



## Global Communication and Socio-Political Interpretation

By Ratnesh Dwivedi

Createspace, United States, 2015. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Indian and world media landscape is changing very fast and a new phenomenon is emerging called Mediatization. The term is hugely used in west to define and understand how media is impacting politics and society and how it is adversely or in a right way impacting people in decision making. After first gulf war which broke out in 1991 and CNN experimented Cable TV Experiment in India, a lot has changed in Indian and world media. World is constantly living under fear of terrorism, extremism, war and jihad. Countries are redefining their agenda and political and geographiocal borders are being reshaped. Concept of monopoly of one nation is thing of past and multiple emerging economies in Asia and East has forced political thinkers to change their opinion about developing nations or about those who were previously slow in their economic pace. One time boosting economies and organizations are collapsing giving way to new definition of economically powerful nations and organizational structure for a successful business. In this scenario Media has palyed a decisive role in deciding fate of nations. Be it current...

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