



Indian Media in a Globalised World

By Maya Ranganathan and Usha M. Rodrigues

Sage Publications, New Delhi, India, 2010. Hardcover. Book Condition: New. Dust Jacket Condition: New. First Edition. This book explores the transformation of Indian media in the context of two major developments: globalisation (which Sociologist Anthony Giddens terms as being revolutionary) and advances in communication technologies. It is rich in empirical details of how the Indian media has evolved in the past two decades, particularly in the context of potential to transform, construct and nurture particular identities in response to globalisation. The study of the transformation of Indian media is significant because not only has globalisation allowed access to a host of things hitherto represented as foreign to Indian culture by the media, but has also opened the floodgates for foreign media. Adopting a multi-disciplinary approach, this book looks at the role of media in purveying political, economic and cultural identities, the current definitions of we, they, and the other, and how the other is perceived in contemporary India. The discussions cover all forms of media, that is, newspaper, films, radio, television and online media, along with media policy and other economic challenges facing the media. Printed Pages: 300.



READ ONLINE
[5.07 MB]

Reviews

Absolutely essential read through ebook. Better than never, though i am quite late in start reading this one. I am just delighted to inform you that this is actually the finest ebook i actually have read through during my own existence and might be he greatest publication for actually.

-- **Ms. Vernie Stracke**

This type of ebook is everything and got me to seeking in advance plus more. it was writtern really completely and helpful. You wont feel monotony at at any moment of your respective time (that's what catalogues are for about should you request me).

-- **Dr. Santino Cremin**

Other Books



Because It Is Bitter, and Because It Is My Heart (Plume)

Plume. PAPERBACK. Book Condition: New. 0452265819 12+ Year Old paperback book-Never Read-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship FAST with FREE tracking!!!! * I am a reputable...



Way it is

Second Story Press. Paperback. Book Condition: new. BRAND NEW, Way it is, Donald Reid, It's the 1960s - the time for equal rights, peace, and love. But for Ellen Manery, it's the time to work hard and finish high school early. She'd...



Trucktown: It is Hot (Pink B)

Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, Trucktown: It is Hot (Pink B), Jon Scieszka, This title is part of Bug Club, the first whole-school reading programme that joins books with an online reading world to teach today's children to...



Found around the world : pay attention to safety(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2013-04-01 Pages: 24 Publisher: Popular Science Press How to ensure online safety ? Why not talk to strangers...



Learn the Nautical Rules of the Road: An Expert Guide to the COLREGs for All Yachtsmen and Mariners

Fernhurst Books Limited. Paperback. Book Condition: new. BRAND NEW, Learn the Nautical Rules of the Road: An Expert Guide to the COLREGs for All Yachtsmen and Mariners, Paul B. Boissier, Expert information for yachtsmen and professional mariners. This is the ideal book...



A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half

Createspace, United States, 2014. Paperback. Book Condition: New. 251 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.The ultimate learn-by-doing approachWritten for beginners, useful for experienced developers who want to sharpen their skills and don't mind...