Index

Abu Lughod, Lila, 125
Abu Melhem, 123, 142
Active audience research: x, 21, 44; and agency, 38; in Britain, 36; and consumer freedom, 38; criticism of, 37; and cultural populism, 37; discursive bases of, 37; and encoding-decoding model, 36; and global media studies, 33; international contributions to, 38; and media production, 37; pitfalls of, 37; U.K. and U.S. variants of, 37; in uses and gratifications, 34
Ad-Dunia Hayk, 123, 142
Adorno, Theodor, 33
Afghanistan, 17
Africa, 68; and African Americans, 82–83, 159
Africans, 48
Agency: in active audience research, 38; and American studies, 33; and consumption, 151; and contingency, 67; and critical transculturalism, 96, 149, 151–153; and cultural globalization, 149, 150–151; and cultural imperialism, 33, 149, 150–151; and cultural pluralism, 149, 150–151; and cultural production, 12; definition of, 151; and global culture, 15; and hybridity, 12, 58, 66, 149–153, 161; of international audiences, 94; in international communication, 3; links to communication, 12; and Maronites, 158; and multiculturalism, 149, 150–151; of nation–states, 19, 41; of reader, 17; relation to structure, 13, 149–151, 158; and resistance, 67; site of, 149–151; and Tele Chobis viewers, 12
Agency–structure relation, 13, 29, 149–151, 158
Ahmad, Aijaz, 45, 46, 66, 70, 165n6
Al-Arabiya, 99
Al-Hamad, Turki, 3, 167n2
Al-Hayat, 99
Al-I Ahmad, 3
Alif, 165n5
Al-Jazeera, 99
Allor, Martin, 37
Al-Manar, 122, 145, 174n9
Althusser, Louis, 175n5
American Enterprise, 74, 78
American Enterprise Institute, 90
American Quarterly, 32
American Spectator, 73
American studies, x, 32–33
American television, and race issues, 82–83
American University of Beirut, 138
Americanization: and class differences in Britain, 35; of Europe, 35; and French radio, 35; and German cinema, 35; of global culture, 17; and Hollywood studios, 81; of Italy, 60–61
Amin, Samir, 45
Amoeba, as pattern of cultural indigenization, 6
Anderson, Benedict, 51, 56
Ang, Jen, 35, 36
Anthropology: cultural, 4; and cultural globalization, 16; of Hawaii, 61; historical, 61; and modernity-tradition relation, 64; and syncretism, 50
Antihybridity backlash, xi, 65–67
Anzaldúa, Gloria, 169n2
Appadurai, Arjun, 10, 15, 39, 40, 41, 153, 154, 155, 156
Arab satellite television industry, 123
Arab world, 59; and Arab identity, 120; media policy in, 159; and nationalism, 127; oligarchical capitalism in, 159; satellite television in, 99; size of audience in, 99
Arabs: and tradition, 129–131; values of, 128–129
Arab-Western dialogism, 12, 116, 127–133
Archetti, Eduardo, 51
Argentina, 63
Armstrong, Louis, 60
Articulation: and critical transculturalism, 150–156; criticism of, 176n5; definition of, 156; and encoding-decoding model, 36; and hegemony, 36; and hybridity-power nexus, 156; and interpellation, 36; lopsided, 150–156, 176n5; in media and communication studies, 175–176n5
Asians, 48
Asmar, Simon, 123
Atlas du Monde Diplomatique, 10
Audience: activity of, x, 13, 21; ethnography, 37; passivity of, 26. See also Active audience research
Audio-Visual Media Law, 123–124, 144, 174n10
Australia: diasporic media in, 10; indigenous people of, 48; Axis of Evil, 25, 79
Baines, John, 49
Bakhtin, Mikhail, x, 3, 46, 53, 110, 128, 153
Balibar, Etienne, 175n5
Bambyeh, Mohammed, 41
Bandura, Albert, 34
Bankston, Carl, III, 56, 57
Barber, Benjamin, 17, 86
Basic Instinct, 132
Bastian, Adolf, 46
Basu, Amrita, 154
Baudrillard, Jean, 138
Bauman, Zygmunt, 39
BBC, 103; and Teletubbies, 104, 106
Beavis and Butthead, 122, 137
Behar, Ruth, 169n2
Beltrán, Luis Ramiro, 26
Ben Jalloun, Tahar, 134
Benhabib, Seyla, 54, 153, 160, 161, 167n2
Benny Hill Show, 122
Bentley, Jerry, and cross-cultural encounters, 3, 47
Bercy, 136
Berelson, Bernard, 34
Berlin School of Ethnology, 46
Bernabé, Jean, 68
Berri, Nabih, 124
Berry, Ellen, 14
Beverly Hills 90210, 132, 137, 138
Bhabha, Homi, x, 46, 58, 66, 67, 114, 165n6
Bhagwati, Jagdish, 87
Billboard, 73
Black Atlantic, 57–58
Blackness, 82
Blair, Tony, 102
Blanchard, Margaret, 98
Blevins, James, 50
Bloom, Maurice, 175n5
Blumler, Jay, 34
Boggs, Vernon, 53
Bolkv-Christina, 51, 52
Bonnet, Lisa, 132
Bonnet, Hans, 49
Boston Globe, 73, 90
Boulos, Jean-Claude, 121, 123
Boyd, Douglas, 121
Boyd-Barrett, Oliver, 4, 22, 25, 27, 29, 30, 167n3
Braman, Sandra, 14, 29, 43, 154, 157
Brazil, 93, 94, 99; 1824 constitution of, 63; and creolization, 56; and cultural imperialism thesis, 28; as emerging giant, 28; as regional media center, 6; slavery in, 63; transculturation in, 53
Britain. See United Kingdom
Broadcasting. See Electronic media
Brundson, Charlotte, 36
Bubally Chubbies, 105–106
Buckingham, David, 36
Buffon, Conte de, 46, 48, 169n3
Bush, George W., 25
Butterfly, as pattern of cultural indigenization, 6
Byzantines, 119
Canada: and coproductions, 102; cultural and media policy in, 159; and global media debate, 23; and NAFTA, 9
Canal Plus, 122
Captain Cook, 61
Carey, James, 35
Carmichael, Hoagie, 60
Carnival, 110
Carosone, Renato, 60
Catholicism, 35, 49
Catholics, 20
Cato Institute, 90
Cedrus Libani, 137
Cellular phones: in global culture, 15; uses and gratifications of, 34
Césaire, Aimé, 69
Chabry, Annie, 119
Chabry, Laurent, 119
Chamoiseau, Patrick, 68
Chaudenson, Robert, 55, 56
Chiapas, 50
Chicago Cultural Studies Group, 150
Children's television, 111–112
Chile, 113
China: as Confucianist civilization, 20; and cultural imperialism thesis, 28; as great power, 28
Chow, Rey, 67
Christian Science Monitor, 73
Christianity, 49
Citizenship, and global culture, 15
Civilisation, French notion of, 45; and nègritude, 69
Civilization: Confucianist, 20; as culture, 19; Islamic, 19, 20; and nègritude, 69; Western, 19
Clash of Civilizations, The, 17, 19–21; building blocks of, 19; criticism of, 19–21; culturalist thesis of, 19; political agenda of, 20; rejection of internationalism in, 20; rejection of multiculturalism in, 19–20; security interests in, 20. See also Samuel Huntington

