



Global Communication: Theories, Stakeholders and Trends

By Thomas L. McPhail

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Global Communication is the most definitive text on multi-national communication and media conglomerates, exploring how global media influences both audiences and policy makers around the world. This new edition is comprehensively updated to reflect the many fast moving developments associated with this dynamic field.

- A new edition of the most definitive text on multi-national communication and media conglomerates, each chapter updated with extensive new details
- Covers the expanding area of global communication and describes major multimedia conglomerates, particularly in the USA, including the purchase of NBC-Universal by Comcast and Disney's expansion in China
- Includes new information on the phone hacking scandal by News Corporation's employees in the UK
- Explains the significant changes in the communication industry both in the US and elsewhere
- Chronicles the continuing story of the development of Arab Media with new coverage on the Arab Spring
- Offers an updated companion website with instructor's manual, test banks and student activities, available upon publication at www.wiley.com/go/mcphail

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Editorial Review

Review

“*Global Communication: Theories, Stakeholders, and Trends*, by Thomas McPhail, provides an historical introduction to the communication issues dividing the global community in the information age from the theoretical perspective of world systems theory. It is a must read for anyone unfamiliar with this subject.” – *George Barnett, University of California, Davis, USA*

From the Back Cover

Global Communication is the most definitive text on multi-national communication and media conglomerates, exploring how global media, particularly CNN, the BBC, AP, Reuters, Asia, Euronews, and Al Jazeera, influence audiences and policy makers alike. In outlining the major trends influencing global communication and media, including the internet and mobile media, the book examines a number of structural issues through world system theory and electronic colonialism theory.

The fourth edition of this major text has been systematically updated to reflect both global current events and the many fast moving areas associated with this dynamic field. Special attention is given to the continuing development of Arab media, with new analysis of the Arab Spring uprisings and the expansion of Al Jazeera's channels and influence, as well as fresh coverage of Latin American Media, the Spanish TV surge, and the phone hacking scandal by News Corporation's employees in the UK. This new edition also sees an update of McPhail's Electronic Colonialism Theory, in light of changes in the geopolitical order and a loss of international coverage in the US media. As well as detailing important sectors such as UNESCO, ITU, the Internet, MTV, and the importance of global advertising, the book covers the expanding area of global communication and describes major multimedia conglomerates particularly in the USA.

Updated and enhanced online resources for instructors, including instructor's manual, test banks and student activities, can be found at www.wiley.com/go/mcphail.

About the Author

Thomas L. McPhail is an international media critic and the Chair of Theatre, Dance, and Media Studies and Fellow in the Center for International Studies at the University of Missouri-St. Louis. He began his career with the eminent media scholar Marshall McLuhan. McPhail is author of *Development Communication* (Wiley-Blackwell, 2009) and has served for over a decade on the Canadian National Commission for UNESCO.

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