

Globalization On The Ground New Media And The Tra

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A Village Goes Mobile - Sirpa Tenhunen 2018-04-27

In *A Village Goes Mobile*, Sirpa Tenhunen examines how the mobile telephone has contributed to social change in rural India. Tenhunen's long-term ethnographic fieldwork in West Bengal began before the village had a phone system in place and continued through the introduction and proliferation of the smartphone. She here analyzes how mobile telephones emerged as multidimensional objects which, in addition to enabling telephone conversations, facilitated status aspirations, internet access, and entertainment practices. She explores how this multifaceted use of mobile phones has affected agency and power dynamics in economic, political, and social relationships, and how these new social constellations relate to culture and development. In eight chapters, Tenhunen asks such questions as: Who benefits from mobile telephony and how? Can people use mobile phones to change their lives, or does phone use merely amplify existing social patterns and power relationships? Can mobile telephony induce development? Going beyond the case of West Bengal, Tenhunen develops a framework to understand how new media mediates social processes within interrelated social spheres and local hierarchies by relating, media-saturated forms of interaction to pre-existing contexts.

Being Middle-class in India - Henrike Donner 2012-06-25

Hailed as the beneficiary, driving force and result of globalisation, India's middle-class is puzzling in its diversity, as a multitude of traditions, social formations and political constellations manifest contribute to this project. This book looks at Indian middle-class lifestyles through a number of case studies, ranging from a historical account detailing the making of a savvy middle-class consumer in the late colonial period, to saving clubs among women in Delhi's upmarket colonies and the dilemmas of entrepreneurial families in Tamil Nadu's industrial towns. The book pays tribute to the diversity of regional, caste, rural and urban origins that shape middle-class lifestyles in contemporary India and highlights common themes, such as the quest for upward mobility, common consumption practices, the importance of family values, gender relations and educational trajectories. It unpacks the notion that the Indian middle-class can be understood in terms of public performances, surveys and economic markers, and emphasises how the study of middle-class culture needs to be based on detailed studies, as everyday practices and private lives create the distinctive sub-cultures and cultural politics that characterise the Indian middle class today. With its focus on private domains middleclassness appears as a carefully orchestrated and complex way of life and presents a fascinating way to understand South Asian cultures and communities through the prism of social class.

The Routledge Companion to Media and Scandal - Howard Tumber 2019-04-18

Howard Tumber is Professor in the Department of Journalism at City, University of London, UK. He is a founder and co-editor of *Journalism: Theory, Practice and Criticism*. He has published widely in the field of the sociology of media and journalism. Silvio Waisbord is Professor in the School of Media and Public Affairs at George Washington University, USA. He was the editor-in-chief of the *Journal of Communication*, and he has published widely about news, politics and social change.

Adventure Comics and Youth Cultures in India - Raminder Kaur 2018-10-11

This pioneering book presents a history and ethnography of adventure comic books for young people in India with a particular focus on vernacular superheroism. It chronicles popular and youth culture in the subcontinent from the mid-twentieth century to the contemporary era dominated by creative audio-video-

digital outlets. The authors highlight early precedents in adventures set by the avuncular detective Chacha Chaudhary with his 'faster than a computer brain', the forays of the film veteran Amitabh Bachchan's superheroic alter ego called Supremo, the Protectors of Earth and Mankind (P.O.E.M.), along with the exploits of key comic book characters, such as Nagraj, Super Commando Dhruv, Parmanu, Doga, Shakti and Chandika. The book considers how pulp literature, western comics, television programmes, technological developments and major space ventures sparked a thirst for extraterrestrial action and how these laid the grounds for vernacular ventures in the Indian superhero comics genre. It contains descriptions, textual and contextual analyses, excerpts of interviews with comic book creators, producers, retailers and distributors, together with the views, dreams and fantasies of young readers of adventure comics. These narratives touch upon special powers, super-intelligence, phenomenal technologies, justice, vengeance, geopolitics, romance, sex and the amazing potentials of masked identities enabled by navigation of the internet. With its lucid style and rich illustrations, this book will be essential reading for scholars and researchers of popular and visual cultures, comics studies, literature, media and cultural studies, social anthropology and sociology, and South Asian studies.

