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Autore	Mjos Ole J. <1970->
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Nota di contenuto	Book Cover; Title; Copyright; Contents; Tables; Figure; Acknowledgments; 1 Media Globalization and Televisual Culture; 2 The Rise of Discovery: 'The World's Number One Nonfiction Media Company'; 3 Discovery the Brand: Image, Reputation, Promise; 4 The Globalization of Factual Entertainment; 5 Discovery's Localization Strategies; 6 Global Resonance: Television Programing for the World; 7 Negotiating the Global and the National Through Televisual Culture; 8 The Duality of Globalization in Discovery; Appendices; Bibliography; Index
Sommario/riassunto	This book is about the relationship between media and globalization, explored through the unique study of the global expansion of Discovery Communications, spearheaded by the Discovery Channel, one of the world's largest providers of factual television programming and media content. The book argues that the study of Discovery's relationship with globalization provides both a specific and a more general practical and theoretical understanding of how the processes of increased linking and interweaving of media and communications unfold and develop, as well as some of the consequences of this.

