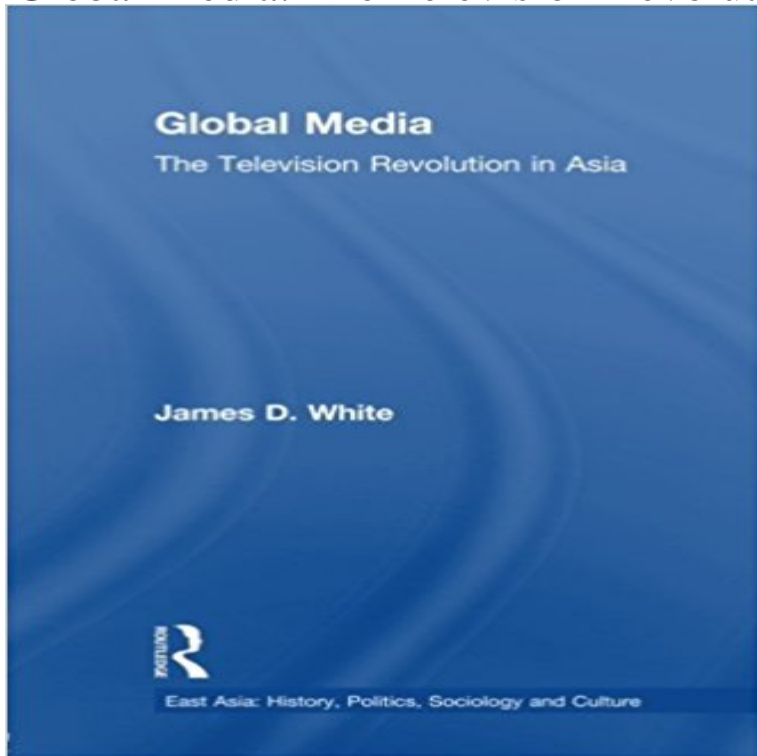


Global Media: The Television Revolution in Asia (East Asia)



This book is about the processes of globalization, demonstrated through a comparative study of three television case histories in Asia. Also illustrated are different approaches to providing television services in the world: public service (NHK in Japan), state (CCTV in China) and commercial (STAR TV, based in Hong Kong). Through its focus, Global Media addresses a considerable lacuna in the media studies literature, which tends to have a heavy Western bias. It provides an original addition to the literature on globalization, which is often abstract and anecdotal, in addition to making a major contribution to comparative research in Asia. Finally, it offers a thoughtful causal layered analysis, with a concluding argument in favor of public service television.

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