

Media Communication Culture A Global Approach

This book updates and revalidates critical political economy of communication approaches. It is destined to become a work of reference for those interested in delving into debates arising from the performance of traditional and new media, cultural and communication policy-making or sociocultural practices in the new digital landscape.

The communication demands expected of today's engineers and information technology professionals immersed in multicultural global enterprises are unsurpassed. *New Media Communication Skills for Engineers and IT Professionals: Trans-National and Trans-Cultural Demands* provides new and experienced practitioners, academics, employers, researchers, and students with international examples of best practices in new, as well as traditional, communication skills in increasingly trans-cultural, digitalized, hypertext environments. This book will be a valuable addition to the existing literature and resources in communication skills in both organizational and higher educational settings, giving readers comprehensive insights into the proficient use of a broad range of communication critical for effective professional participation in the globalized and digitized communication environments that characterize current engineering and IT workplaces.

This edited volume examines the ways that global media shapes relations between place, culture, and identity. Through the included essays, Chopra and Gajjala offer a mix of theoretical reflections and empirical case studies that will help readers understand how the media can shape cultural identities and, conversely, how cultural formations can influence the political economy of global media. The interdisciplinary, international scholars gathered here push the discussion of what it means to do global media studies beyond uncritical celebrations of the global media technologies (or globalization) as well as beyond perspectives that are a priori dismissive of the possibilities of global media. Some of the key questions and themes that the international contributors explore within the text include: Is the global audience of global television the same as the global audience of the internet? Can we conceptualize the global culture-media-identity dynamic beyond the discourse of postcolonialism? How does the globalization of media affect feelings of nationalism? How is the growth of a consumer "global middle class" spread, and resisted, through media? *Global Media, Identity, and Culture* takes a comparative media approach to addressing these, and other, issues across media forms including print, television, film, and new media

"Comprehensive in its scope and scale, rigorously argued and richly illustrated with wide-ranging examples, this clearly written and user-friendly book from a veteran commentator on international communication will be valuable for students and scholars. Strongly recommended." - Daya Thussu, Professor of International Communication, University of Westminster *Global Communication* explores the history, present and future of global communication, introducing and explaining the theories, stories and flows of information and media that affect us all. Based on his experience teaching generations of students to critically examine the world of communication around them, Cees Hamelink helps readers understand the thinkers, concepts and questions in this changing landscape. This book: Explores the cultural, economic, political and social dimensions and consequences of global communication Introduces the key thinkers who have been inspirational to the field Teaches you to master the art of asking critical questions Takes you through concrete cases from UN summits to hot lines and cyber-surveillance Boosts your essay skills with a guided tour of the literature, including helpful comments and recommendations of what to cite Brings you directly into the classroom with a series of video lectures This book guides students through the complex terrain of global communication, helping you become a critically informed participant in the ever-changing communication landscape. It is essential reading for students of communication and media studies.

"Important contribution to Latin American cultural studies focuses on popular culture within a general theory of hegemony. Also relates how mass media define national identities"--*Handbook of Latin American Studies*, v. 57.

This handbook comprises fresh and incisive research focusing on African media, culture and communication. The chapters from a cross-section of scholars dissect the forces shaping the field within a changing African context. It adds critical corpora of African scholarship and theory that places the everyday worlds, needs and uses of Africans first. The book goes beyond critiques of the marginality of African approaches in media and communication studies to offer scholars the theoretical and empirical toolkit needed to start building critical corpora of African scholarship and theory that places the everyday worlds, needs and uses of Africans first. Decoloniality demands new epistemological interventions in African media, culture and communication, and this book is an important interlocutor in this space. In a globally interconnected world, changing patterns of authority and power pose new challenges to the ways in which media institutions are constituted and managed, as well as how communication and media policy is negotiated and the manner in which citizens engage with increasing media opportunities. The handbook focuses on the interrelationships of the local and the global and the concomitant consequences for media practice, education and citizen engagement in today's Africa. Altogether, the book foregrounds convivial epistemologies relevant for locating African media and communication in the pluriverse. This handbook is an essential read for critical media, communications, cultural studies and journalism scholars.