CNBC, 99

CNN, 100

Cold War, 16; end of, 40; and superpower rivalry, 16, 23, 31

Colombia, 63

Colonialism: and creolization, 55; and cultural mixture, 54; in Hawaii, 61–62; and mestizaje, 55; in Mexico, 111, 130; and miscegenation, 48; and syncretism, 50; and transculturation, 55; and white man’s fantasy, 61

Columbia Journalism Review, 74

Communication: circuit of, 36; as content, 34; and critical transculturalism, 149–153; and cultural mixture, 71; cybernetic model of, 36; dialectical aspects of, 149–153; dialogical aspects of, 149–153; encoding-decoding model of, 36; and feedback, 36; and global media studies, 168n8; and globalization, 168n8; as meaning creation, 7; and migration, 10; role in constituting hybridity, vii, 12, 117, 119, 146, 151–153, 161; role in forming mestizajes, 7; practices, 7; as process, 34; and receiver, 36; right to, 29; and sender, 36; studies, 16; traditional framework of, 5; transmission model of, 7

Communication and media studies, and cultural globalization, 16

Communication Theory, 30, 165n6, 167n6

Comor, Edward, 29

Comparative literature, and cultural globalization, 16

Complex connectivity, 21, 41

Complex cultural dialogue, 55

Confessionalism. See Sectarianism

Confiant, Raphaël, 68

Conquistas, 111

Conquistadores, 67, 92

Consumerism, 18; as ideology, 64

Consumption, and agency, 151. See also Media reception

Continental integration, of Canada, Mexico, and the United States, 9

Contrapuntal approach, 40; advantages of, 13; empirical execution of, ix; to media texts, 146

