

1. Record Nr.	UNINA9910480849703321
Titolo	International and development communication [[electronic resource] ] : a 21st-century perspective // Bella Mody, editor
Pubbl/distr/stampa	Thousand Oaks, [Calif.] ; ; London, : SAGE, c2003
ISBN	1-4522-2973-2 1-4522-6302-7
Descrizione fisica	1 online resource (321 p.)
Altri autori (Persone)	ModyBella
Disciplina	302.2
Soggetti	Communication, International Communication - Developing countries Intercultural communication 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 indexes.
Nota di contenuto	Cover; Contents; Foreword; PART I: International Communication; Introduction; 1 - Theory and Research in International Communication; 2 - Media Corporations in the Age of Globalization; 3 - Global Communication Orders; 4 - Mediated War, Peace, and Global Civil Society; 5 - Transnational Advertising; 6 - Differing Traditions of Research on International Media Influence; 7 - From the Modern to the Postmodern; PART II: Development Communication; 8 - Theories of Development Communication; 9 - State, Development, and Communication; 10 - Development Communication Campaigns 11 - Communication Technology and Development12 - Participatory Approaches to Communication for Development; 13 - Development Communication as Marketing, Collective Resistance, and Spiritual Awakening; 14 - International Development Communication; PART III: A Retrospective Prospectus; 15 - Looking Back, Looking Forward; Author Index; About the Editor; About the Contributors
Sommario/riassunto	Highlighting the question of who has power and how they wield it, Mody (Michigan State U.) presents 15 papers that together are intended as a broad introduction to the twin fields of international and development communications research.

