

The New Communications Landscape

The new Communications Landscape

Demystifying Media Globalization

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The innovative and rapid growth of communication satellite and computer mediated technologies in the late 1980's and early 1990's, combined with the deregulation of broadcasting, led many media commentators to assume that the age of national media had been lost. What has now become clear is that while there has been a limited growth in global media, there has been an emergence of a strong localised cultural television and communication market. The New Communications Landscape explores the theories of media globalization, with emphasis on the areas of cultural and local television markets. It focuses on the industry, content and strategy, audience, policy and future research. Joseph Man Chan, Sheue-yun Chen, Anura Goonasekera, Koichi Iwabuchi, Lin-lin Ku, Paul Lee, Rico Lie, Chun-chou Liu, Bernat Lopez, Miqu

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