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Nota di contenuto	Culture-on-Demand: Communication in a Crisis World; Contents; List of Figures; Acknowledgments; Introduction; 1 All Eyes on the Global Stage; Media Globalization; Modern Media Development; The Global Divides; China and the Middle East: Responses to Modernity and Globalization; The Communications Revolution; 2 Human Expression; The Cultural Politics of Expression; The Need for Expression; Symbolic Creativity and the Expressive Self; Emotional Communication; The fear factor and the pleasure principle; The Active Pleasures of Expression and Communication; Mobile expression Cultural Open SourcingSymbolic Power to the People; 3 Programming Our Personal Supercultures; Cultural Experience; Culture, culture, Superculture; The "supers"; Culture in common; Cultural Technology in the Communication Age; Cultural Programming; The Cultural Self and

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A "modest cosmopolitan" alternative9 Communicating the Future; The Paradox of Tolerance; The Great Chain of Communication; References; Index

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
