



Jenkins

Where do I use
this?

- **The Music Industry** – Jenkins describes the changing relationship between audience and industry (fans and star images) and the multiple ways by which the audience can **participate** in the consumption and recycling of the **star image** and music.
- **Media Regulation** – A **decentralised and democratised** audience, who have been empowered by **converged technology** are much more harder to regulate. We may all be journalists now, but as average members of the public we aren't trained in journalistic ethics and (editors) codes. Moreover **social media, where most of this content is posted is not liable to the same regulation as traditional media companies (Section 230)**. So harmful speech proliferates.
- **Media Ecology** – A really useful theorist for any Media Ecology question on audiences and technology. Gets to the heart of the new **relationship between audiences and the media environment**. The disruptive impact of technology on media texts and the audience has empowered the audience and generated different ways in which the audience engages with star images, among other media texts. Along with cognitive surplus (Shirky) the audience (crowd) can define the agenda.