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Titolo	Diasporas and diplomacy : cosmopolitan contact zones at the BBC World Service (1932-2012) // edited by Marie Gillespie and Alban Webb
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Altri autori (Persone)	GillespieMarie <1953-> WebbAlban
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. 1. National interests with a global reach : projection, persuasion and intonation -- pt. 2. Cultures of diplomacy in the post-war Middle East and Asia -- pt. 3. Corporate cosmopolitanism and the global conversation.
Sommario/riassunto	Diasporas and Diplomacy analyzes the exercise of British 'soft power' through the BBC's foreign language services, and the diplomatic role played by their diasporic broadcasters. The book offers the first historical and comparative analysis of the 'corporate cosmopolitanism' that has characterized the work of the BBC's international services since the inception of its Empire Service in 1932 - from radio to the Internet. A series of empirically-grounded case studies, within a shared analytical framework, interrogate transformations in international broadcastin