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Global Communication Theories Stakeholders And

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An accessible textbook which discusses the major trends, stakeholders, global activities and worldwide influences involved in international communications Utilizes numerous and diverse examples of media stakeholders, including CNN, Time Warner, Disney, the BBC, and the advertising and music industries

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Global Communication : Theories, Stakeholders and Trends ...

Review. “ Global Communication: Theories, Stakeholders, and Trends, by Thomas McPhail, provides an historical introduction to the communication issues dividing the global community in the information age from the theoretical perspective of world systems theory.

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Global Communication: Theories, Stakeholders, and Trends ...

Global Communication should be a valued edition to any transnational broadcaster's library, and is an excellent supplement to graduate and undergraduate courses in international communication, especially since McPhail has purposefully discussed media systems and stakeholders outside of the United States, with which most other books seem ...

Global Communication: Theories, Stakeholders, and Trends ...

Using major media stakeholders like CNN, MTV, AOL/Time Warner, BBC, and the music industry, Global Communication provides new insights into the international factors affecting media. The book is organized around two main theories: electronic colonialism and world system theory.

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Summary: "This book portrays international communication from differing perspectives - it examines a number of major trends, stakeholders, and global activities, while promoting no particular philosophical or ideological school, whether of the left or the right. Rather, it seeks to provide information about major international trends of a theoretical, cultural, economic, public policy or ...

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International communication --Development research traditions and global communication --American multi-media giants --Global communication systems : non-U.S. stakeholders --Global issues, music and MTV --CNN : international role, impact and global competitors --The roles of global news services --The role of global advertising --The message ...

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Global Communication : Theories, Stakeholders, and Trends ...

Electronic Colonialism or Digital Colonialism, sometimes abbreviated eColonialism, was conceived by Herbert Shiller and originally documented in his 1976 text Communication and Cultural Domination. In this work, Shiller expounded upon the advent of a new technological era, one that positioned dominant countries atop poorer global regions and, given the necessary "importation of communication ...