Coproduction, xii, 100; advantages of, 101; and cultural policy, 102; definition of, 101; equity, 101–102; and governments, 102; growth of, 101–103; and international relations, 102; and national identity, 102; treaty, 102

Copts, 120

Copyrights: in Mexico, 113–114; and mimicry, 114; and Tele Chobis, 110, 112

Coral, as pattern of cultural indigenization, 6

Cordel, 8

Coronation Street, 102

Corporate multiculturalism: 150; and corporate transculturalism, 89–93; definition of, 90

Corporate transculturalism, xi, 150, 151; and corporate multiculturalism, 89–93; criticism of, 90–93; Darwinian implications of, 171n4; definition of, 90; and global popular culture, 93–96; and hybridity, 90–96; and intercultural relations, 95; rhetorical claims of, 151

Corridos, 8

Cosby Show, 122, 132, 137

Counterflow: of culture and media, 75–78; and free-trade, 76–77; and globalization, 76–77; as rhetorical notion, 76

Covering, 60

Cowen, Tyler, xi, 72, 79, 83–86, 94, 95

Creole identity: as continuum, 57; and culture, 56; four dimensions of, 56; in Louisiana, 57; multiple meanings of, 56; and race, 56; as white, 57

Créolité, xi; and négritude, 67–71

Creolization, x, xi, 46, 55–57; as alternative to hybridity, 1; and colonialism, 55; definition of, 56; etymological origin of, 56; on Internet, 73; in magazines, 73; and mestizaje, 56; multiple meanings of, 57; and nationalism, 56; in newspapers, 73; and republicanism, 56; and tourism, 57

Critical discourse analysis: and dominance, 72; and elites, 73; and hybridity, 72–73; and intercultural relations, 73; and resistance, 72

