



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

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‘Transcultural Communication is a significant scholarly contribution to the field and will be extremely valuable for both students and researchers.’ - Daya Thussu, Professor of International Communication, University of Westminster, London, UK

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).

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