



Social Media and Minority Languages: Convergence and the Creative Industries (Multilingual Matters)

Elin Haf Gruffydd Jones

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As a field in its own right, Minority Language Media studies is developing fast. The recent technological and social developments that have accelerated media convergence and opened new ways of access and exchange into spaces formerly controlled by media institutions, offer new opportunities, challenges and dangers to minority languages, and especially to their already established media institutions. This book includes debates on what convergence and participation actually mean, a series of case studies of specific social media developments in minority language, as well as comparative studies on how the cultural industries have engaged with the new possibilities brought about by media convergence. Finally, the book also offers a historical review of the development of Minority Language Media worldwide, and evidences the areas in which more extensive research is required.

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