Critical internationalism, 30; and American studies, 32

Critical media researchers, 6

Critical Studies in Mass Communication, 37, 165n6

Critical transculturalism, 148–161; and agency, 96, 149, 151–153, 158, 161; and articulation, 150, 156; and communication, 149–153; in comparative perspective, 149–150; contrast with corporate transculturalism, 151; and corporate multiculturalism, 150; critical vision of, 149;
Critical transculturalism (Continued):
and cultural imperialism, 9, 149–150, 153;
and cultural mixture, 150; and cultural
policy, 156–161; and cultural reproduction,
149–150; definition of, 149–150;
epistemology of, 152; foundational pillars
of, 152–153; humanistic vision of, 149; and
hybridity, ix, 148, 149–153, 156; and
integration of discourse with political
economy, 14; and intercontextuality, 152,
155, 156; as international communication
framework, vii–viii, 44, 149, 156; and the
local, 153–156; and the local-global relation,
154–156; and media distribution, 149, 150;
and media policy, 156–161; and media
production, 149, 150; and media reception,
149, 150; and media texts, 149, 150; and
multiculturalism, 150, 151; questions
addressed by, 47; and social practice, 149;
and the state, 156–161; and structure, 149,
156; and synthetic view of culture, 149, 152;
and translocality, 152, 155, 156
Cross-cultural: contact, 5; conversion, 3;
encounters, 3, 47
Cuba: African element in, 53; and mestizaje,
52; mixed musical forms in, 53; national
identity in, 53; transculturation in, 53
Cultural ambivalence, and migration, 12
Cultural anthropology. See Anthropology
Cultural dominance, 2, 23, 26;
Anglo-American, 23; and cultural
homogeneity, 153; as myth, 75–76
Cultural fragmentation, 17
Cultural fusion. See Cultural mixture
Cultural globalization, vii; as alternative to
cultural imperialism, 38–44; and
anthropology, 16; and audience activity, 38;
bipolar understanding of, 18; and
communication and media studies, 16; and
comparative literature, 16; and critical
transculturalism, 149, 150–151, 154, 161;
criticism of, 43–44; and cultural
imperialism, 33; and cultural studies, 16;
depiction of, 74; disciplines that study, 16;
and geography, 16; and humanities, 40–41;
and hybrid cultures, 22; ideas associated
with, 17; ideological bases of, 43; as
interdisciplinary constellation, 38;
maturational scenario of, 16; and media
research, 38; and power, 43; as preferred
terms, 15; saturation scenario of, 16; and
social sciences, 39–40; and sociology, 16
Cultural imperialism thesis, vii, x, 21; and
agency, 33; and American studies, 33; and
bipolar thinking, 26; conceptual ambiguity
of, 25, 26; contradictions in, 26; and critical
transculturalism, 9, 149–150, 153; criticism
of, 26, 27, 30, 42; and cultural globalization,
38–44; and cultural studies, 29; decline of,
25; in defense of, 30; definitions of, 25–26;
empirical studies of, 28; founding texts of,
22; and global media studies, 33; history of
thesis of, 22; and hybridity, 29; as
ideological, 26; lack of alternatives to, 27;
lack of empirical support for, 30; most
important contribution of, 29; and notion of
culture, 26, 27; polemical nature of, 30; and
political economy, 29; as rallying cry, 25; as
reigning thesis, 4; rejection of, 17; revision
of, 27, 29; and transnational corporations,
167n5; wheel model of, 155
Cultural indigenization, 6
Cultural industries, 15; and Frankfurt School,
22
Cultural influence, in international
communication, 3
Cultural mixture, 92; in Brazil, 14; and
colonial logic, 54; and communication, 71;
and Créolité, 70; as creolization, 57; in
Cuba, 14; as economic matter, 151; on
Internet, 73; in magazines and newspapers,
73; and nègritude, 70; as social issue, 151;
terms of, x, 47; vocabulary of, 73. See also
Hybridity entries
Cultural pluralism, 4; and agency, 149, 150;
conceptual inadequacy of, viii; and critical
transculturalism, 149, 150–151; as cultural
globalization, 149, 150; and culture, 149;
as dialogism, 149, 150; as multiculturalism,
149, 150–151. See also Cultural globaliza-
tion
Cultural production. See Media production
Cultural reception. See Media reception
Cultural studies: and cultural globalization,
16; and media reception, 21; as New Left,
157; and political economy, 157, 173n3; and
uses and gratifications, 34
Cultural synchronization, 45
Cultural turn, the, 4
Culturais Híbridas, 62–65
Culture: British, 10; as (French) civilisation, 45;
and correspondence with economics, 45,
62, 151, 157, 168–169n1; and creolization,
56; and cultural imperialism thesis, 26; as
determinant of international differences, 19;
different conceptions of, 23; as explanatory
variable, 17; holistic notion of, 14, 24, 26, 54;
and hybridity, 151; as ideological
battleground, 39; and imperialism, 59–60; Italian, 68; interdisciplinary approach to, 7; interest in, 17; in international communication, 4; as (German) *Kultur*, 45; and the local, 142; as meaning construction, 42–43; and middle class, 63; as national culture and national identity, 24; and nationality, 91; and political economy, 29, 153; and politics, 64–65, 157, 168–169n1; as predictable, 142; as private commodity, 24; proglobalization views on, 77; as public resource, 24; purpose of, 42; and race, 56; reductionist sociology of, 153; relation to globalization, 41–44; as stable, 142; as symbolization, 42; synthetic notion of, 14; and technology, 42; as text, 154; and tradition, 142; and transculturation, 53; in UNESCO report, 24; in world affairs, 17.

See also Global culture

Curran, James, 43, 157
Curtin, Michael, 31, 82, 98

Darwich, Sayyed, 136
Daryl Slack, Jennifer, 156
Davenport, Andy, 104
De Certeau, Michel, 172n7, 174n1
Deleuze, Gilles, 139
Delinking, 45
Dependency theory, 62, 63
Desmond, Jane, 32
Diasporic media, 5; and hybridity, 10; limited applicability of studies of, 12; and media production, 11
Digital cable, 15
*Diogène*, 165n5
Discursive formation: definition of, 13; hybridity as, xiii, 13; rules of, 14
Disney, 113
Dissanayake, Wimal, 14, 40
Diversity, 79; redefinition of, 84
Dominguez, Virginia, 32, 56
Doremus, Anne, 51, 52
Dorfman, Ariel, 22, 26
Doty, Roxanne, 72, 171n1
Downing, John, 35, 176n5
Drell, Joanna, 50
Druze, 121

Drzewiecka, Jolanta, 165n6
Duboux, René, 68, 75
Dyke, Greg, 102
Dystopia, 15

Eagleton, Terry, 175n5
*East, West*, 147
Eco, Umberto, 36
*Economist*, 73, 74, 76, 78
Egalitarian reciprocity, 55
Egypt, electronic media in, 98
Elasmar, Michael, 27, 30
Electronic media, 21; and broadcasting, 97; in Egypt, 98; and free flow doctrine, 98; history of, 97; and national unity, 97; and propaganda, 97; and public service, 97; in Saudi Arabia, 98; transnational influence of, 97–98
Ellington, Duke, 60
Encoding/decoding, 36, 168n7
*Encyclopédie, The*, 48
Enlightenment, the; French, 48; racist underside of, 49; and slavery, 49
Epstein, Mikhail, 54
Erasmus, 49
Escobar, Arturo, 171n1
ESPN, 122
Ethnicity, 1
Ethnographic fieldwork, xii
Ethnography, 175n4
European powers, 120, 121
European Union, 89

