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Nota di contenuto	Cover; East Asia: History, Politics, Sociology, Culture; Full Title; Copyright; Dedication; Contents; List of Tables and Figures; Acknowledgments; Introduction; Chapter One The Globalization Context; Chapter Two Information, Television and News; Chapter Three Case History 1-Japan and NHK; Chapter Four Case History 2-China and CCTV; Chapter Five Case History 3-Hong Kong and STAR TV; Chapter Six Conclusions-Meanwhile, Back in the Future; Appendix: The GNN Planning Documents; Glossary; Notes; Bibliography; Index
Sommario/riassunto	This book is about the processes of globalization, demonstrated through a comparative study of three television case histories in Asia. Also illustrated are different approaches to providing television services in the world: public service (NHK in Japan), state (CCTV in China) and commercial (STAR TV, based in Hong Kong). Through its focus, Global Media addresses a considerable lacuna in the media studies literature, which tends to have a heavy Western bias. It provides an original addition to the literature on globalization, which is often abstract and anecdotal, in additio

