



Mapping BRICS Media (Internationalizing Media Studies)

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Mapping BRICS Media is the first comprehensive and comparative study of the emerging media landscape in the world's most dynamic and fastest growing markets. This pioneering collection focuses on one of the key topics in contemporary international relations - the emergence of BRICS (Brazil, Russia, India, China and South Africa) - a grouping that includes some of the world's largest populations and fastest growing economies.

The volume brings together leading scholars, mainly from the BRICS nations, to examine how the emergence of the BRICS media will impact on global media and communication. Contextualizing the rise of the BRICS nations within the broader shifts in global power relations, the chapters investigate the unprecedented growth of the BRICS media within a 'multi-polar' world, evaluating the media landscapes in the individual BRICS countries, their histories, and their journalism practices, as well as analyzing emerging inter-BRICS media relationships.

Accessible and comprehensive, the book provides a critical guide to the complex debates about the impact of the 'rise of the rest' on the media globe and how far this poses a challenge to the Western-dominated world order and its media systems.



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Editorial Review

Review

"This groundbreaking anthology has managed to delineate what is to date the most comprehensive and crystal clear topography of the oft-neglected media and culture in the BRICS nations, to unmask their contextual lacunae, and to uncover the latent (im)possibilities for this emergent geo-political alliance in terms of reinventing the new order of global communication."

Shi Anbin, Professor and Associate Dean, School of Journalism and Communication, Tsinghua University, China

"The BRICS countries are the new actors in the global economy that fundamentally challenge the existing world order and its power relations. Part of that world order are today's media systems and they are confronted with rapidly emerging and growing new cultural powers. This timely and comprehensive study is a key contribution to the exploration and understanding of crucial shifts in the global communication landscape."

Cees Hamelink, Professor Emeritus of International Communication at the University of Amsterdam, the Netherlands

"During the era of digital capitalism, the destiny of the global South remains both open-ended and fateful: Will the rapidly growing communications systems of Brazil, Russia, India, China and South Africa embark on strategies of alternative development, aiming to counter the catastrophic policies of the present, U.S.-centric world order; or, will they abandon their own rich histories of struggle for social justice, hoping merely to adapt and profit from the existing institutions of global exploitation? A profound intervention, Nordenstreng and Thussu's collection helps us toward an answer."

Dan Schiller, Professor Emeritus of Communication, University of Illinois at Urbana-Champaign, USA

About the Author

Kaarle Nordenstreng is Professor Emeritus of Journalism and Mass Communication at the University of Tampere, Finland. Author or editor of over 30 books (mainly in Finnish and English), most recently *Communication Theories in a Multicultural World* (coedited with Clifford Christians, 2014).

Daya Kishan Thussu is Professor of International Communication at the University of Westminster in London. Author or editor of 16 books, most recently *Communicating India's Soft Power: Buddha to*

Bollywood (2013), he is the Managing Editor of the journal *Global Media and Communication*.

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Amber Weitz:

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