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Global Entertainment Media: Content, Audiences, Issues (Hardback)

By -

Lawrence Erlbaum Associates Inc, United States, 2005.

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English . Brand New Book. Global Entertainment Media offers a unique perspective on entertainment media worldwide. As one

of the first comprehensive books to address entertainment

mass media worldwide, it addresses students as TV watchers

and takes them to new places, both geographically and

intellectually. Editor Anne Cooper-Chen has gathered an

international group of scholars to explore such concepts as

psychology, gratifications, and effects of media entertainment

and its relation to national cultures, as well as to discuss the

business of international TV trade by transnational media

corporations. In this volume, experts discuss the content,

audiences, and cultural and legal aspects of their respective

countries, all of which are major TV markets. The country-

specific chapters draw on the individual insights, expertise, and

currency of 10 resident authors. Contributions represent every

hemisphere of the globe, offering detailed examinations of

media entertainment in United Kingdom, Germany, Egypt,

Nigeria, South Africa, India, Japan, China, Brazil, and Mexico.

The two concluding chapters provide cross-national case

studies that look at familiar TV experiences--The Olympics and

the Who Wants to Be a Millionaire show--in global and novel

ways. Global Entertainment...



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