

World Television



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出版者:Sage Publications, Inc

出版时间:2007-05-01

装帧:Paperback

isbn:9780803954632

This new assessment of the interdependence of television across cultures and nations brings together the most current research and theories on the subject. By examining recent developments in the world system of television as well as some of the theories of culture, industry, genre, and audience, the author brings new insights to the topic. The author argues that television is being simultaneously globalized, regionalized, nationalized, and even localized therefore looks at all these levels of operation. Drawing on both quantitative and cultural studies perspectives, the author provides a new model which attempts to move beyond the current controversies about dependency and globalization.

作者介绍:

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