International communication as a field of inquiry is, in fact, not very "internationalized." Rather, it has been taken as a conceptual extension or empirical application of U.S. communication, and much of the world outside the West has been socialized to adopt truncated versions of Pax Americana's notion of international communication. At stake is the "subject position" of academic and cultural inquirers: Who gets to ask what kind of questions? It is important to note that the quest to establish universally valid "laws" of human society with little regard for cultural values and variations seems to be running out of steam. Many lines of intellectual development are reckoning with the important dimensions of empathetic understanding and subjective consciousness. In *Internationalizing "International Communication,"* Lee and others argue that we must reject both America-writ-large views of the world and self-defeating mirror images that reject anything American or Western on the grounds of cultural incompatibility or even cultural superiority. The point of departure for internationalizing "international communication" must be precisely the opposite of parochialism – namely, a spirit of cosmopolitanism. Scholars worldwide have a moral responsibility to foster global visions and mutual understanding, which forms, metaphorically, symphonic harmony made of cacophonous sounds.

Exploring the nature of modern media, Friesem uses the fundamental principles of human communication to move away from the fear and blame that usually accompany discussions of new media technologies. The book employs the ACE model (from Awareness to Collaboration through Empathy) to build media literacy across professions and academic disciplines. Explores new perspectives on social media entertainment There is a new class of cultural producers—YouTube vloggers, Twitch gamers, Instagram influencers, TikTokers, Chinese wanghong, and others—who are part of a rapidly emerging and highly disruptive industry of monetized “user-generated” content. As this new wave of native social media entrepreneurs emerge, so do new formations of culture and the ways they are studied. In this volume, contributors draw on scholarship in media and communication studies, science and technology studies, and social media, Internet, and platform studies, in order to define this new field of study and the emergence of creator culture. Creator Culture introduces readers to new paradigms of social media entertainment from critical perspectives, demonstrating both relations to and differentiations from the well-established media forms and institutions traditionally within the scope of media studies. This volume does not seek to impose a uniform perspective; rather, the goal is to stimulate in-depth, globally-focused engagement with this burgeoning industry and establish a dynamic research agenda for scholars, teachers, and students, as well as creators and professionals across the media, communication, creative, and social media industries. Contributors include: Jean Burgess, Zoë Glatt, Sarah Banet-Weiser, Brent Luvaas, Carlos A. Scolari, Damián Fraticelli, José M. Tomasena, Junyi Lv, Hector Postigo, Brooke Erin Duffy, Megan Sawey, Jarrod Walzcer, Sangeet Kumar, Sriram Mohan, Aswin Punathambekar, Mohamed El Marzouki, Elaine Jing Zhao, Arturo Arriagada, Jeremy Shtern, Stephanie Hill

Media, Communication, Culture A Global Approach John Wiley & Sons

Praise for the First Edition: 'I can't think of a book in media studies that handles so well the diversity of perspectives and issues that Stevenson addresses. Whether reconstructing Marxism or deconstructing postmodernism, tackling the pleasures of soap opera or the repetitive structures of daily news presentation, Stevenson is always clear and insightful' - Sociology The Second Edition of this book provides a comprehensive overview of the ways in which social theory has attempted to theorize the importance of the media in contemporary society. Now fully revised to take account of the recent theoretical developments associated with 'new media' and 'information society', as well as the audience and the public sphere, Understanding Media Cultures: - Critically examines the key social theories of mass communication - Highlights the work of individual theorists including Fiske, Williams, Hall, Habermas, Jameson, McLuhan and Baudrillard. - Covers the important traditions of media analysis from feminism, cultural studies and audience research. - Now includes a discussion of recent perspectives developed by Castells, Haraway, Virilio and Schiller. - Provides a glossary of key terms in media and social theory. Retaining all the strengths of the previous edition, Understanding Media Cultures offers a comprehensive and up-to-date overview of the field. It will be essential reading for students of social theory, media and cultural studies.