Fairuz, 135–136, 137
Fakhoury, Choukry Anis, 143
Fanon, Frantz, 165n6
Featherstone, Mike, 39
Federal Communication Commission, 31; and free flow doctrine, 98
Fehrenbach, Heide, 35
Fejes, Fred, 26, 27
Ferguson, Marjorie, 37
Film theory, 4
Fink, Jennifer Natalya, 54
Finn, Adam, 101
Firro, Kais, 127
Fiske, John, 143
*Foreign Affairs*, 19, 73
Foreign Service Institute, 142
Format adaptation: xii, 100, 103–115; definition of, 101; and *Tele Chobis*, 104; and *Teletubbies*, 104; and Televisa, 104
Foucault, Michel, 13, 59, 60
Fox, Claire, 169n2
France: and coproductions, 102; cultural identity, 17; and culture, 17; and global media debate, 23; immigrants in, 10; and imperialism, 59, 68; postcolonies of, 68; and public diplomacy, 17
Francophony, 131, 132
Frankfurt School: criticism of, 33; and cultural imperialism, 22; and fascist exploitation, 33; and media effects, 33; and Nazism, 33
Fraser, Nancy, 158
Free flow doctrine: and global media debate, 16; and New World Information and Communication Order, 23; and prior consent principle, 98; as rhetorical strategy, 29; and transnational television, 98; as U.S. policy, 98; and Western governments, 29
Freedman, Des, 102, 103
Freedom of association, or of exit, 55
French CNN, 17
French enlightenment, 48, 69
French film industry, 84–85
French postcolonies, 68
French rationalism, 45
Freyre, Gilberto, 14, 53
Friedman, Jonathan, 66
Fundamentalism, 18
Future television, 144; as Sunnite television station, 124
Galtung, Johann, 22, 25, 155
Gamio, Manuel, 52
García-Canclini, Néstor, 1, 3, 46, 52, 62–65, 159, 160, 164n4
Geertz, Clifford, xiii, 45, 86, 153
Genayel, Nasser, 119
Genres, impure, 62–63
Geography, and cultural globalization, 16
Gerber, George, 167n3
German romanticism, 45
Germany: and coproductions, 102; Frankfurt School in, 33; immigrants in, 10; as monoculture, 88, 89
Giddens, Anthony, 39, 43
Gillespie, Marie, 5, 10, 11
Gilroy, Paul, 45, 57–58, 170n6
Glissant, Edouard, 68
Global civil society, 29
Global culture, 171n2; ambivalence in, 39; Americanization of, 17; Anglophone debate on, 39; Big Mac as icon of, 15; and The Clash of Civilizations, 17, 19–21; Coca-Cola as icon of, 15; cohesion vs. dispersal in, 39; communicative space of, 21; and complex connectivity, 21; concept of, 39; and consumerism, 18; and corporate transculturalism, 93–96; deterritorialization in, 39; disjunction in, 39; dystopian view of, 15, 45; and electronic media, 21; fabric of, 21; and governance, 16; and homogenization, 21; homogenization vs. heterogenization in, 39; and hybridity, 39; and hybridization, 21; individual auteurs of, 78; and Jihad vs. McWorld, 17–19; and MTV generation, 15; and multinationals, 78; and national identity, 16; paradigms of, 166n1; and particularism, 21; scenarios of, 16–17; in Theory, Culture and Society, 39; and transnational capitalism, 18; and tribalism, 18; and universalism, 21; utopian view of, 15, 45
Global media: deregulation of, 98, 100; and free flow doctrine, 98; global structure of, 114; horizontal integration of, 98; as industry, 98; liberalization of, 98, 100; and multinational corporations, 98; official U.S. policy on, 31, 98; and post-Fordism, 98; and prior consent principle, 98; and program internationalization, 100; vertical integration of, 98
Global media debate, 16; France in, 23; and free and balanced flow doctrine, 16; and free flow doctrine, 16; United Kingdom in, 23; United States in, 23. See also New World Information and Communication Order
Global media studies, 13; and active audience, 33; and communication process, 166n8; as interdisciplinary configuration, 41; and international communication, 41, 166n8
Global popular culture. See Global culture
Global television. See Global media
Globalization: as alternative to cultural imperialism, 38; as Americanization, xi; benefits and dangers of, 9; commercial imperatives of, 8; communication dimensions of, 41, 168n8; conceptual ambiguity of, 39; as corporate transculturalism, 151; and counterflow, 76–77; and cultural change, 84; and cultural industries, 15; and diversity, 79, 84; as ecumene, 39; first dictionary definition of, 38; and free trade, 76–78; idealist view of, 42; and information, 41; and information networks, 98; interpenetrated, 154; multiple dimensions of, 42; as pandisciplinary preoccupation, 40; and protectionism, 77; as reductive structure, 161; in relation to culture, 41–44; “scapes” of, 15; as seductive
discourse, 161; sociological definitions of, 39; and spatial proximity, 42; special journal issues about, 40; and unicity, 42. See also Cultural globalization