Indian Fashion - Arti Sandhu 2014-12-18

Fashion in India is distinctly unique, in its aesthetics, systems, designers and influences. *Indian Fashion* is the first study of its kind to examine the social, political, global and local elements that give shape to this multifaceted center. Spanning India's long historical contribution to global fashion to the emergence of today's vibrant local fashion scene, Sandhu provides a comprehensive overview of the Indian fashion world. From elite high-end to street style of the masses, the book explores the complex realities of Indian dress through key issues such as identity, class, youth and media. This ground-breaking book does not simply apply western fashion theory to an Indian context, but allows for a holistic understanding of how fashion is created, worn, displayed and viewed in India. Accessibly written, *Indian Fashion* will be a fantastic resource for students of fashion, cultural studies and anthropology.

Creative Industries - John Hartley 2005-01-24

Creative Industries is a daring collection of essays that charts the noisy revolution that is transforming the production, consumption, and understanding of culture in the all-wired era. It brings together seminal essays written across traditional and new media, industry sectors, and national contexts to demonstrate that content still drives a value-neutral, knowledge economy. Chronicles the way mass culture is produced, packaged and circulated in a technology-enabled and globalized world. Draws together, in one accessible volume, seminal essays written across traditional and new media, industry sectors, and national contexts. Explores the subjects that have come to define the creative industries - including learning services, knowledge clusters, dot.coms, creative cities, networked incubators, the new media, and the shift from the "culture industries" to the "industries of culture". Features 31 essays by leading international scholars - covering the creative industries of several fields, including book publishing, TV production, urban development, and games. Includes substantial editorial introductions by the editor, making this a useful, engaging, and thought-provoking collection of the very best scholarship on modern creative culture.

Prime Time Soap Operas on Indian Television - Shoma Munshi 2020-02-18

This book examines the phenomenon of prime time soap operas on Indian television. An anthropological insight into social issues and practices of contemporary India through the television, this volume analyzes

the production of soaps within India's cultural fabric. It deconstructs themes and issues surrounding the "everyday" and the "middle class" through the fiction of the "popular". In its second edition, this still remains the only book to examine prime time soap operas on Indian television. Without in any way changing the central arguments of the first edition, it adds an essential introductory chapter tracking the tectonic shifts in the Indian "mediascape" over the past decade - including how the explosion of regional language channels and an era of multiple screens have changed soap viewing forever. Meticulously researched and persuasively argued, the book traces how prime time soaps in India still grab the maximum eyeballs and remain the biggest earners for TV channels. The book will be of interest to students of anthropology and sociology, media and cultural studies, visual culture studies, gender and family studies, and also Asian studies in general. It is also an important resource for media producers, both in content production and television channels, as well as for the general reader.

Internationalizing Media Studies - Daya Kishan Thussu 2009-05-15

This collection of essays by leading scholars from around the world aims to stimulate a debate about the imperatives for internationalizing media studies, and provides much-needed material on the dynamics of the media studies field in a global context. Lively and current case studies are included within the essays to exemplify the main arguments.

Handbook on Food - Raghbendra Jha 2014-01-01

'This volume is a welcome and timely contribution to a topic of enduring importance. The global consequences of recent food price crises underscore the need to examine food security issues from diverse perspectives. This volume meets that need, featuring accessible yet cutting-edge analyses of food security by leading experts in fields as diverse as trade, nutrition, public health, production, political economy, and behavioral economics. It will be of interest to a wide range of scholars and practitioners.' --Steven Block, Tufts University, US. 'This excellent volume offers a compact but wide-ranging survey of recent research on important changes in global food markets. Its 20 chapters accurately capture important areas of scholarly agreement as well as on-going debates among economists studying agriculture and nutrition, with several provocative original contributions from other fields. The book draws particularly on the authors' long experience in Asia, offering widely-applicable insights for scholars and policy analysts seeking to understand the past, present and future of food around the world.' --William A. Masters, Tufts University, US. The global population is forecasted to reach 9.4 billion by 2050, with much of this increase concentrated in developing regions and cities. Ensuring adequate food and nourishment to this large population is a pressing economic, moral and even security challenge and requires research (and action) from a multi-disciplinary perspective. This book provides the first such integrated approach to tackling this problem by addressing the multiplicity of challenges posed by rising global population, diet diversification and urbanization in developing countries and climate change. It examines key topics such as: the impact of prosperity on food demand, the role of international trade in addressing food insecurity, the challenge posed by greenhouse gas emissions from agriculture and land degradation, the implication on labor markets of severe under-nutrition, viability of small scale farms, strategies to augment food availability. The Handbook on Food would be a welcome supplementary text for courses on development economics, particularly those concentrating on agricultural development, climate change and food availability, as well as nutrition.

