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spreadable media creating value pdf

Henry Jenkins III (born June 4, 1958) is an American media scholar and Provost Professor of Communication, Journalism, and Cinematic Arts, a joint professorship at the University of Southern California (USC) Annenberg School for Communication and Journalism and the USC School of Cinematic Arts. He also has a joint faculty appointment with the USC Rossier School of Education.

Henry Jenkins - Wikipedia

History of terminology Meme. Richard Dawkins coined the term "meme" in his 1976 book *The Selfish Gene*. As conceived by Dawkins, a meme is a unit of cultural meaning, such as an idea or a value, that is passed from one generation to another.

Viral phenomenon - Wikipedia

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Marshall McLuhan Edit. Marshall McLuhan was born Herbert Marshall McLuhan (July 21, 1911 – December 31, 1980). He was a Canadian Philosopher of communication theory and received a Ph.D. from Cambridge University in 1942 [1]. He taught at the University of Toronto.

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The Unselfconscious Pleasures of Cat Videos - Media & Culture

Etimologia del termine. La parola italiana libro deriva dal latino liber. Il vocabolo originariamente significava anche "corteccia", ma visto che era un materiale usato per scrivere testi (in libro scribuntur litterae, Plauto), in seguito per estensione la parola ha assunto il significato di "opera letteraria". Un'evoluzione identica ha subìto la parola greca βιβλίον (biblĭon): si veda ...

Libro - Wikipedia

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Massachusetts Institute of Technology (MIT) - YouTube

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