

Contents

<i>List of Abbreviations</i>	viii
1 Global Communication	1
Learning Objectives	1
Chapter Outline	1
Key Terms	2
Activities	2
Test Questions	3
2 Development Research Traditions and Global Communication	8
Learning Objectives	8
Chapter Outline	8
Key Terms	9
Activities	9
Test Questions	9
3 American Multimedia Giants	14
Learning Objectives	14
Chapter Outline	15
Key Terms	15
Activities	16
Test Questions	16
4 Non-US Stakeholders of Global Communications Systems	21
Learning Objectives	21
Chapter Outline	22

Key Terms	23
Activities	23
Test Questions	24
5 Global Issues, Music, and MTV	28
Learning Objectives	28
Chapter Outline	28
Key Terms	29
Activities	29
Test Questions	30
6 CNN International: Role, Impact, and Global Competitors	34
Learning Objectives	34
Chapter Outline	35
Key Terms	35
Activities	36
Test Questions	36
7 The Roles of Global News Agencies	41
Learning Objectives	41
Chapter Outline	41
Key Terms	42
Activities	42
Test Questions	43
8 Media in the Middle East and North Africa	47
Learning Objectives	47
Chapter Outline	47
Key Terms	48
Test Questions	48
9 The Role of Global Advertising	56
Learning Objectives	56
Chapter Outline	57
Key Terms	57
Activities	57
Test Questions	58
10 The Message: The Role of International Organizations	62
Learning Objectives	62
Chapter Outline	62

Key Terms	63
Activities	63
Test Questions	64
11 The Medium: Global Technologies and Organizations	68
Learning Objectives	68
Chapter Outline	69
Key Terms	69
Activities	69
Test Questions	70
12 The Internet: The New Frontier	74
Learning Objectives	74
Chapter Outline	74
Key Terms	75
Activities	75
Test Questions	76
13 Summary and Conclusions	79
Learning Objectives	79
Chapter Outline	80
Key Terms	80
Test Questions	80