First published in 1990, this title presents a rich account of how television intersects with family life in American and other world cultures. From an analysis of the political and cultural significance of China's most important television series to detailed descriptions of how families in the United States interpret and use television at home, James Lull's ethnographic work marks an important stage in the study of the role of the mass media in contemporary culture. This title will be of interest not only to those in media and communications, but also to those in the broader fields of cultural anthropology and sociology. "A unique, rich, and timely contribution to the growing literature in communication and media studies, directed at strengthening the voice and visibility of scholars from the Global South." - Professor Tawana Kupe, Vice Chancellor, University of Pretoria, South Africa "An intellectually stimulating and varied collection that re-imagines and analyses digital innovation, culture and media practices in Africa and the Caribbean." - Professor Rupert Lewis, Emeritus Professor of Political Thought, University of the West Indies, Jamaica This book advances alternative approaches to understanding media, culture and technology in two vibrant regions of the Global South. Bringing together scholars from Africa and the Caribbean, it traverses the domains of communication theory, digital technology strategy, media practice reforms, and corporate and cultural renewal. The first section tackles research and technology with new conceptual thinking from the South. The book then looks at emerging approaches to community digital networks, online diaspora entertainment, and video gaming strategies. The volume then explores reforms in policy and professional practice, including in broadcast television, online newspapers, media philanthropy, and business news reporting. Its final section examines the role of village-based folk media, the power of popular music in political opposition, and new approaches to overcoming neo-colonial propaganda and external corporate hegemony. This book therefore engages critically with the central issues of how we communicate, produce, entertain, and build communities in 21st-century Africa and the Caribbean. Hopeton S. Dunn is Professor of Communications Policy and Digital Media, based at University of Botswana, Botswana. He is the former Director of the Caribbean School of Media and Communication, The University of the West Indies, Mona, Jamaica. Dumisani Moyo is Professor of Communication and Vice Dean, Academic, at the University of Johannesburg, South Africa. William O. Lesitaokana (PhD) is Senior Lecturer and Head at the Department of Media Studies at the University of Botswana, Botswana. Shanade Bianca Barnabas (PhD) is Senior Lecturer and Head at the Department of Communication Studies, School of Communication, University of Johannesburg, South Africa.

Culture is one of the most important elements for explaining individuals' behaviors within the social structure. It meets the various social needs of members of a society by directing how individuals must react to various events and how to act in specific circumstances. A planned and systematic process is required for disseminating this cultural accumulation as a policy, which is produced collectively by all members within their everyday life practices. The Handbook of Research on Examining Cultural Policies Through Digital Communication provides emerging research on this aspect of cultural policy, which is formed within the framework of this systematic process in a strategic manner and can be defined as various activities of the state intended for art, human sciences, and cultural inheritance. Creating such cultural policies involves the establishment of measures and organizations required for the development of each individual, providing economic and social facilities, all of which are actions intended for directing society. Featuring coverage on a broad range of topics such as long-distance education, digital citizenship, and public diplomacy, this book is ideally designed for academicians, researchers, advanced-level students, sociologists, international and national organizations, and government officials.

This is the third edition of an up-to-date, multi-disciplinary glossary of the concepts you are most likely to encounter in the study of communication, culture and media, with new entries and coverage of recent developments.

Global Communication: A Multicultural Perspective, Third Edition is intended to explore, inform, and incite discussions about globalization and global communication. With chapters by some of the foremost global communication scholars, this book covers essential concepts of international communication and contemporary and emerging topics.

Over one billion people access the internet worldwide, and new problems of language, security, and culture accompany this access. To foster productive and effective communication, it becomes imperative to understand people's different linguistic and cultural backgrounds, as well as their value systems. Reconceptualizing New Media and Intercultural Communication in a Networked Society is a critical scholarly resource that addresses the need for understanding the complex connections between culture and new media. Featuring a broad range of topics such as social presence, crisis communication, and

hyperpersonal communication model, this book is geared towards academicians, researchers, professionals, practitioners, and students seeking current research on the discipline of intercultural communication and new media.

Rev. ed. of: Media and culture. 2nd ed. c2000. Includes bibliographical references (p. 575-582) and index.

This book is about communicating for health and social change. With a clear focus on public health and health promotion practice, it provides a unique introduction to media and cultural studies perspectives on health communication. Health Communication explores the dynamic world of contemporary mass media and diverse forms of alternative, mobile and social media: • How are communities using media to communicate about health and advocate for social change? • What are the challenges and opportunities involved with using the media for health communication? • How can health promotion practitioners utilise media to create opportunities for more participatory and empowering approaches to health communication? This indispensable guide to health communication provides readers with detailed and practical insights into the role of media and culture in contemporary health issues. Accessible theory is blended with case studies from around the world giving students, academics, and practitioners an invaluable framework for practice and a rich source of material for discussion.

The Handbook of Global Media and Communication Policy offers insights into the boundaries of this field of study, assesses why it is important, who is affected, and with what political, economic, social and cultural consequences. Provides the most up to date and comprehensive collection of essays from top scholars in the field Includes contributions from western and eastern Europe, North and Central America, Africa and Asia Offers new conceptual frameworks and new methodologies for mapping the contours of emergent global media and communication policy Draws on theory and empirical research to offer multiple perspectives on the local, national, regional and global forums in which policy debate occurs

Both international and internal migration brings new challenges to public health systems. This book aims to critically review theoretical frameworks and literature, as well as discuss new practices and lessons related to culture, migration, and health communication in different countries. It features research and applied projects conducted by scholars from various disciplines including media and communication, public health, medicine, and nursing.