Global-local relation. See Local-global relation

Glocalization, 154

cultural globalization

Gobineau, Conte de, 169n3

golding, Peter, 27, 37

Gómez-Peña, Guillermo, 46, 66, 169n2

Google, 73

Graffiti, 62; as impure genre, 63; as mode of expression, 63

Gramsci, Antonio, 59, 60

Great Britain, 24. See also United Kingdom

Greenaway, Peter, 111

Gringoñol, 46

Grossberg, Larry, 165n6

Gruzinski, Serge, 3, 51, 111, 112

Guatemala, 52

Guattari, Félix, 139

Gulf War, 31

Gurevitch, Michael, 34

Hale, Charles, 51, 52

Hall, Edward, 91, 142,

Hall, Stuart, 27, 35, 36, 125, 156,

163n2(preface), 168n7, 174n5, 176n5

Halualani, Rona, 165n6

Hamelink, Cees, 45

Hannerz, Ulf, 16, 39, 57, 153, 168n1

Hardt, Hanno, 31

Hardt, Michael, 168n8

Harik, Iliya, 121

Harry Potter, 78

Haugerud, Angelique, 154

Havens, Timothy, 82

Hawaii, 61–62

Hawkins, Coleman, 60

Hebdige, Dick, 35

Hegde, Radha, 165n6

Hegemony, 65–67; as echo, 146; and hybridity, 156

Henry, Jacques, 56, 57

Herman, Edward, 29

Hispanics, 159

Hobson, Dorothy, 36

Hoggart, Richard, 36

Hollywood studios: and Americanization, 81; casting practices of, 81; and film distribution, 82; and foreign audiences, 78–83; as foreign owned, 76; international markets of, 81, 82; and race issues, 81–83; and star power, 82

Holy See, 50

Hong Kong: and cultural fusion, 8, 115; as regional media center, 6

Horkheimer, Max, 33

Hoskins, Colin, 101

Hrawi, Elias, 135

Hudson, Michael, 174n7

Human rights, 19, 29; and hybrid identities, 55

Humanities: and cultural globalization, 40; interpretive approach to, 29

Hungarians, 131

Huntington, Samuel, 17, 166n1, 167n2. See also Clash of Civilizations

Hussein, Saddam, 17

Hutnyk, John, 66

Hybrid identities, 93, 94, 147; and appeal of hybrid texts, 11; ascription of, 152; and complex cultural dialogue, 55; construction of, xii; and consumption, xii; and democracy, 55; and egalitarian reciprocity, 55; and ethnicity, 1, 75; as existential experience, 12, 71, 118; and freedom of exit or association, 55; historical basis of, viii; and human rights, 55; in-depth understanding of, 118; of Maronites, 8, 118, 137; and memory, 65; and migration, 10; and mimicry, xii; and nomadism, xii; and recognition, 157–161; relational components of, viii; as self-asserted, 152; and the state, 55; and universalism, 55; and volition, 152; and voluntary self-ascription, 55

Hybrid media texts, 104–115; analysis of, ix; in Brazil, 6; cohabitation of monstrous and sublime in, 111; comics as, 62, 63; composite aesthetics of, 115; context of, 6; and coproduction, xii; economic factors that shape, 8; and format adaptation, xii; and global media industry, 9; and globalization, 8; graffiti as, 62–63; in Hong Kong, 8; as hybrid genres, 6; as impure genres, 62–63; and indigenization, 6; and localization, xii; lure of, 133–137; and neoliberalization, 115; and political economy, 114; as symptoms of pluralism, 5; and Télé Chobîs, 109–112; and transparency, 5; transregional appeal of, 99

