

BOOK REVIEW

What Society needs from Media in the Age of digital communication

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Media and communications are changing rapidly and their transformation is having a momentous impact on the abilities of individuals to communicate and how society communicates within itself. Such changes are important because media convey ideas, opinions, information, social values, experiences, and entertainment and those are influenced by social, economic, and political forces in society. The changing nature of communication is especially important because media and communication platforms are increasingly the primary location in which contemporary identity, culture, and values and norms are manifested and contested.

This book addresses those issues and considers what society needs from media in the contemporary environment. Robert Picard, who is also the editor, and an interdisciplinary group of essayists categorize these needs into 11 categories: **clarity** on what is happening in the world, what is important, how to find meaning in life; **orientation** about where people fit themselves, how they are a part of the world, and the ways in which they take part; the sense of **belonging** to communities that locate within the broader social setting; the **identity** about who they are and how they are represented in the world; the ability to communicate and **participate** in society and that to do so it requires **literacy** to understand the changing communication environment, media platforms, and technologies; the **fulfillment** of social roles; **reflection** upon and critical thought about events and society; the decrease rather than the enhancement of **conflict**, thus transforming it; the possibility to take part in **debates** and discussions of society; and the orientation of media's **leadership** to social and commercial objectives.



What Society Needs from Media in the Age of Digital Communication's nature is normative, informed by the research and knowledge derived from the fields of the authors. Hopefully it will spark deeper thinking and discussion of the roles of media in modern society and how society might work to ensure those needs are met.

The title *Media Corporate Entrepreneurship: Theories and Cases* published by Springer in 2016 provides an overview of an often-overlooked subject of entrepreneurship within corporate media organisations. By offering insights into how media corporate world works, this volume may be of interest not only to researchers of media management and economics but rather to a much wider public. The book *Media Corporate Entrepreneurship: Theories and Cases* serves as an academic source on decision-making within transnational media companies, the new media venturing, and the organisational dynamics. This title compared different cases of transnational media corporations and analysed industry-specific factors influencing corporate entrepreneurship in a rapidly changing world of media.

From the individual dimension, entrepreneurship has surpassed its early notion of self-employment. In recent years, the academic literature has been referring to individual entrepreneurship in cultural industries from the perspective of value creation, innovation, and growth. From the organisational dimension, there are entrepreneurial individuals working at various levels of organisations including top management, middle management,

and “grassroots-level” personnel. While most studies of entrepreneurship in organisations are focused on start-ups, this book brought corporate entrepreneurship to the foreground. It argued that “corporate entrepreneurs” are potentially capable of making critical entrepreneurial efforts at all levels of organisational hierarchy. Having said so, entrepreneurs within media organisations are confronted by a range of economic and managerial challenges. Among other issues, this volume focused on how corporations make venturing decisions. The author Dr Min Hang guided her reader through different types of media businesses and their ways of solving business riddles. The observed types of media businesses are internet media businesses, webcasting businesses, broadband TV businesses, online gaming businesses, mobile media businesses, and venture capital media businesses. *News Corp, New York Times, Verizon, YouTube, Thomson Reuters* and *China Telecom* – all equally searching for the emerging opportunities in disrupted environments – are case studies of this book. Therefore, this is a timely and compelling read for practitioners, academia and wider audiences.

