



# The Logics of Globalization: Case Studies in International Communication

*Anandam P. Kavoori*

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## **The Logics of Globalization: Case Studies in International Communication** Anandam P. Kavoori

This book presents the theoretical language and methodological tools needed for thinking through issues of global media representation. It brings students of international communication into a conversation about global culture and communication through the presentation of a conceptual language to discuss the 'logics of globalization' (i.e. nationalism, modernism, post-modernism/colonialism, capitalism and terrorism).

Anandam Kavoori then uses this language to critically analyze various media texts. The choices of texts are eclectic-representing old and new media-and chosen for the wider 'logic' they help animate. Most importantly, they reorient the study of global media texts from the formal to the popular, examining film, music, gaming, cell phone, travel journalism, and performance texts. The book invites students to understand the complexity of global media representation-at the heart of which is the search for identity.

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