

Henry Jenkins

Convergence Culture

Where Old and New Media Collide

Updated and with a New Afterword



New York University Press • *New York and London*

Contents

Acknowledgments	vii
Introduction: “Worship at the Altar of Convergence”: A New Paradigm for Understanding Media Change	1
1 Spoiling <i>Survivor</i> : The Anatomy of a Knowledge Community	25
2 Buying into <i>American Idol</i> : How We Are Being Sold on Reality Television	59
3 Searching for the Origami Unicorn: <i>The Matrix</i> and Transmedia Storytelling	95
4 Quentin Tarantino’s <i>Star Wars</i> ? Grassroots Creativity Meets the Media Industry	135
5 Why Heather Can Write: Media Literacy and the <i>Harry Potter</i> Wars	175
6 Photoshop for Democracy: The New Relationship between Politics and Popular Culture	217
Conclusion: Democratizing Television? The Politics of Participation	251
Afterword: Reflections on Politics in the Age of YouTube	271
YouTubeOlogy	295
Notes	297
Glossary	319
Index	337
About the Author	353