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Sommario/riassunto	This highly original, thought-provoking book - written by a pioneer of communication studies - is the first to analyze the post 9/11 world in terms of global media and popular culture. Written in an engaging and candid manner by a leading expert in this field Argues that cross-cultural understanding can only be achieved by harnessing the power of global media, popular culture, information technology, and personal communications technologies Examines the global trend of using film, video, music, and TV "on-demand" as the framework through which we experience all