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**Título:** Culture-On-Demand. Communication In a Crisis World

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**Precio:** \$1050.00

**Editorial:**

**Año:** 2007

**Tema:**

**Edición:** 1<sup>a</sup>

**Sinopsis**

**ISBN:** 9781405160643

This highly original, thought-provoking book - written by a pioneer of communication studies - is the first to analyze the post 9/11 world in terms of global media and popular culture.

Written in an engaging and candid manner by a leading expert in this field

Argues that cross-cultural understanding can only be achieved by harnessing the power of global media, popular culture, information technology, and personal communications technologies

Examines the global trend of using film, video, music, and TV "on-demand" as the framework through which we experience all cultural activity

Draws inspiration from the work of a range of theorists, from Charles Darwin to Anthony Giddens

Candidly interrogates the very latest developments in world affairs, especially the roles of fundamentalist religious ideology, media globalization, and individualism, whose complex relationships have yet to be explained by social scientists