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Nota di contenuto	Front Cover; De-Westernizing Communication Research; Copyright Page; Contents; List of illustrations; Notes on contributors; Preface; Acknowledgements; 1. Beyond de Westernizingcommunication research: an introduction: Georgette Wang; Part A: Eurocentrism in communication research: the problem and its contributing factors; 2. De-Westernizing communication: strategies for neutralizing cultural myths: Molefi Kete Asante; 3. Emerging global divides in media and communication theory: European universalism versus non-Western reactions: Shelton Gunaratne 4. Globalizing media and communication studies: thoughts on the translocal and the modern: Marwan Kraidy5. Orientalism, Occidentalism and communication research: Georgette Wang; Part B: The promises of focusing on the particular; 6. "De-Westernizing" communication studies in Chinese societies?: Paul S. N. Lee; 7. To Westernize or not: that's NOT the question: Wei-Wen Chung; 8. Pitfalls of cross-cultural analysis: Chinese wenyi film and melodrama: Emilie Yueh-Yu Yeh; Part C: From

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16. The definition and types of alternative discourses: Syed Farid Alatas;
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Sommario/riassunto

The rise of postmodern theories and pluralist thinking has paved the way for multicultural approaches to communication studies and now is the time for decentralization, de-Westernization, and differentiation. This trend is reflected in the increasing number of communication journals with a national or regional focus. Alongside this proliferation of research output from outside of the mainstream West, there is a growing discontent with communication theories being "Westerncentric". Compared with earlier works that questioned the need to distinguish between the Western and the non-Western, an