In recent decades, Korean communication and media have substantially grown to become some of the most significant segments of Korean society. Since the early 1990s, Korea has experienced several distinctive changes in its politics, economy, and technology, which are directly related to the development of local media and culture. Korea has greatly developed several cutting-edge technologies, such as smartphones, video games, and mobile instant messengers to become the most networked society throughout the world. As the Korean Wave exemplifies, the once small and peripheral Korea has also created several unique local popular cultures, including television programs, movies, and popular music, known as K-pop, and these products have penetrated many parts of the world. As Korean media and popular culture have rapidly grown, the number of media scholars and topics covering these areas in academic discourses has increased. These scholars' interests have expanded from traditional media, such as Korean journalism and cinema, to several new cutting-edge areas, like digital technologies, health communication, and LGBT-related issues. In celebrating the Korean American Communication Association's fortieth anniversary in 2018, this book documents and historicizes the growth of growing scholarship in the realm of Korean media and communication.

What does it mean to live in the Communication Age? What has happened to culture in the Communication Age? What is the nature of culture today? Culture in the Communication Age brings together some of the world's leading thinkers from a range of academic disciplines to discuss what 'culture' means in the modern era. They describe key features of cultural life in the 'communication age', and consider the cultural implications of the rise of global communication, mass media, information technology, and popular culture. Individual chapters consider: * Cultures of the mind * Rethinking culture in a global context * Re-thinking Culture, from 'ways of life' to 'lifestyle' * Gender and Culture * Popular Culture and Media Spectacles * Visual Culture * Star Culture * Computers, the Internet and Virtual Cultures * Superculture in the Communication Age

"This book provides readers with in-depth information on the various linguistic, cultural, technological, legal, and other factors that affect interactions in online exchanges. It provides information that implements effective decisions related to the uses and designs of online media when interacting with individuals from other cultures"--Provided by publisher.

The third edition of International Communication examines the profound changes that have taken place, and are continuing to take place at an astonishing speed, in international media and communication. Building on the success of previous editions, this book maps out the expansion of media and telecommunications corporations within the macro-economic context of liberalisation, deregulation and privatisation. It then goes on to explore the impact of such growth on audiences in different cultural contexts and from regional, national and international perspectives. Each chapter contains engaging case studies which exemplify the main concepts and arguments.

Emphasizing the global nature of Indian and Chinese film, television, and digital media, Reorienting Global Communication: Indian and Chinese Media Beyond Borders provides a diverse mix of alternative perspectives that collectively shift the discussion of media globalization away from Hollywood and New York. Linked by a shared history of colonialism, state socialism, large diasporas, and recent market liberalization, India and China are poised to become twenty-first-century world powers. While both enjoy a rich ensemble of religious iconography, legends, and folk traditions, Indian and Chinese producers and consumers are today challenged to find modes of expression that are culturally authentic and commercially viable in an increasingly globalized media environment. Essays cover topics such as the influence of transnational Indian families on the narrative elements of Bollywood productions, the rise of made-in-China blockbusters, the development of pan-Asian cinema, and migrants' use of the Internet to maintain connections with their homelands. Contributors are Michael Curtin, Chua Beng Huat, Shanti Kumar, Chin-Chuan Lee, Madhavi Mallapragada, Divya C. McMillin, Sreya Mitra, Sujata Moorti, Zhongdang Pan, Aswin Punathambekar, Jack Linchuan Qiu, Hemant Shah, Lakshmi Srinivas, Emilie Yueh-yu Yeh, and Yuezhi Zhao.

Carey's seminal work joins central issues in the field and redefines them. It will force the reader to think in new and fruitful ways about such dichotomies as transmissions vs. ritual, administrative vs. critical, positivist vs. marxist, and cultural vs. power-orientated approaches to communications study. An historically inspired treatment of major figures and theories, required reading for the sophisticated scholar' - George Gerbner, University of Pennsylvania ...offers a mural of thought with a rich background, highlighted by such thoughts as communication being

the 'maintenance of society in time'. - Cast/Communication Booknotes These essays encompass much more than a critique of an academic discipline. Carey's lively thought, lucid style, and profound scholarship propel the reader through a wide and varied intellectual landscape, particularly as these issues have affected Modern American thought. As entertaining as it is enlightening, *Communication as Culture* is certain to become a classic in its field.

