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Nota di contenuto	Book Cover; Title; Copyright; Contents; Preface; CHAPTER 1 The Cultural Imperialism Paradigm Revisited: Origin and Evolution; CHAPTER 2 Impacts of Cross-Cultural Mass Media In Iceland, Northern Minnesota, and Francophone Canada in Retrospect; CHAPTER 3 Socialization Effects of American Television on International Audiences; CHAPTER 4 Perceived Foreign Influence and Television Viewing in Greece; CHAPTER 5 The Influence of Television and Media Use on Argentines About Perceptions of the United States; CHAPTER 6 Choosing National TV: Cultural Capital, Language, and Cultural Proximity in Brazil CHAPTER 7 Cultural Proximity On the Air in Ecuador: National, Regional Television Outperforms Imported U.S. ProgrammingCHAPTER 8 A Meta-Analysis of Crossborder Effect Studies; CHAPTER 9 An Alternative Paradigm for Conceptualizing and Labeling the Process of Influence of Imported Television Programs; CHAPTER 10 The Impact of International Audio-Visual Media: An Expanded Research Agenda for the Future; Contributors; Author Index; Subject Index
Sommario/riassunto	For several decades, cultural imperialism has been the dominant paradigm for conceptualizing, labeling, predicting, and explaining the effects of international television. It has been used as an unchallenged

premise for numerous essays on the topic of imported television influence, despite the fact that the assumption of strong cultural influence is not necessarily reflected in the body of research that exists within this field of study. In *The Impact of International Television: A Paradigm Shift*, editor Michael G. Elasmr and his contributors challenge the dominant paradigm of cultural

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