

1. Record Nr.	UNINA9910464023603321
Autore	Hepp Andreas
Titolo	Transcultural communication // Andreas Hepp
Pubbl/distr/stampa	Chichester, England : , : Wiley Blackwell, , 2015 ©2015
ISBN	0-470-67393-1 0-470-67394-X
Descrizione fisica	1 online resource (562 p.)
Classificazione	SOC052000
Disciplina	303.48/2
Soggetti	Intercultural communication Social media Communication and culture Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Machine generated contents note: 1 Introduction 1 2 Approaches to Transcultural Communication 10 2.1 Consequences of Globalization 13 2.2 Postcolonial Critique 18 2.3 Methodological Reflections 22 2.4 Integrative Analyses 28 3 The Regulation of Transcultural Communication 35 3.1 Global Commercialization and Communicative Infrastructure 39 3.2 State Regulation 51 3.3 From the Free Flow of Communication to the Regulation of Globalization 59 3.4 The Global Governance of Media 73 4 The Production of Media and their Transcultural Contexts 82 4.1 The Cultures of Production within Global Media Businesses 88 4.2 The Transculturality of Journalistic Practice 98 4.3 Alternative Forms of Media Production 104 4.4 Media Cities as Transcultural Locations 113 5 The Transculturality of Media Products 124 5.1 Hollywood, Bollywood, and Nollywood 128 5.2 The Import of Programs and the Adaptation of Formats 140 5.3 The Articulation of News 154 5.4 Media Events 168 6 The Appropriation of Media and Transculturation 179 6.1 The Appropriation of Media as Cultural Localization 181 6.2 Media Disjunctions in a Mediatized Everyday World 193 6.3 Communities and Communitization 205 6.4 Media Identity and Citizenship 216 7 Perspectives on Transcultural Communication 226

Sommario/riassunto

"Provides an accessible and engaging introduction to the exciting possibilities and inevitable challenges presented by the proliferation of transcultural communication in our mediatized world"--