



Human and Mediated Communication around the World: A Comprehensive Review and Analysis

By Marieke de Mooij

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This book is unique in the sense that it offers a comprehensive review and analysis of human communication and mediated communication around the world. This is one of the first attempts to do so in a systematic, comprehensive way. It challenges the assumption that Western theories of human communication and mass communication have universal applicability. It surveys the applicability of mass communication theories to other than Western cultures. The book explains the influence of culture on all forms of communication behavior, be it personal, mediated or mass communication. It presents communication theories from around the world, incorporating a vast body of literature from Europe, Asia, Africa and Latin America. This updated information on important international perspectives that includes both interpersonal and mediated communication is presently not readily available in other sources. The book offers an integrated approach to understanding the working of electronic means of communication that are hybrid media combining human and mediated communication. These new media that are often presented as universal are even more culture-bound than the traditional media.

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Editorial Review

From the Back Cover

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About the Author

Doctoral degree in Communication studies at the University of Navarre, Spain. Teaching and consultancy experience in several countries: the Netherlands, Spain, Germany, Poland, Finland, Belgium, France, Italy, Czech Republic, Slovak Republic, United States, Korea, Malaysia, Singapore, Australia, Egypt, South-Africa. Several publications in academic journals, two major textbooks published by Sage: Global marketing and Advertising, Understanding Cultural Paradoxes (working on 4th edition). Consumer behaviour and Culture. Consequences for Global Marketing and Advertising, 2nd edition.

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