Record Nr. UNINA9910840556803321 Autore Stevenson Scott C Titolo Turning to Business for Support: How to Increase Gift Support from **Businesses and Corporations** [Place of publication not identified], : Jossey Bass Imprint, 2013 Pubbl/distr/stampa **ISBN** 1-118-70400-2 1 online resource (296 pages): illustrations, maps Descrizione fisica 302.2 Disciplina Soggetti Communication, International Mass media - Political aspects Mass media - United States Mass media and culture - United States Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Bibliographic Level Mode of Issuance: Monograph Nota di contenuto Introduction: liberalizing missions -- Inventing freedom of information in the 1940s United States -- Quantifying and qualifying freedom of information during the early Cold War -- Information flows and the conundrum of multilingualism -- Capacity as freedom during the development decade -- Satellites and the end of sovereignty --Cultural turns in the international arena -- "A global First Amendment war": freedom of information on the verge of the neoliberal era --Epilogue: free flow bytes back?. Sommario/riassunto "Freedom of information is a principle commonly associated with the United States' First Amendment traditions or digital-era technology boosters. Barriers Down reveals its unexpected origins in political, economic, and cultural battles over analog media in the postwar period. Diana Lemberg traces how the United States shaped media around the world after 1945 under the banner of the "free flow of information," showing how the push for global media access acted as a vehicle for American power. She considers debates over civil liberties and censorship in Nazi Germany, the Soviet Union, and elsewhere alongside Americans' efforts to circumvent foreign regulatory systems in the

quest to expand markets and bring their ideas to new publics. Lemberg shows how in the decades following World War II American free-flow

policies reshaped the world's information landscape, though not always as intended. Through burgeoning information diplomacy and development aid, Washington diffused new media ranging from television and satellite broadcasting to global English. But these actions also spurred overseas actors to articulate alternative understandings of information freedom and of how information flows might be regulated. Bridging the historiographies of the United States in the world, human rights, decolonization and development, and media and technology, Barriers Down excavates the analog roots of digital-age debates over the politics and ethics of transnational information flows"-- Provided by publisher.