De-Westernizing Media Studies - James Curran 2005-07-05

De-Westernizing Media Studies brings together leading media critics from around the world to address central questions in the study of the media. How do the media connect to power in society? Who and what influence the media? How is globalization changing both society and the media?

Informal Learning and Digital Media - Kirsten Drotner 2009-12-14

The book provides an engaging overview of the ways in which digital media impact on current understandings of informal learning, and it offers a range of grounded studies of the changing relations between digital media and informal learning processes with a particular focus on young people. A variety of international scholars examine these processes across a number of sites and settings, from Japan to Finland and the USA, and they discuss their implications for education, ICT and media. The volume is an ideal resource for graduate students as well as for practitioners and policy-makers.

Global Capitalism and the Crisis of Humanity - William I. Robinson 2014-07-28

This book discusses the nature of the new global capitalism, the rise of a globalized production and financial system, a transnational capitalist class, and a transnational state and warns of the rise of a global police state to contain the explosive contradictions of a global capitalist system that is crisis-ridden and out of control.

Great Transition In India: Critical Explorations - Chanwhan Kim 2020-07-20

India is undergoing a great transition, as the post-reform generation strikes out into the world. The thinking, attitudes, culture, political preferences, consumption patterns and ambitions of the post-reform generations differ greatly from that of the earlier generations. As a consequence, the country is also witnessing rapid changes not only on the socio-political and economic fronts but also on the humanities front. This book seeks to explore great transition in India through interdisciplinary and multidisciplinary perspectives in the fields of Humanities and Social Sciences. In doing so, it lays foundation not only for understanding India but also in initiating a new chapter for Indian and South Asian studies. With contributions by leading scholars, the book will be of great interest to students, researchers, and for anyone wishing to explore India in the fields of Humanities and Social Sciences.

Lifestyle Media in Asia - Fran Martin 2016-05-20

Across Asia, consumer culture is increasingly shaping everyday life, with neoliberal economic and social policies increasingly adopted by governments who see their citizens as individualised, sovereign consumers with choices about their lifestyles and identities. One aspect of this development has been the emergence of new wealthy middle classes with lifestyle aspirations shaped by national, regional and global media - especially by a range of new popular lifestyle media, which includes magazines, television and mobile and social media. This book explores how far everyday conceptions and experiences of identity are being transformed by media cultures across the region. It considers a range of different media in different Asian contexts, contrasting how the shaping of lifestyles in Asia differs from similar processes in Western countries, and assessing how the new lifestyle media represents not just a new emergent media culture, but also illustrates wider cultural and social changes in the Asian region.

Global Entertainment Media: A Critical Introduction - Lee Artz 2015-02-09

Balancing provocative criticism with clear explanations of complex ideas, this student-friendly introduction investigates the crucial role global entertainment media has played in the emergence of transitional capitalism. Examines the influence of global entertainment media on the emergence of transnational capitalism, providing a framework for explaining and understanding world culture as part of changing class relations and media practices. Uses action adventure movies to demonstrate the complex relationship between international media, political economy, entertainment content, global culture, and cultural hegemony. Draws on examples of public and community media in Venezuela and Latin America to illustrate the relations between government policies, media structures, public access to media, and media content. Engagingly written with crisp and controversial commentary to both inform and entertain readers. Includes student-friendly features such as fully-integrated call out boxes with definitions of terms and concepts, and lists and summaries of transnational entertainment media.

Why Globalization Works for America - Edward Goldberg 2020-07-01

Blue-collar job loss, immigration, trade deficits—Americans blame globalization for a host of problems. Indeed, even in a political system split by fundamental divisions, populists and progressives alike belong to a chorus that decries globalization's effects on our politics, way of life, and interactions with the world. Yet the United States is the biggest beneficiary of the global economy it has helped to create. Edward Goldberg argues that globalization is the economic and cultural version of evolution, a natural process that pushes people into more efficient behavior influenced by the market and our human need to explore, change, and grow. Properly implemented, it propels cultures and societies forward as one new idea challenges or blends into another. Harmful nationalist policies have arisen because Americans do not equally share globalization's benefits, a situation made worse by the government's refusal to implement policies that would mitigate the rampant inequalities. A bold challenge to popular opinion, *Why Globalization Works for America* offers a historically informed analysis of why we should celebrate globalization's place in our lives.

