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Nota di contenuto	Machine generated contents note: 1.Introduction: Media, Culture, and Identity in the Time of the Global / Rohit Chopra -- pt. I Geographies and Currents of Global Media and Identity -- 2.Endemic Reporting: Calibrating the "News" and "Normal Disease" / Cindy Patton -- 3.The Mediascape of Hip-Wop: Alterity and Authenticity in Italian North American Hip-Hop / Joseph Sciorra -- 4.The Global Nomad: Navigating Mediated Space at a Global Scale / Michael Jenson -- 5.Overseas Print Capitalism and Chinese Nationalism in the Early Twentieth Century / David Kenley -- pt. II Entanglements of the Global, Regional, National, and Local -- 6.Reading the i-pill Advertisement: The Pleasures and Pressures of Contemporary Contraceptive Advertising in India / Nayantara Sheoran -- 7.The Fetishistic Challenge: Things in Nineteenth-Century Danish Literature as Mediators of Identity / Frederike Felcht -- 8.How Far to the Global? Producing Television at the Margins as Lived Experiences / Ivan Kwek -- 9.Remediation and Scaling: The Making of "Global" Identities / Grant Jun Otsuki -- 10.A New Hollywood Genre: The Global-Local Film / Nolwenn Mingant -- 11.

The Discursive Disjunctions of Globalizing Media: Scalar Claims and Tensions at the French-German and European Television Channel ARTE / Damien Stankiewicz -- pt. III Digital Mediations in the Global Era -- 12. Toward a Global Digital History / Paul Longley Arthur -- 13. Subtitling Jia Zhangke's Films: Intermediality, Digital Technology, and the Varieties of Foreignness in Global Cinema / Hudson Moura -- 14. Women Seeking Women: Identity Constructions in German and Taiwanese Online Personal Ads / Hsin-I Cheng -- 15. Marketing Empowerment? Commodifying the "Other" through Online Microfinance / Franklin N. A. Yartey.

Sommario/riassunto

This edited volume examines the ways that global media shapes relations between place, culture, and identity. Through the included essays, Chopra and Gajjala offer a mix of theoretical reflections and empirical case studies that will help readers understand how the media can shape cultural identities and, conversely, how cultural formations can influence the political economy of global media. The interdisciplinary, international scholars gathered here push the discussion of what it means to do global media studies beyond uncritical celebrations of the global media technologies (or globaliza
