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Sommario/riassunto

The rise of postmodern theories and pluralist thinking has paved the way for multicultural approaches to communication studies and now is the time for decentralization, de-Westernization, and differentiation. This trend is reflected in the increasing number of communication journals with a national or regional focus. Alongside this proliferation of research output from outside of the mainstream West, there is a growing discontent with communication theories being "Westerncentric". Compared with earlier works that questioned the need to distinguish between the Western and the non-Western, an
