



New Media: An Introduction

Terry Flew

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The third edition of Terry Flew's *New Media* has been thoroughly revised and updated. Combining a rigorous overview of academic theory with contemporary case studies, the book provides students with the skills for scholarly engagement with the dynamic, fast-paced world of new media. Based on an historic understanding of new media developments, the book explores the role of new media in a globally-networked society. It examines the cultural, political and economic impact of new technologies on creativity and industry from a cross-disciplinary perspective. Various theories drawn from media studies, sociology, politics and policy, and economics and business, illustrate key concepts around the study of, and practice in new media.

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