

Mapping BRICS Media

Edited by Kaarle Nordenstreng and Daya Kishan Thussu

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Mapping BRICS Media is the first comprehensive and comparative study of the emerging media landscape in the world's most dynamic markets. This pioneering collection focuses on one of the key topics in contemporary international relations – the emergence of BRICS (Brazil, Russia, India, China and South Africa). The volume brings together distinguished scholars from the BRICS nations to assess the effects of the exponential growth in media in some of the world's fastest growing major economies and examine how the emergence will impact on global media and communication. Transnational in scope, the book focuses on significant and yet hitherto largely ignored developments in the globalization of media. By interrogating the relationship between the inter-BRICS media and media practices and perceptions, this volume provides an accessible and critical guide to the complex debates about the impact of the 'rise of the rest' on the media globe.

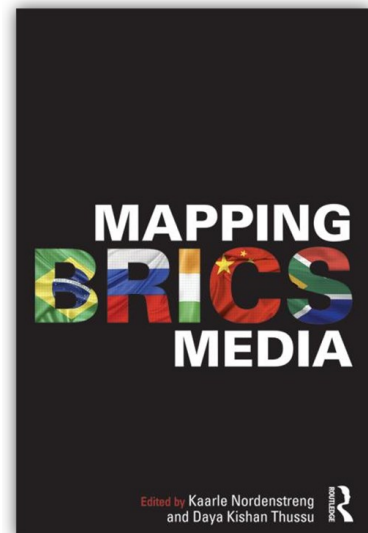
ENDORSEMENTS

'This ground-breaking anthology has managed to delineate what is to date the most comprehensive and crystal clear topography of the oft-neglected media and culture in the BRICS nations.' - Shi Anbin, Tsinghua University, China

'The BRICS countries are the new actors in the global economy that fundamentally challenge the existing world order and its power relations ... This timely and comprehensive study is a key contribution to the exploration and understanding of crucial shifts in the global communication landscape.' - Cees Hamelink, Professor Emeritus, University of Amsterdam, the Netherlands.

'Will the rapidly growing communications systems of the BRICS embark on strategies of alternative development ... or, will they abandon their own rich histories of struggle for social justice ... to ... profit from the existing institutions of global exploitation? A profound intervention, Nordenstreng and Thussu's collection helps us toward an answer.' - Dan Schiller, Professor Emeritus, University of Illinois at Urbana-Champaign, USA

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Kaarle Nordenstreng is Professor Emeritus of Journalism and Mass Communication at the University of Tampere, Finland. He is author or editor of over 30 books in English, most recently *Communication Theories in a Multicultural World* (coedited with Clifford Christians, 2014).

Daya Kishan Thussu is Professor of International Communication at the University of Westminster in London. Author or editor of 16 books, most recently *Communicating India's Soft Power: Buddha to Bollywood* (2013), he is the Managing Editor of the journal *Global Media and Communication*.

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