The World-Making Power of New Media - Barrie Axford 2017-09-22

In this new work, Axford seeks to contribute to the development of global theory, particularly where it engages with the contested idea of globality; a concept which musters as consciousness, condition, framework, even system. By examining emergent globalities through the lens of world-making communicative practices and forms, the author demonstrates their transformative social power and underlines the cultural dynamics of globalization. Taking a critical view of much of the current scholarship on emergent globalities, Axford steps outside the rationalist-territorialist conceptions of association and order and takes issue with those who advise there is a widespread 'myth' of media globalization. The book examines global communicative connectivity, using digital, or "new" media - especially the Internet - as the prime exemplar of global process. As well as the academic importance of such themes for theory-building, the strategic, "real-world" impacts of communicative connectivity are palpable. Thus, the welter of debate around the influence of the Internet on democracy, democratization, revolt and collective action generally, have real purchase when discussed in relation to the events of the uprisings in MENA, anti-capitalist protests in London and New York and the tribulations of the EU in recent months/years. Using such exemplars the book assesses claims for the existence and robustness of global society, the significance of cosmopolitan communication and the extent of global consciousness. This work will be of interest to students and scholars of globalization, international relations, and media and cultural studies.

The Media Economy - Alan B. Albarran 2016-09-01

The Media Economy analyzes the media industries and its activities from macro to micro levels, using concepts and theories to demonstrate the role the media plays in the economy as a whole. Representing a rapidly changing and evolving environment, this text breaks new ground through its analysis from two unique perspectives: 1) Examining the media industries from a holistic perspective by analyzing how the media industries function across different levels of society (global, national, household, and individual); 2) Looking at the key forces (technology, globalization, regulation, and social aspects) constantly evolving and influencing the media industries. Building on the contributions of the original text, this Second Edition provides new references and current data to define and analyze today's media markets. To understand the role of media in the global economy, the insights included here are crucial for media students and practitioners.

Cultural Globalization and Language Education - B. Kumaravadivelu 2008-01-01

We live in a world that is marked by the twin processes of economic and cultural globalization. In this thought provoking book, Kumaravadivelu explores the impact of cultural globalization on second and foreign language education.

Media, Ideology and Hegemony - 2018-09-11

Media, Ideology and Hegemony provides what Raymond Williams once called the "extra edge of consciousness" that is absolutely essential to create, both on and offline, a better, more open, more equitable, and more democratic world.

Handbook of New Media - Leah A Lievrouw 2002-02-18

'Selected contributions are all of high quality and do indeed contribute to the editors goal; synthesis combined with new horizons, cross-disciplinary approaches combine with state of the art description. This makes the Handbook of New Media de facto required reading for anybody involved in new media and its understanding.... The aim of this book was ambitious and the size of the book is impressive but the result is there, a handbook of new media, which will remain a key reference in new media research for some considerable time' - Learning Media Technology 'A landmark volume that provides a foundation stone for a new subject - the study of new media. It is stunningly well-edited, offering a very high standard of original contributions in a skilfully orchestrated and organised textbook' - James Curran, Goldsmiths College, University of London 'This is the first major review of interactive technologies and their cultural and social context. This is more than a welcome addition to one's library; it is the authoritative overview of international research perspectives on interactive media technologies by leading scholars around the world' - Ellen Wartella, University of Texas, Austin 'The Handbook of New Media is a landmark for the study of information and communication technologies within the field of communication. Its international team of editors and authors has brought together insights gained from over two decades of scholarly research. This indispensable reference demonstrates an increased maturity and stature for "new media" research within

the field' - William H Dutton, University of Southern California 'A truly comprehensive and authoritative volume. This Handbook will be an absolutely essential text for anyone concerned with social aspects of the new media' - Kevin Robins, Goldsmiths College, University of London The past 20 years have seen remarkable growth in research and scholarship addressing new information and communication technologies and their social contexts. Often called 'new media' research, this growing field is both international and interdisciplinary. The Handbook of New Media sets out boundaries of new media research and scholarship and provides a definitive statement of the current state-of-the-art of the field. Divided into six sections covering major problem areas of research, the Handbook includes an introductory essay by the editors and a concluding essay by Ron Rice. Each chapter, written by an internationally renowned scholar, provides a review of the most significant social research findings and insights. This Handbook will be an indispensable volume on the personal bookshelves of all scholars working in the area, required reading for graduate students, a reference work for established researchers and newcomers to new media scholarship, and an intellectual benchmark for the field.

