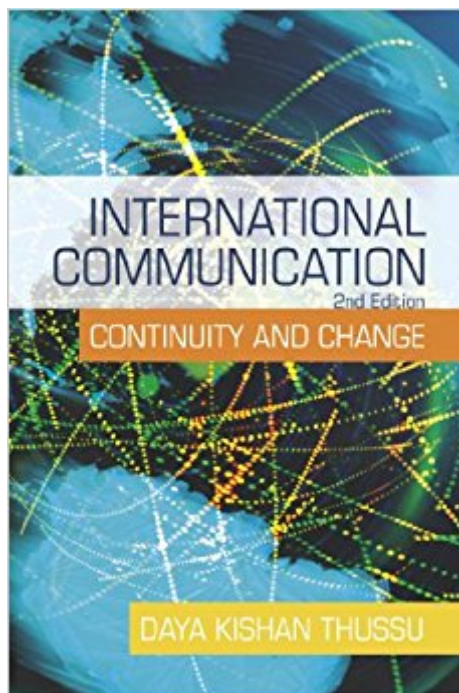




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International Communication: Continuity And Change (A Hodder Arnold Publication)



Synopsis

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 since the beginning of the new millennium. Building on the success of the first edition, the second edition maps out the expansion of media and telecommunications corporations within the macro-economic context of liberalization, deregulation, and privatization. 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 on topics that exemplify the main concepts and arguments, including Al-Jazeera, the global reach of Bollywood, and the globalization of "reality television." International Communication, Second Edition, is essential reading for all communication and media studies.

Features* The only single-authored volume that deals coherently with the complex global, political, economic, and technological contexts in which media and culture operate. * Fully updated to include developments since the beginning of the new millennium.* New case studies throughout, including the "Murdochization" of media, the Al-Jazeera phenomenon, mobile communication, and China and global media.* New pedagogical features, including discussion questions, suggestions for further reading, and notes on key terms.

Book Information

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Customer Reviews

“The best introduction and overview of the subject in print. Thussu works across all the

important social, economic, and political issues connected to the topic, making thoughtful and persuasive arguments. The book is well organized and highly readable. Thoroughly up-to-date...is certain to become mandatory reading for all students and scholars of global media and communication. "Thussu has drawn together a huge mass of material from international organizations, companies, and the trade press in an easily accessible format."

Robert W. McChesney, University of Illinois
Daya Kishan Thussu, Professor of International Communication, University of Westminster, and the founder and managing editor of the journal Global Media and Communication.

"The shipping was fast! Even though the description said it is 'very good', it is actually 'like new'! It is a very new book! I do not think it has even been used before. Anyway, this is definitely a good buy! Save almost 50 bucks! Thumbs up!"

"It's only useful for those who want to learn all the unnecessary information surrounding the advent of the privatization of media and its evolution. Only reason I got this book is I needed it for a class."

"I needed this for a college class that I took. I read the entire thing. It was really boring and dry in several chapters. However, it is a relevant read for those in global/international communication classes and those working in the media or politics."

"A tremendously valuable overview of the global system of communication, and communication industries, that emerged in the final decades of the twentieth century and continues to shape currents of global media today. There are several reviews posted by students who complain about the book having 'too much information.' These reviewers seem to implicitly understand the value of the information offered to them here, but complain that the book isn't entertaining enough. They themselves seem to be evidence of the impact of what Thussu describes as the corporate dominance of media and its neo-liberal functions. Don't sit back and wait to be entertained. If you want to possess a solid and thorough knowledge of the structure and nature of global media and its influences, read this book!"

"This is the worst book I have ever had to read for college in three years. Every time I try to read one of the horribly long boring chapters I feel like passing out! Seriously makes the simplest concepts

too complicated to understand by throwing unnecessary information at you.

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