



# **Creativity and Cultural Production: Issues for Media Practice**

*Dr Phillip McIntyre*

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# Creativity and Cultural Production: Issues for Media Practice

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## **Creativity and Cultural Production: Issues for Media Practice** Dr Phillip McIntyre

Phillip McIntyre brings a new understanding to the issues plaguing copyright industries as they struggle with the digital revolution. Applying research coming out of psychology, sociology, communication and cultural studies to look at television, radio, film, journalism, photography, popular music and new media, this groundbreaking book provides useful insights to media practitioners as they go about their creative practice. It also gives policy professionals concerned with creativity and innovation a solid research-based understanding of cultural production, and goes well beyond common sense thinking about creativity, seeing it instead as a system in operation. In short, this book will change your mind about creativity.

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