Globalization on the Ground - Steve D Derne 2008-06-10

Unlike elite middle-class Indians, ordinary Indian men are selective in their acceptance of new meanings introduced by cultural globalization. In *Globalization on the Ground: Media and the Transformation of Culture, Class, and Gender in India*, Steve Derné argues that the effects of globalization on existing cultural values differ among social groups. The non-élite middle class in India, for whom globalization has brought little change in economic position and opportunities, has resisted changes to existing ideas about family, marriage, and gender relations. The book suggests that the non-élite middle class accepts only those meanings which can be layered on top of existing meanings that support obdurate social structures, thereby reiterating existing social stereotypes. So, the newly available Arnold Schwarzenegger films intensify the association of violence with masculinity, and foreign pornography incites new means of expressing male dominance. The book also considers how globalization has transformed class and gender in India. Derné argues that with globalization, class identities are defined more by transnational contexts than within bounded nations, are based more on shared patterns of consumption than shared positions in the economy, and are increasingly defined by gender relations. *Globalization on the Ground* will appeal to students and scholars of globalization, mass media, cultural studies, and South Asian studies.

Down to Earth - Bruno Latour 2018-11-26

The present ecological mutation has organized the whole political landscape for the last thirty years. This could explain the deadly cocktail of exploding inequalities, massive deregulation, and conversion of the dream of globalization into a nightmare for most people. What holds these three phenomena together is the conviction, shared by some powerful people, that the ecological threat is real and that the only way for them to survive is to abandon any pretense at sharing a common future with the rest of the world. Hence their flight offshore and their massive investment in climate change denial. The Left has been slow to turn its attention to this new situation. It is still organized along an axis that goes from investment in local values to the hope of globalization and just at the time when, everywhere, people dissatisfied with the ideal of modernity are turning back to the protection of national or even ethnic borders. This is why it is urgent to shift sideways and to define politics as what leads toward the Earth and not toward the global or the national. Belonging to a territory is the phenomenon most in need of rethinking and careful redescription; learning new ways to inhabit the Earth is our biggest challenge. Bringing us down to earth is the task of politics today.

The Indian Media Economy (2-volume set) - Adrian Athique 2017-12-29

The twenty-first century has witnessed the rise of India as a major media producer and consumer market increasingly engaged with the global economy. Aided by rising incomes, technological remediation, regulatory strategies, and a shifting political terrain, the business of media has been given official recognition as a substantive component of India's economy and as a prominent feature of its economic thinking. In light of these developments, these two pioneering volumes investigate the dynamics of an increasingly integrated media economy encompassing television, film, music, sport, and telecoms. Volume 1: *Industrial Dynamics and Cultural Adaptation* illustrates the distinctive industrial dynamics of India's media economy, tracking the deeply embedded cultural, political, and economic forces that determine its

everyday operation. The selection of essays serves to demonstrate the unique patterns of development and the complex field of exchanges that have constituted India's media economy. As a whole, this volume posits a comprehensive approach to understanding the nature of media resources, the negotiation of industrial norms and the cultural context of a media economy firmly situated in the realities of India's distinct regions, cultures, and human networks. Volume 2: Market Dynamics and Social Transactions provides a comprehensive analysis of the interlocking markets that constitute the media economy, focusing upon its particular commodity forms, labour conditions, and spaces of consumption. Taking account of a rich set of case studies, this volume argues for the necessary consideration of multiple and interdependent markets in explicating our everyday encounters with media. By foregrounding the social transactions that encapsulate market exchanges, it begins to illustrate some of the novel aspirations, meanings, and relationships arising with India's media economy.

Locating Emerging Media - Germaine R. Halegoua 2016-03-17

Locating Emerging Media focuses on the tensions between the local and global in the design, distribution, and use of emerging media forms, building on scholarship on the cultural geography of new media networks and products and the relationships between the "global" and the "local." Authors consider new media practices, texts, services, software, policies, infrastructures, and design discourses that enrich existing relationships between creative industries and cultures of production, reception, and engagement. This consideration highlights the relationships between global and local perspectives and new media technologies and practices emerging within (and through) the geography and culture of particular places. Areas examined include East Asia, Latin America, Africa, Europe, South Asia, the Pacific Islands, and the Middle East. Through all is the recognition that what is new or emergent around the globe is unique in each locality.

