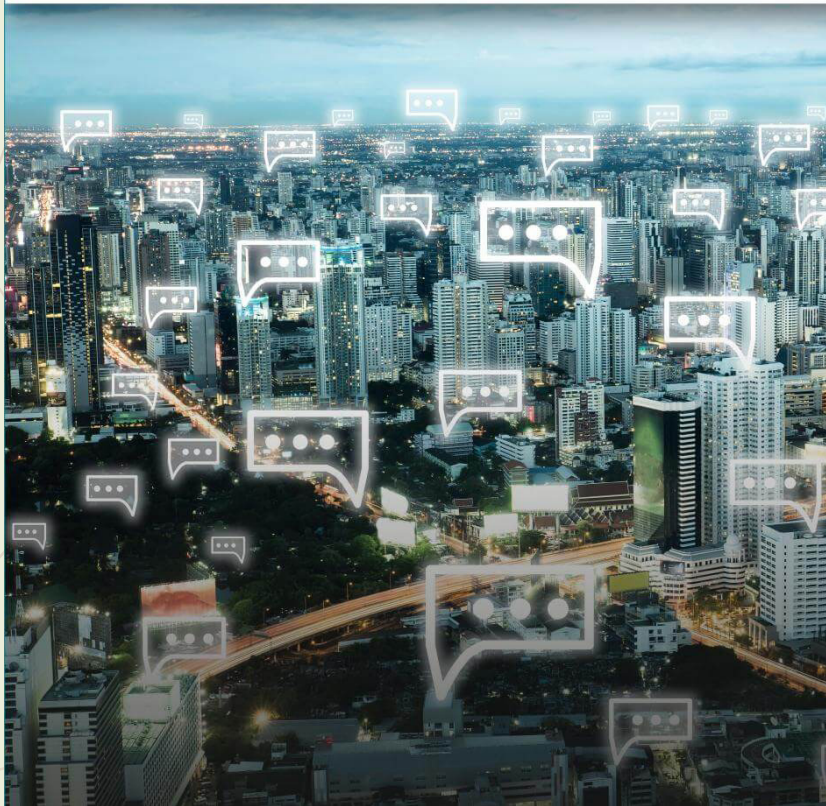


COMMUNICATION, MEDIA AND CREATIVE INDUSTRIES IN THE DIGITAL ERA

ORGANIZATION:

PAULO FAUSTINO, IVÁN PUENTES & FRANCISCO BELDA



Communication, Media and Creative Industries in the Digital Era

Paulo Faustino, Iván Puentes and Francisco Belda

by Dinara Tokbaeva for JOCIS

A useful collection for media & business scholars and practitioners has come out under the editorship of Paulo Faustino, Iván Puentes and Francisco Belda. **Communication, Media and Creative Industries in the Digital Era** is the latest monograph published in 2020 by the Faculty of Arts and Humanities of University of Porto and PIMENED project. It is a compilation of 12 chapters on four main topics: media business models, media entrepreneurship and value creation, media as a communication and marketing tool, and media as journalistic practice.

A Berlin practitioner, Anna Röser-Dümmig wrote about the reasons behind user avoidance of advertising. Philippe Wallez of Aix-Marseille University compared cases of the *New York Times* and *Le Monde* as they struggle to increase advertising revenues. Kátia Morais of Bahia State University and Joseph D. Straubhaar of the University of Texas discussed screen quotas in the Brazilian Pay-TV market. Next, Castulus Kolo, Anastasia Christensen, Qian Qian Qiu and Clarissa Raia of Macromedia University of Applied Sciences assessed how local newspaper publishers could benefit from smart cities. MediaLab ISCTE-IUL (Portugal) scholars Miguel Crespo, Ana Pinto-Martinho and Caterina Foà studied internal innovation within Portuguese media companies. Furthermore, Carlos Francisco Alves and Ana Luísa Nogueira Parada Ferreira e Silva from

the University of Porto discussed financial markets information management. Practical suggestions on how a university library can increase its media reach were presented by Carla Gomes Pedrosa and Camila Pawlowski Ferreira of Universidade Federal de Minas Gerais. Jessica Eldom of Karlstad University performed a qualitative study of online music brand building in the Swedish music industry. Xiao Zhou of Fudan University evaluated user privacy protection in WeChat. Changcheng Zhou, Ziwei Dong and Yanfang Bu of Tsinghua University explored external communication of mainstream television network. Legal scholar Valentina Buratti of the University of Pavia investigated the influence of new media on political discussion. Researchers from Sremski Karlovci Borivoje Baltezarević, Olivera Milutinović and Vesna Miletić analysed the role of digital media in preserving national cultural identity.

This monograph covers broad geography, from Europe to East Asia and Latin America. It is both valuable and exciting for those readers looking for latest developments and insights from the media industry and those searching for solutions of their current media business challenges, from growing online presence of a university library in Brazil to Chinese media conglomerate building its external communications to a smart city initiative in Germany which can help local news publishers engage with their readers.