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ISBN	1-282-49399-X 9786612493997 0-7391-3252-0
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The word and the world : defining the IC prism -- Singing in a (new) nation : the early films of Raj Kapoor -- Time to kill : gaming and terrorism -- Tracking the "authentic" : world music and the global postmodern -- Playing with postcoloniality : four moments in Indian cricket -- Consuming technologies : the discourse of cell phone advertising in India.
Sommario/riassunto	The Logics of Globalization provides students and scholars of international communication a critical language through which to interrogate the flow of global media culture. Drawing on transnational cultural studies, the book offers analysis of popular culture_focusing on film, video games, music, sports, cell phones, and performance.