Hybridity, and academe: in academic disciplines, 164n3; and Berlin School of Ethnology, 46; and biology, 48–49, 66; contemporary writings on, 62–65; paradigmatic ambitions of, 174–175n1; and performance studies, 54; and political theory, 54–55; special journal issues about, 2, 165n5. See also Miscegenation
Hybridity, approaches to: comparative, 46; contrapuntal, 13; empirical, ix, xii; expert, 95; historical, viii, 46–47, 146; normative, 54–55, 157–161; popular, 95; racialist theories of, 48; reductionist, 90; relational, 13; summative, 91

Hybridity, criticism of, xi, 2, 54, 64–67. See also Antihybridity backlash

Hybridity, cultural issues, 151; and complex cultural dialogue, 161; and cultural consumption, 62; and cultural globalization, viii; as cultural loss, 84; and cultural policy, 156–161; as cultural renewal, 93, 94; of global culture, 9; and intercultural relations, 59, 74, 152; and museums, 62; and UNESCO, 25

Hybridity, in discourse, language, and rhetoric: in contemporary public discourse, 71–96; as cultural logic of globalization, xiii, 96, 148, 161; different types of, 14; different versions of, vii; as discursive formation, vii, xiii, 13; as floating signifier, 66; as generic, 94; as inevitable, 95; initial use of, 1, 163n1(chap. 1); and language, 1, 55–57, 152; as master trope, 46; as metadescription of global order, 94; as metonym for globalization, ix; multiple meanings of, 1; multiple uses of, 2; as natural, 95; as neocolonial rhetoric, 66; polysemic excesses of, 70; as preferred term, 1, 3, 163–164n2, 170n8; as progressive discourse, 54, 158, 159–161; and public intellectuals, 72; as rhetorical notion, viii, 75; as risky notion, vii; semantic, 152; and sexual language, 80; and simulation, 138; as strategic rhetoric, ix; ubiquity of, 75, 86

Hybridity, economic issues: and class relations, 61; as competitive advantage, 88; as countable, 91; by design, 89; as economic policy, 95; as economic variable, 85, 88; and economics, 83–89, 94; and free-trade, 76–78, 79; and globalization, 9; and innovation, 88; as mathematical formula, 88; as measuring device, 91; and U.S. business, 87–88

Hybridity, geographic scope: in China, 47; in colonial Hawaii, 61–62; in Ireland, 88–89, 92–93; in Italy, 60–61; in Latin America, 62–65; in Lebanon (Maronites), 132, 134; in Mexico (Tele Chobis), 109–112; in South America, 47; in sub-Saharan Africa, 47; and U.S. Census of 2000; 170n5; on U.S.-Mexico border, 169n2; and U.S. popular culture, 74–75, 83

Hybridity, media and communication issues: and communication, 13, 117, 119, 146, 151–153, 161; and covering, 60; and diasporic media, 10; and international communication, 3, 4, 5; on Internet, 73; in magazines, 73; in media and communication studies, 164n4; and media policy, 157–161; and media production, 12, 137; and media reception, 12; of media texts, xii, 114; in newspapers, 73

Hybridity, political issues: and citizenship, 51–55; geopolitical directionality of, 68; and international relations, 68, 94; and nation, 51–55; and national boundaries, 60; and national power, 88, 91; official recognition of, 55; and patriotism, 60; as political, 65; and the state, 55

Hybridity, theoretical issues: and agency, 67, 96, 149–153, 161; and ambivalence, 61, 134; and binary categories, 54; conceptual ambiguity of, 70; and contingency, 67; contradictions of, 66; as contra-modernity, 58; and corporate transculturalism, 90–96; critical theory of, 47; and critical transculturalism, 96, 155–161; as diversity, 87; dual threats of, 136; and enclavism, 159–160; and humanism, 60; and imperialism, 59–60; intentional, 152; and intercontextuality, 150, 152; and mimicry, 58, 137–139; and modernity, 64; and nomadism, 139–140; organic, 152; paradoxes of, 65–66; and postcolonial theory, 57–60; and redistribution, 157–158; and religion, 49–51; as resistance, 58, 66, 148, 155; and social cohesion, 88, 90, 92; and socio-cultural transformation, x, 60–65; as sterility, 48; and systemic change, 61; and taboo, 61; and theology, 66; theoretical framework for, vii; third space, 58; and transculturation, 51, 53–54; and translocality, 150, 152; and universalism, 60; variegated elements of, 46; as vigor, 49; without guarantees, xiii. See also Créolité, Mestizaje, Métissage, Syncretism, Transculturation

