

|                         |   |
|-------------------------|---|
| 1. Record Nr.           | UNINA9910480888503321   |
| Autore                  | Straubhaar Joseph D   |
| Titolo                  | World television [[electronic resource] ] : from global to local // Joseph D. Straubhaar  |
| Pubbl/distr/stampa      | Los Angeles, Calif. ; ; London, : SAGE, c2007   |
| ISBN                    | 1-322-30610-9<br>0-8039-5463-8<br>1-4522-2123-5   |
| Descrizione fisica      | 1 online resource (313 p.)  |
| Disciplina              | 384.55  |
| Soggetti                | Television - Social aspects<br>Group identity<br>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       | Cover; Contents; Preface; 1 - A Multilayered World of Television; 2 - Hybridization and the Roots of Transnational, Geocultural, and Cultural-Linguistic Markets; 3 - Creating National and Regional Television and Cultural Industries; 4 - Creating Global, U.S., and Transnational Television Spaces; 5 - Increasing Complexity; 6 - Producing National Television, Glocal, and Local; 7 - TV Exporters; 8 - Multiple Proximities Between Television Genres and Audiences; 9 - Making Sense of World Television; Appendix: Methods and Data for the Television Flow Study; References; Index; About the Author |
| Sommario/riassunto      | This assessment of the interdependence of television across cultures and nations brings together the most current research and theories on the subject. Drawing on quantitative and cultural studies perspectives, the book provides a model which attempts to move beyond the current controversies about dependency and globalisation.  |