



# International Communication: Continuity and Change (A Hodder Arnold Publication)

By *Daya Kishan Thussu*

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## **International Communication: Continuity and Change (A Hodder Arnold Publication)** By Daya Kishan Thussu

International Communication examines the profound changes that have taken place, and are continuing to take place at an astonishing speed, in international media and communication since the beginning of the new millennium.

Building on the success of the first edition, the second edition maps out the expansion of media and telecommunications corporations within the macro-economic context of liberalization, deregulation, and privatization. It then goes on to explore the impact of such growth on audiences in different cultural contexts and from regional, national, and international perspectives. Each chapter contains engaging case studies on topics that exemplify the main concepts and arguments, including Al-Jazeera, the global reach of Bollywood, and the globalization of "reality television." International Communication, Second Edition, is essential reading for all communication and media studies

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- \* The only single-authored volume that deals coherently with the complex global, political, economic, and technological contexts in which media and culture operate.
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- \* New case studies throughout, including the "Murdochization" of media, the Al-Jazeera phenomenon, mobile communication, and China and global media.
- \* New pedagogical features, including discussion questions, suggestions for further reading, and notes on key terms.

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### Review

“The best introduction and overview of the subject in print. Thussu works across all the important social, economic, and political issues connected to the topic, making thoughtful and persuasive arguments. The book is well organized and highly readable. Thoroughly up-to-date...is certain to become mandatory reading for all students and scholars of global media and communication.” ?*Robert W. McChesney, University of Illinois*

“Thussu has drawn together a huge mass of material from international organizations, companies, and the trade press in an easily accessible format.” ?*European Journal of Communication*

### About the Author

Daya Kishan Thussu, Professor of International Communication, University of Westminster, and the founder and managing editor of the journal *Global Media and Communication*.

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