A leading exponent of the political economy approach to mass communication poses an intellectual challenge to the currently dominant postmodernist and information-society theories. His essays investigate the role of the media and cultural institutions in contemporary capitalist societies.

The dramatic developments in global communication are altering the specifics of our societies. Hamid Mowlana offers an interdisciplinary and intercultural approach to international communication in this volume, focusing on both the human dimensions and the technological imperatives. *Global Communication in Transition* covers a range of issues from the rise of modern political systems and the interactions of various cultures to the expansion of social organizations and the growing global infrastructure. Offering a new paradigm for the study of international communication, the book is organized around a number of basic concepts including history, power, community, legitimacy and language.

Bringing together distinguished scholars from BRICS nations and those with deep interest and knowledge of these emerging powers, this collection makes a significant intervention in the ongoing debates about comparative communication research and thus contributes to the further internationalization of media and communication studies. The unprecedented expansion of online media in the world's major non-Western nations, exemplified by BRICS (Brazil, Russia, India, China and South Africa) is transforming global communication. Despite their differences and divergences on key policy issues, what unites these five nations, representing more than 20 per cent of the global GDP, is the scale and scope of change in their communication environment, triggered by a multilingual, mobile Internet. The resulting networked and digitized communication ecology has reoriented international media and communication flows. Evaluating the implications of globalization of BRICS media on the reshaping of international communication, the book frames this within the contexts of theory-building on media and communication systems, soft power discourses and communication practices, including in cyberspace. Adopting a critical approach in analysing BRICS communication strategies and their effectiveness, the book assesses the role of the BRICS nations in reframing a global communication order for a 'post-American world'. This critical volume of essays is ideal for students, teachers and researchers in journalism, media, politics, sociology, international relations, area studies and cultural studies.

The *Global Intercultural Communication Reader* is the first anthology to take a distinctly non-Eurocentric approach to the study of culture and communication. In this expanded second edition, editors Molefi Kete Asante, Yoshitaka Miike, and Jing Yin bring together thirty-two essential readings for students of cross-cultural, intercultural, and international communication. This stand-out collection aims to broaden and deepen the scope of the field by placing an emphasis on diversity, including work from authors across the globe examining the processes and politics of intercultural communication from critical, historical, and indigenous perspectives. The collection covers a wide range of topics: the emergence and evolution of the field; issues and challenges in cross-cultural and intercultural inquiry; cultural wisdom and communication practices in context; identity and intercultural competence in a multicultural society; the effects of globalization; and ethical considerations. Many readings first appeared outside the mainstream Western academy and offer diverse theoretical lenses on culture and communication practices in the world community. Organized into five themed sections for easy classroom use, *The Global Intercultural Communication Reader* includes a detailed bibliography that will be a crucial resource for today's students of intercultural communication.

The Mediated World is written for students to engage in how we communicate with one another, how we understand our world, and how media shapes us. Using stories of our media and culture, this book offers historical context, integrates new media advances into each chapter, and takes an interdisciplinary approach to the study of communication. The acceleration of global climate change creates a nexus for the examination of power, political rhetoric, science communication, and sustainable development. This book takes an international view of twenty first century environmental communication to critically explore mediated expressions of climate change.

Communication and the Globalization of Culture: Beyond Tradition and Borders, by Shaheed Nick Mohammed, examines the modern and historical evolution of conceptualizations of culture as well as the concept of culture itself. The book suggests that modern corporate globalized media technologies do not destroy culture, but rather force us to re-think how we have conceptualized the differences, uniqueness, and similarities between "the other" and ourselves.

Media, Communication, Culture offers a bold and comprehensive analysis of developments in the field amidst the effects of postmodernism and globalization. James Lull, one of the leading scholars in the discipline, draws from a wide range of social and cultural theory, including the work of John B. Thompson, Thomas Sowell, Nestor Garcia Canclini, Anthony Giddens and Samuel P. Huntington, to formulate a well balanced and highly original account of key contemporary developments worldwide. The first edition of *Media, Communication, Culture* became a well established introductory text. For this new edition coverage has been expanded from six to ten chapters, and has been thoroughly updated to include all new developments in the field. In his familiar and accessible style, Lull brings to life a diverse range of examples and mini case studies which will prove invaluable to the reader. These range from the hip-hop hybrids of New Zealand's Maori youth and the vastly divergent meaning of race and culture in Brazil and the United States to the global impact of McDonalds and Microsoft. Complex theoretical ideas such as globalization, symbolic power, popular culture, ideology, consciousness, hegemony, social rules, media audience, cultural territory, and superculture are explained in a clear and engaging way that challenges traditional understandings. By connecting major streams of

theory to the latest trends in the global cultural mix, the book provides a fresh and unsurpassed introduction to media, communication and cultural studies. It will prove essential reading for undergraduates and above in the fields of media studies, communication studies, cultural studies and the sociology of culture.

