Transcultural Communication
by Andreas Hepp

“...a masterly account of processes that we all experience in our everyday lives. For those of us who write, teach, and speak about the ever-changing processes of cultural exchange and fusion in the age of global communication, this book is a perfect guide.” - Marwan M. Kraidy, University of Pennsylvania, USA

In Transcultural Communication, Andreas Hepp provides an accessible and engaging introduction to the exciting possibilities and inevitable challenges presented by the proliferation of transcultural communication in our mediatized world.

- Includes examples of mediatization and transcultural communication from a variety of cultural contexts
- Covers an array of different types of media, including mass media and digital media
- Incorporates discussion of transcultural communication in media regulation, media production, media products and platforms, and media appropriation

Andreas Hepp is Professor of Media and Communication Studies in the Centre for Media, Communication and Information Research (ZeMKI) at the University of Bremen, Germany. He is the author of Cultures of Mediatization (2013), co-editor, with Friedrich Krotz, of Mediatized Worlds: Culture and Society in a Media Age (2014), and co-editor, with Nick Couldry and Friedrich Krotz, of Media Events in a Global Age (2010).
# Table of Contents

1 Introduction

2 Approaches to Transcultural Communication  
2.1 Consequences of Globalization  
2.2 Postcolonial Critique  
2.3 Methodological Reflections  
2.4 Integrative Analyses

3 The Regulation of Transcultural Communication  
3.1 Global Commercialization and Communicative Infrastructure  
3.2 State Regulation  
3.3 From the Free Flow of Communication to the Regulation of Globalization  
3.4 The Global Governance of Media

4 The Production of Media and their Transcultural Contexts  
4.1 The Cultures of Production within Global Media Businesses  
4.2 The Transculturality of Journalistic Practice  
4.3 Alternative Forms of Media Production  
4.4 Media Cities as Transcultural Locations

5 The Transculturality of Media Products  
5.1 Hollywood, Bollywood, and Nollywood  
5.2 The Import of Programs and the Adaptation of Formats  
5.3 The Articulation of News  
5.4 Media Events

6 The Appropriation of Media and Transculturation  
6.1 The Appropriation of Media as Cultural Localization  
6.2 Media Disjunctions in a Mediatized Everyday World  
6.3 Communities and Communitization  
6.4 Media Identity and Citizenship

7 Perspectives on Transcultural Communication

*Acknowledgements*

*References*

*Index*