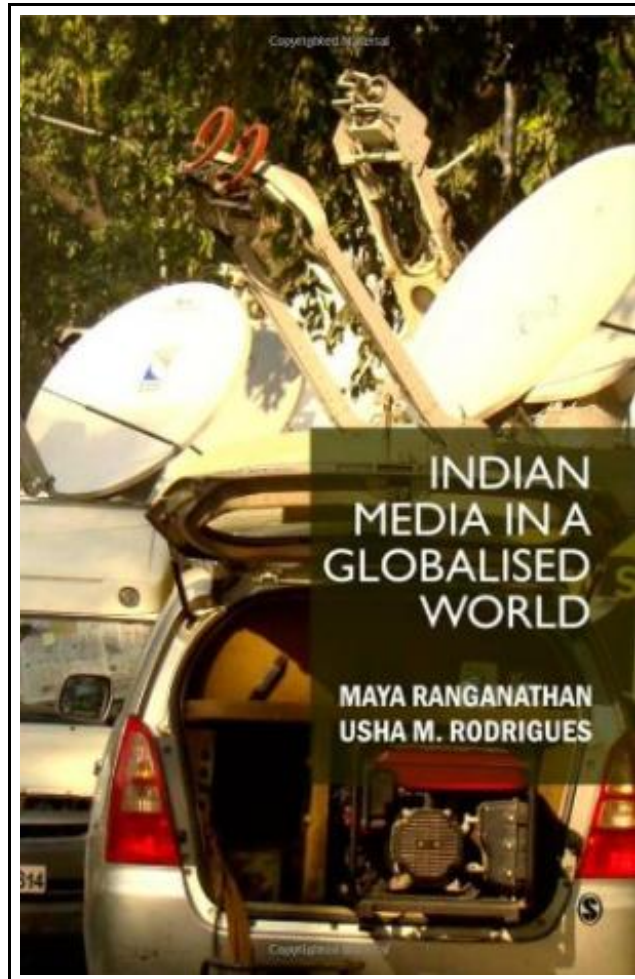


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Sage Publications, New Delhi, India, 2010. Hardcover. Book Condition: New. Dust Jacket Condition: New. First Edition. This book explores the transformation of Indian media in the context of two major developments: globalisation (which Sociologist Anthony 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.



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