelling analysis of the complexity of hybrid media systems where political life is mediated through the web of networked actions involving offline and online communication as well as grassroots activism. This transformation which has been facilitated by digital technologies has broken the 'elite political-media nexus' and enabled ordinary citizens to make strategic interferences in order to safeguard the public interest. The book is a valuable contribution to the debates on the rupture caused by digital technologies which has changed the power relations in society, and it would be useful for scholars of political communication, social theory, media studies and comparative politics. " ~Tabarez Ahmed Neyazi, Political Studies "Andrew Chadwick's book *The Hybrid Media System* offers something important and rare: an empirically grounded and theoretically rich account of how and why the assumptions that have historically guided journalism studies and political communication cannot explain contemporary media." -- Journalism About the Author Andrew Chadwick is Professor of Political Science and the Founding Director of the New Political Communication Unit in the Department of Politics and International Relations at Royal Holloway, University of London. He is the author of the award-winning book *Internet Politics: States, Citizens, and New Communication Technologies*, co-editor (with Philip N. Howard) of *The Handbook of Internet Politics*, and the founding editor of the OUP book series, *Oxford Studies in Digital Politics*. <http://www.andrewchadwick.com>.