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## World Television Global Local Straubhaar

**global/local: media literacy for the global village** - the global village: where global is local and local is global globalization is a phenomenon involving the integration of economies, cultures, governmental policies, and political movements around the world. **localizing the global successful strategies for selling ...** - localizing the global successful strategies for selling television programmes to china ian weber abstract / globalization of asian markets has focused attention on the flow of western cultural products into asian countries as they attempt to manage global economics at a local level. coun- tries such as singapore, malaysia and china have responded to what is deemed western cultural hegemony by ... **what is global and what is local? a theoretical discussion ...** - keywords distinction global/local, globalization, image of world order, niklas luhmann, roland robertson, self-description abstract this article develops a new sociological understanding of the difference between global and local relating to the phenomena of globalization. globalization itself is redefined as one of society's self-description insofar as, following niklas luhmann's theory ... **global competence - oecd** - the dimensions of global competence 1 'mediated' here refers to encounters that occur through images in the media (for example, on television, on the internet, in a movie or book, in a newspaper, etc.). **merlin entertainments enters global partnership with ...** - through its global reach and expansive scale, powered by deep local market knowledge, the company delivers the best content to the world. entertainment one's robust network includes film and television studio the mark **television formats in the world / the world of television ...** - television formats in the world / the world of television formats asia: new growth areas feeling glocal: japan in the global television format business a local mode of programme adaptation: south korea in the global television format business cloning, adaptation, import and originality: taiwan in the global television format business coping, cloning and copying: hong kong in the global ... **the sharing of culture: global consumerism** - global connectivity simulates interest for information from around the world. before the extensive networks before the extensive networks were formed by technology, news events and foreign cultures were less likely to be experienced beyond city, **the globalization of football: a study in the ...** - the globalization of football: a study in the glocalization of the 'serious life' richard giulianotti and roland robertson abstract sport, in particular football, constitutes one of the most dynamic, sociologically illuminating domains of globalization. this paper examines the globalization of football with particular reference to robertson's theorizations of global processes. we examine ...

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