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Media on the Move

Global Flow and Contra-Flow



Media on the Move provides a critical analysis of the dynamics of the international flow of images and ideas. This comes at a time when the political, economic and technological contexts within which media organisations operate are becoming increasingly global. The surge in transnational traffic in media products has primarily benefited the major corporations such as Disney, AOL, Time Warner and News Corporation. However, as this book argues, new networks have emerged which buck this trend: Brazilian TV is watched in China, Indian films have a huge following in the Arab world and Al Jazeera has become a household name in the West. Combining a theoretical perspective on contra-flow of media with grounded case studies into one up-to-date and accessible volume, Media on the Move provides a much-needed guide to the globalization of media, going beyond the standard Anglo-American view of this evolving phenomenon.

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