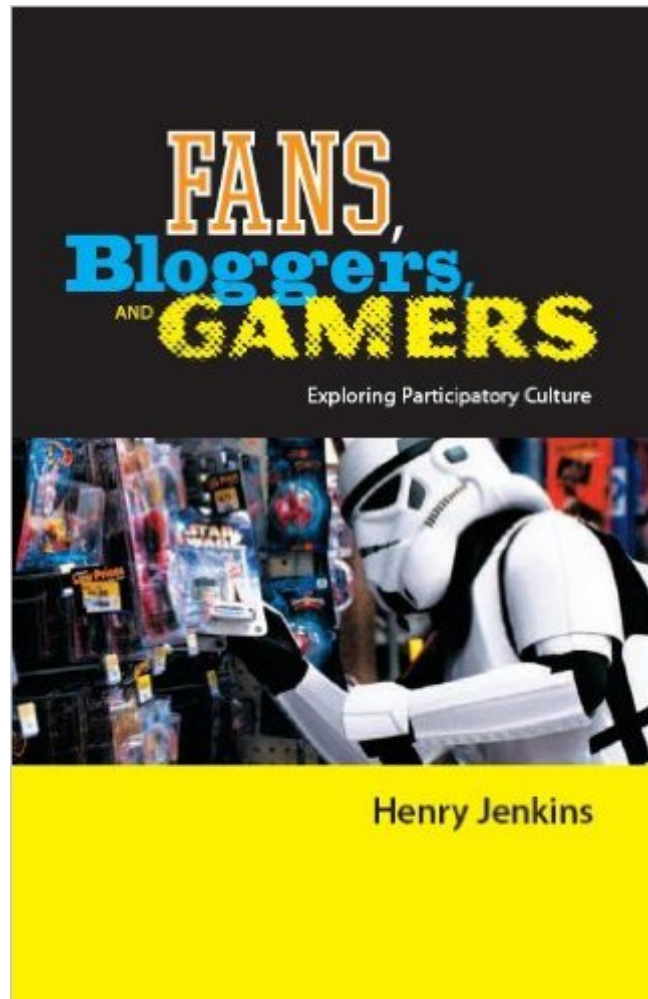


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# Fans, Bloggers, And Gamers: Media Consumers In A Digital Age



## Synopsis

Henry Jenkins at Authors@Google (video) Henry Jenkins's pioneering work in the early 1990s promoted the idea that fans are among the most active, creative, critically engaged, and socially connected consumers of popular culture and that they represent the vanguard of a new relationship with mass media. Though marginal and largely invisible to the general public at the time, today, media producers and advertisers, not to mention researchers and fans, take for granted the idea that the success of a media franchise depends on fan investments and participation. Bringing together the highlights of a decade and a half of groundbreaking research into the cultural life of media consumers, *Fans, Bloggers, and Gamers* takes readers from Jenkins's progressive early work defending fan culture against those who would marginalize or stigmatize it, through to his more recent work, combating moral panic and defending Goths and gamers in the wake of the Columbine shootings. Starting with an interview on the current state of fan studies, this volume maps the core theoretical and methodological issues in Fan Studies. It goes on to chart the growth of participatory culture on the web, take up blogging as perhaps the most powerful illustration of how consumer participation impacts mainstream media, and debate the public policy implications surrounding participation and intellectual property.

## Book Information

Paperback: 279 pages

Publisher: NYU Press (September 1, 2006)

Language: English

ISBN-10: 0814742858

ISBN-13: 978-0814742853

Product Dimensions: 6 x 0.7 x 9 inches

Shipping Weight: 11.2 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (5 customer reviews)

Best Sellers Rank: #219,326 in Books (See Top 100 in Books) #22 in [Books > Health, Fitness & Dieting](#) > [Mental Health](#) > [Dissociative Disorders](#) #229 in [Books > Textbooks](#) > [Communication & Journalism](#) > [Media Studies](#) #490 in [Books > Textbooks](#) > [Social Sciences](#) > [Psychology](#) > [Psychopathology](#)

## Customer Reviews

El año pasado tuve la oportunidad de leer "Convergence Culture" del intelectual y académico del MIT Henry Jenkins. Junto a *Wikinomics*, "C.C." se volvió uno de mis libros preferidos. Jenkins

tiene la particularidad de escribir con una dualidad que en un principio le valió la crítica de sus colegas: Por un lado es un intelectual e investigador de dilatada trayectoria, sin embargo desde mucho antes ha sido un fan. De Star Trek, Twin Peaks, Buffy: The Vampire Slayer etc. Eso lo pone en una posición muy "vulnerable", puesto que sus papers representan lo mejor de ambos mundos, algo curioso y que sucede muy poco, puesto que los académicos estudian de manera alejada y desapasionada los fenómenos menos de su interés, mas nunca declaran abiertamente ser parte del movimiento. Con el paso de los años, Jenkins se volvió (sin siquiera proponérselo) el abanderado de los fans: aquellos geeks que compran figuras y no las abren, de los que graban series, las traducen y analizan incansablemente y de los que escriben fanzines tan buenos o mejores que el original. Con una carga no menor a costas, Jenkins ha seguido publicando incansablemente ensayos, escribiendo libros y abogando sobre la compleja relación que tenemos con la cultura, la entretenimiento y por sobre todo los medios. "Fans, Blogueros y Videojuegos" es el tercer libro de Jenkins, aunque fue escrito entre "Textual Poachers" (1er libro) y "Convergence Culture" (segundo). El libro da cuenta de la transición de la relación medio-fan y todo lo acaecido en un periodo de tiempo que abarca más de una década.

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