



# Globalization, Development and the Mass Media (Media Culture & Society Series)

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It examines two main currents of thought. Firstly, the ways in which the media can be used to effect change and development. It traces the evolution of thinking from attempts to spread 'modernity' by way of using the media through to alternative perspectives based on encouraging participation in development communication. Secondly, the elaboration of the theory of media imperialism, the criticisms that it provoked and its replacement as the dominant theory of international communication by globalization.

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