The Routledge Companion to Social Media and Politics - Axel Bruns 2015-12-22

Social media are now widely used for political protests, campaigns, and communication in developed and developing nations, but available research has not yet paid sufficient attention to experiences beyond the US and UK. This collection tackles this imbalance head-on, compiling cutting-edge research across six continents to provide a comprehensive, global, up-to-date review of recent political uses of social media. Drawing together empirical analyses of the use of social media by political movements and in national and regional elections and referenda, *The Routledge Companion to Social Media and Politics* presents studies ranging from Anonymous and the Arab Spring to the Greek Aganaktismenoi, and from South Korean presidential elections to the Scottish independence referendum. The book is framed by a selection of keystone theoretical contributions, evaluating and updating existing frameworks for the social media age. **Social Movements, Media and Civil Society in Contemporary India** - Anindya Sekhar Purakayastha 2022-09-10

This book examines instances of transformative dissent, turning points or shifts in popular mobilisation patterns in contemporary India, while adopting a historical approach and analysing past events. Exploring the different continuities and discontinuities in mobilising patterns and dissident agency in India, the authors present a heterogeneous insurrectional pattern that pivoted around issues of caste, class, religion, land reform, labour, taxation and territorial control, with anti-colonialism movements becoming prominent in the first half of the twentieth century. The authors move beyond this to explore more recent templates of mobilisation which surfaced towards the end of the twentieth century, during India's liberalisation period. With growing marketisation and technological advancement, unprecedented changes in social relations, growing economic opportunities and cultural transfusion taking place, the country became a 'New India' - one which aspired to be a global player in the wider technological public sphere. Tracing the historical trajectories of social movements in India, this book examines recent trends in digitised dissidence and explores new frontiers of protests, providing fresh insights for those researching the history of social movements, South Asian and Indian history and postcolonial studies.

Cultures and Globalization - Helmut K Anheier 2008-10-03

The world's cultures and their forms of creation, presentation and preservation are deeply affected by globalization in ways that are inadequately documented and understood. The *Cultures and Globalization* series is designed to fill this void in our knowledge. In this series, leading experts and emerging scholars

track cultural trends connected to globalization throughout the world, resulting in a powerful analytic tool-kit that encompasses the transnational flows and scapes of contemporary cultures. Each volume presents data on cultural phenomena through colourful, innovative information graphics to give a quantitative portrait of the cultural dimensions and contours of globalization. This second volume *The Cultural Economy* analyses the dynamic relationship in which culture is part of the process of economic change that in turn changes the conditions of culture. It brings together perspectives from different disciplines to examine such critical issues as: * the production of cultural goods and services and the patterns of economic globalization * the relationship between the commodification of the cultural economy and the aesthetic realm * current and emerging organizational forms for the investment, production, distribution and consumption of cultural goods and services * the complex relations between creators, producers, distributors and consumers of culture * the policy implications of a globalizing cultural economy By demonstrating empirically how the cultural industries interact with globalization, this volume will provide students of contemporary culture with a unique, indispensable reference tool.

Globalization: A Very Short Introduction - Manfred B. Steger 2020-05-28

We live today in an interconnected world in which ordinary people can become instant online celebrities to fans thousands of miles away, in which religious leaders can influence millions globally, in which humans are altering the climate and environment, and in which complex social forces intersect across continents. This is globalization. In the fifth edition of his bestselling *Very Short Introduction* Manfred B. Steger considers the major dimensions of globalization: economic, political, cultural, ideological, and ecological. He looks at its causes and effects, and engages with the hotly contested question of whether globalization is, ultimately, a good or a bad thing. From climate change to the Ebola virus, Donald Trump to Twitter, trade wars to China's growing global profile, Steger explores today's unprecedented levels of planetary integration as well as the recent challenges posed by resurgent national populism. ABOUT THE SERIES: The *Very Short Introductions* series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Globalization and Latin American Cinema - Sophia A. McClennen 2018-05-25

Studying the case of Latin American cinema, this book analyzes one of the most public - and most exportable- forms of postcolonial national culture to argue that millennial era globalization demands entirely new frameworks for thinking about the relationship between politics, culture, and economic policies. Concerns that globalization would bring the downfall of national culture were common in the 1990s as economies across the globe began implementing neoliberal, free market policies and abolishing state protections for culture industries. Simultaneously, new technologies and the increased mobility of people and information caused others to see globalization as an era of heightened connectivity and progressive contact. Twenty-five years later, we are now able to examine the actual impact of globalization on local and regional cultures, especially those of postcolonial societies. Tracing the full life-cycle of films and studying blockbusters like *City of God*, *Motorcycle Diaries*, and *Children of Men* this book argues that neoliberal globalization has created a highly ambivalent space for cultural expression, one willing to market against itself as long as the stories sell. The result is an innovative and ground-breaking text suited to scholars interested in globalization studies, Latin-American studies and film studies.

