

Tételek

1. Platformgazdaság és platformizáció
2. Netsemlegesség
3. Felhasználói tartalmak és professzionalizáció
4. Új és régi kapuőrök a digitális médiában
5. Üzleti modellek és tartalmi stratégiák a digitális újságírásban
6. Üzleti modellek és tartalmi stratégiák a digitális audiovizuális piacon
7. Natív hirdetések
8. A szűrőbuborék-jelenség
9. Algoritmizált ajánlórendszerek
10. A digitális szakadék
11. A kulturális iparágak digitalizációja
12. A hosszú farok-jelenség
13. A streaming-ökoszisztéma
14. Üzleti modellek és a digitális zeneiparban
15. Kommunikáció és tartalmi stratégiák a digitális zeneiparban
16. Szerző, szellemi tulajdon a digitális médiában

A tételek kidolgozásával kapcsolatos formai és tartalmi elvárásokkal kapcsolatban a specializációvezető konzultáció formájában részletesen tájékoztatja a hallgatókat.

Az alábbi irodalomlista teljessége nem kötelezően feldolgozandó, de az adott tételek kidolgozásához mindenképpen kell használni szakirodalmat. Ennek teljesítésében segít az ajánlott irodalmak listája.

Ajánlott irodalom

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