What are we to make of our digital social lives and the forces that shape it? Should we feel fortunate to experience such networked connectivity? Are we privileged to have access to unimaginable amounts of information? Is it easier to work in a digital global economy? Or is our privacy and freedom under threat from digital surveillance? Our security and welfare being put at risk? Our politics undermined by hidden algorithms and misinformation? Written by a distinguished group of leading scholars from around the world, the Routledge Handbook of Digital Media and Communication provides a comprehensive, unique, and multidisciplinary exploration of this rapidly growing and vibrant field of study. The Handbook adopts a three-part structural framework for understanding the sociocultural impact of digital media: the artifacts or physical devices and systems that people use to communicate; the communicative practices in which they engage to use those devices, express themselves, and share meaning; and the organizational and institutional arrangements, structures, or formations that develop around those practices and artifacts. Comprising a series of essay-chapters on a wide range of topics, this volume crystallizes current knowledge, provides historical context, and critically articulates the challenges and implications of the emerging dominance of the network and normalization of digitally mediated relations. Issues explored include the power of algorithms, digital currency, gaming culture, surveillance, social networking, and connective mobilization. More than a reference work, this Handbook delivers a comprehensive, authoritative overview of the state of new media scholarship and its most important future directions that will shape and animate current debates.

The book is a handbook of cultural discourse analysis, a theory developed by Donal Carbaugh, and celebration of his work. The book features an explanation of the theory and sixteen chapters using the theory to examine communication issues across the globe

This volume provides a comprehensive examination of key issues regarding global communication, focusing particularly on international news and strategic communication. It addresses those news factors that influence the newsworthiness of international events, providing a synthesis of both theoretical and practical studies that highlight the complicated nature of the international news selection process. It also deals with international news coverage, presenting research on the cross-national and cross-cultural nature of media coverage of global events, in the interdisciplinary context of research on political communication, war coverage, new technologies and online communication. The work concludes with a focus on global strategic communications: in the age of globalization, global economies and cross-national media ownership, chapters here provide readers with some of the most up-to-date research on international advertising, public relations and other key issues in international communications. With contributions from many of the leading scholars in the field of international media communication research, this collection presents a valuable resource for advancing knowledge and understanding of the complicated international communication phenomenon. It will be of value to upper-level undergraduates and graduate students in mass media and communication programs, and to scholars whose research focuses on global communication research.

In this provocative book Terhi Rantanen challenges conventional ways of thinking about globalization and shows how it cannot be understood without studying the role of the media. Rantanen begins with an accessible overview of globalization and the pivotal role of the media.

The years following the Cultural Revolution saw the arrival of television as part of China's effort to 'modernize' and open up to the West. Endorsed by the Deng Xiaoping regime as a 'bridge' between government and the people, television became at once the official mouthpiece of the Communist Party and the most popular form of entertainment for Chinese people living in the cities. But the authorities failed to realize the unmatched cultural power of television to inspire resistance to official ideologies, expectations, and lifestyles. The presence of television in the homes of the urban Chinese strikingly broadened the cultural and political awareness of its audience and provoked the people to imagine better ways of living as individuals, families, and as a nation. Originally published in 1991, set within the framework of China's political and economic environment in the modernization period, this insightful analysis is based on ethnographic data collected in China before and after the Tiananmen Square disaster. From interviews with leading Chinese television executives and nearly one hundred families in Beijing, Shanghai, Guangzhou, and Xian, the author outlays how Chinese television fosters opposition to the government through the work routines of media professionals, television imagery, and the role of critical, active audience members.

Global Media Studies explores the theoretical and methodological threats that are defining global media studies as a discipline. Emphasizing the connection of globalisation to local culture, this collection considers the diversity of modes of reception, reception contexts, uses of media content, and the performative and creative relationships that audiences develop with and through the media. Through ethnographic case studies from Brazil, Denmark, the UK, Japan, Lebanon, Mexico, South Africa, Turkey and the United States, the contributors address such questions as: what links media consumption to a lived global culture; what role cultural tradition plays globally in confronting transnational power; how global elements of mediated messages acquire class; and regional and local characteristics.

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