21st Century Media: 
An Evolving Global Digital Landscape

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The micro seminar will investigate the dynamics of global media and entertainment, specifically analyzing the implications of the global rise of non-scripted entertainment (as reality TV programs) and the impact and consequences of the Information and Communication Technology (ICT) revolution on the content, delivery platforms, and overall business models of the media and entertainment landscape. The analysis aims at bridging the gap between media theories and industry practices in a rapidly evolving global mediascape, building on scholarship in different fields of study on digital global media. This analysis demonstrates that the paradigms of the landscape are shifting, introducing the digital “glocalization” of entertainment, through which successful media crossing national and cultural borders incorporate both global and local features.