Globalization, Music and Cultures of Distinction - Simone Varriale 2016-08-25

This book is the first comprehensive account of how Anglo-American popular music transformed Italian cultural life. Drawing on neglected archival materials, the author explores the rise of new musical tastes and social divisions in late twentieth century Italy. The book reconstructs the emergence of pop music magazines in Italy and offers the first in-depth investigation of the role of critics in global music cultures. It explores how class, gender, race and geographical location shaped the production and consumption of music magazines, as well as critics' struggle over notions of expertise, cultural value and cosmopolitanism. *Globalization, Music and Cultures of Distinction* provides an innovative framework for studying how globalization transforms cultural institutions and aesthetic hierarchies, thus breaking new ground for sociological and historical research. It will be essential reading for scholars and students interested in

cultural sociology, popular music, globalization, media and cultural studies, social theory and contemporary Italy.

Transnational Marketing and Transnational Consumers - Ibrahim Sirkeci 2013-05-17

Transnational Marketing and Transnational Consumers are becoming increasingly common in today's globalizing and fast moving world of business. This book presents a fresh perspective focusing on the transnational character of organizations and firms while underlining the importance of the transnationality of marketing strategies for success. At the same time, it introduces the novel concepts of Transnational Consumers and Transnational Mobile Consumers which take into account the increasing human mobility and its implications for marketing success. This book gives flesh to the ever popular shorthand "glocal" referring to strategies thinking globally but acting locally. This is the reality of current business environment where the norm is fast mobility of goods, services, finance, and consumers. Transnational Mobility of Consumers is of increasing importance for understanding transnational marketing. Prof. Ibrahim Sirkeci's new book, *Transnational Marketing and Transnational Consumers*, deals with this important issue in an excellent way. The book is highly recommendable for both academics and practitioners in International Marketing. Svend Hollensen University of Southern Denmark Author of 'Global Marketing' (Pearson)

Anthropologies of Class - James G. Carrier 2015

A study of class and inequality from an anthropological perspective, bringing together an international team of researchers.

Contentious Connections - Klaus Karttunen 2014-03-25

Combining history, cultural studies, sociology, international politics, and anthropology, this multidisciplinary volume analyzes transnational connections in India and South Asia. The articles explore how politics, gender, religious discourses, regional concepts, and public culture are being re-imagined amidst translocal connections. In theoretical terms, the volume contributes to understandings of the relationship between culture, globalization and social imagination by posing following questions: What is the nature of relationships between local worlds and global flows both historically and in contemporary South Asia? What role does the state play amidst global flows? How do power issues and local hierarchies contribute to social imaginaries? And how do translocal flows influence opportunities for individual agency? The volume introduces articles dealing with various aspects and arenas of globalization in South Asia: the economy and the media landscape in India (Derné); cinema (Kumar); global brands (Majumder); religious music and South Asian Islam (Viitamäki); foreign politics (Grekova-Stefanova); politics and gender (Roy); political uses of mobile telephony (Tenhunen); Indian diaspora (Svensson); migration in colonial India (Adapa); and the position of history in classical India (Karttunen).

Globalization on the Ground - Steve D Derne 2008-06-10

Unlike elite middle-class Indians, ordinary Indian men are selective in their acceptance of new meanings introduced by cultural globalization. In *Globalization on the Ground: Media and the Transformation of Culture, Class, and Gender in India*, Steve Derné argues that the effects of globalization on existing cultural values differ among social groups. The non-elite middle class in India, for whom globalization has brought little change in economic position and opportunities, has resisted changes to existing ideas about family, marriage, and gender relations. The book suggests that the non-elite middle class accepts only those meanings which can be layered on top of existing meanings that support obdurate social structures, thereby reiterating existing social stereotypes. So, the newly available Arnold Schwarzenegger films intensify the association of violence with masculinity, and foreign pornography incites new means of expressing male dominance. The book also considers how globalization has transformed class and gender in India. Derné argues that with globalization, class identities are defined more by transnational contexts than within bounded nations, are based more on shared patterns of consumption than shared positions in the economy, and are increasingly defined by gender relations. *Globalization on the Ground* will appeal to students and scholars of globalization, mass media, cultural studies, and South Asian studies.

