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PLAYING FANS: NEGOTIATING FANDOM AND MEDIA IN THE DIGITAL AGE (PAPERBACK)



University of Iowa Press, United States, 2015. Paperback Condition: New. Language: English . Brand New Book. Fans are everywhere: from Fifty Shades of Grey to Veronica Mars, from Comic-Con to sitcom, from niche to Geek Chic, fans are becoming the most visible and important audience of the twenty-first century. For years the media industries ignored fans and fan activities, but now they re paying attention and a lot of money to develop a whole new wave of products intended to...

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- Authored by Paul Booth
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