



# The logics of globalization [ studies in international communication /

Kavoori, Anandam P.

Lexington Books,  
c2009

Mass media • • • Popular culture • • • Globalization • •

Monografía

<https://rebiunoda.pro.baratznet.cloud:28443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMTg0Nzc2OTg>

---

**Título:** The logics of globalization Recurso electrónico] studies in international communication Anandam Kavoori

**Editorial:** Lanham, MD Lexington Books c2009

**Descripción física:** xiv, 231 p. ill

**Mención de serie:** E-Libro

**Bibliografía:** Includes bibliographical references and index

**Contenido:** The word and the world : defining the IC prism -- Singing in a (new) nation : the early films of Raj Kapoor -- Time to kill : gaming and terrorism -- Tracking the "authentic" : world music and the global postmodern -- Playing with postcoloniality : four moments in Indian cricket -- Consuming technologies : the discourse of cell phone advertising in India

**Detalles del sistema:** Modo de acceso: World Wide Web

**Fuente de adquisición directa:** E-Libro

**ISBN:** 9780739121832 cloth : alk. paper) 0739121839 cloth : alk. paper) 9780739121849 pbk. : alk. paper)  
0739121847 pbk. : alk. paper)

---

## Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- [informa@baratz.es](mailto:informa@baratz.es)