Entrepreneurial Selves - Carla Freeman 2014-11-12

Entrepreneurial Selves is an ethnography of neoliberalism. Bridging political economy and affect studies, Carla Freeman turns a spotlight on the entrepreneur, a figure saluted across the globe as the very

embodiment of neoliberalism. Steeped in more than a decade of ethnography on the emergent entrepreneurial middle class of Barbados, she finds dramatic reworkings of selfhood, intimacy, labor, and life amid the rumbling effects of political-economic restructuring. She shows us that the déjà vu of neoliberalism, the global hailing of entrepreneurial flexibility and its concomitant project of self-making, can only be grasped through the thickness of cultural specificity where its costs and pleasures are unevenly felt. Freeman theorizes postcolonial neoliberalism by reimagining the Caribbean cultural model of 'reputation-respectability.' This remarkable book will allow readers to see how the material social practices formerly associated with resistance to capitalism (reputation) are being mobilized in ways that sustain neoliberal precepts and, in so doing, re-map class, race, and gender through a new emotional economy.

The SAGE Handbook of Consumer Culture - Olga Kravets 2017-06-24

The question of consumption emerged as a major focus of research and scholarship in the 1990s but the breadth and diversity of consumer culture has not been fully enough explored. The meanings of consumption, particularly in relation to lifestyle and identity, are of great importance to academic areas including business studies, sociology, cultural and media studies, psychology, geography and politics. The SAGE Handbook of Consumer Culture is a one-stop resource for scholars and students of consumption, where the key dimensions of consumer culture are critically discussed and articulated. The editors have organised contributions from a global and interdisciplinary team of scholars into six key sections: Part 1: Sociology of Consumption Part 2: Geographies of Consumer Culture Part 3: Consumer Culture Studies in Marketing Part 4: Consumer Culture in Media and Cultural Studies Part 5: Material Cultures of Consumption Part 6: The Politics of Consumer Culture

Imagining the Global - Fabienne Darling-Wolf 2014-12-22

Based on a series of case studies of globally distributed media and their reception in different parts of the world, *Imagining the Global* reflects on what contemporary global culture can teach us about transnational cultural dynamics in the 21st century. A focused multisited cultural analysis that reflects on the symbiotic relationship between the local, the national, and the global, it also explores how individuals' consumption of global media shapes their imagination of both faraway places and their own local lives. Chosen for their continuing influence, historical relationships, and different geopolitical positions, the case sites of France, Japan, and the United States provide opportunities to move beyond common dichotomies between East and West, or United States and "the rest." From a theoretical point of view, *Imagining the Global* endeavors to answer the question of how one locale can help us understand another locale. Drawing from a wealth of primary sources—several years of fieldwork; extensive participant observation; more than 80 formal interviews with some 160 media consumers (and occasionally producers) in France, Japan, and the United States; and analyses of media in different languages—author Fabienne Darling-Wolf considers how global culture intersects with other significant identity factors, including gender, race, class, and geography. *Imagining the Global* investigates who gets to participate in and who gets excluded from global media representation, as well as how and why the distinction matters.

Tourism Social Media - Ana Maria Munar 2013-07-18

This volume addresses the transformative power of tourism social media and offers novel theoretical and methodological approaches to its academic investigation. Acknowledging the collective value creation mechanisms of new media, the authors explore how technology nurtures, augments and modifies social or commercial interactions in tourism.

Social Media Entertainment - David Craig 2019-02-26

How the transformation of social media platforms and user-experience have redefined the entertainment industry In a little over a decade, competing social media platforms, including YouTube, Facebook, Twitter, Instagram, and Snapchat, have given rise to a new creative industry: social media entertainment. Operating at the intersection of the entertainment and interactivity, communication and content industries, social media entertainment creators have harnessed these platforms to generate new kinds of content separate from the century-long model of intellectual property control in the traditional entertainment industry. Social media entertainment has expanded rapidly and the traditional entertainment industry has been forced to cede significant power and influence to content creators, their fans, and subscribers. Digital platforms have created a natural market for embedded advertising, changing the worlds of marketing and

communication in their wake. Combined, these factors have produced new, radically shifting demands on the entertainment industry, posing new challenges for screen regimes, media scholars, industry professionals, content creators, and audiences alike. Stuart Cunningham and David Craig chronicle the rise

of social media entertainment and its impact on media consumption and production. A massive, industry-defining study with insight from over 100 industry insiders, *Social Media Entertainment* explores the latest transformations in the entertainment industry in this time of digital disruption.