Hybridity-power nexus, 3, 13, 14, 37, 47, 65–71, 72–75, 157; context of, 155–156; critical transculturalism as framework for, 44, 149–153, 155–158; and decolonization, 51; and dominance, 5, 75–76; and empowerment, 5; and exclusion, 132; and hegemony, 65–67; and individual freedom, 75, 90; and intercontextuality, 150–151, 155–156; and justice, 157–161; and the local,
94, 155, 157; and materialist-idealist divide, 157; as oblique power, 65; and political-economic context, ix, xii, 8, 65, 75, 104, 148; in pre-modern times, 47; and race, 1, 48; and recognition, 157–161; and redistribution, 157–161; and translocality, 150–151, 155

Hybridization, 21, 47, 69; definition of linguistic, 128

Hybrid identities, 219

Hyphenation: as oblique power, 65; and political-economic context, ix, xii, 8, 65, 75, 104, 148; in pre-modern times, 47; and recognition, 157–161; and redistribution, 157–161; and translocality, 150–151, 155

Hybridization, 21, 47, 69; definition of linguistics, 128

Hypodermic needle model, 26. See Mass communication research

Identity: bicultural, 87; and global culture, 15; holistic vs. synthetic, 140; and hybridity, 93, 94, 147; multicultural, 90; multiracial, 90, 158; national, 16; as primordial essence, 146; as relational, 139, 146; transformation, 11; Western, 20. See also Hybrid identities

Ideograph, 83, 95

Imagination, social, 10

Immigrants, 10. See also Migrants

Imperialism: and culture, 59–60; and hybridity, 59, 74, 152; and imperialism, 68, 94; and international relations, 13; and material-ideational interplay, 167n6; as movement of cultural commodities, 5; and national development, 4; and postimperialist era, 32; and pluralism, 4; and provincialism, 32; and representational practices, 171n1; and sociology, 41; and the state, 43; theory, 4; in Washington Post, xi

International communication theory, congenial instability of, 4

International Monetary Fund, 25

International relations: and Cold War, 19; and coproductions, 102; culture in, 19; as hierarchical system, 68; and hybridity, 68, 94; and international communication, 13; nation-states as primary actors in, 22; in post–Cold War era, 19; representational practices in, 72–73, 95, 171n1

International Sociology, 40

Internationalism, 14; critical, 30; official, 31

Internet: in global culture, 15; and uses and gratifications, 34

Iran, 79, 80, 93, 94; and Iranians, in L.A., 11

Iraq, 17, 160

Ireland, 88–89, 92–93

Irish Times, 92

Islam, conversion to, 47

Islamic civilization, 19; in The Clash of Civilizations, 20; and Islamism, 127; as monolith, 20

Italy, 60–61; in Renaissance, 111

Itsy Bitsy Entertainment, 104, 105, 106, 112

Ixmiquilpan, 111

James, Beverly, 131

Jameson, Fredric, 40, 41, 163n1(preface)

Japan, 76–77; broadcasting in, 97; and NHK, 97

jihad vs. McWorld, 17–19

Johnson, David, 169n2
Joseph, May, 54
Jourdan, Christine, 55
*Journal of American Folklore*, 165n5
*Journal of Communication Inquiry*, 37, 163n2 (preface)
*Journal of International Communication*, 30, 167n6
*Journal of Peace Research*, 167n2
Juan Diego, 50
Kapchan, Deborah, 165n5
Kaplan, Amy, 31
Katz, Elihu, 33, 34
Kellogg, Susan, 51
Khalaf, Samir, 127, 144, 174n7
King, Anthony, 40
Kleinwachter, Wolfgang, 24
Knox, Robert, 49
Kolar-Panov, Dona, 5, 10, 11
Kraidy, Marwan, 5, 38, 41, 91, 112, 121, 122, 123, 124, 125, 154, 155, 165n6, 167n6, 174n5n10
Krizek, Robert, ix, xiii, 95, 172n7
Kultur: and civilization, 69; German notion of, 45; and n´égritude, 69
Kundera, Milan, 134
Kuper, Adam, 61
Laclau, Ernesto, 176n5
Language, 1; and creolization, 55–57; and migrant communities, 10; and *Tele Chobis*, 107; and *Teletubbies*, 107
Latin America, 99; Catholics in, 20; in The Clash of Civilizations, 20; cultural policy in, 159–160; culture in, 46; and democracy, 62; and dependency theory, 62, 63; heterogeneity in, 63; hybridity in, 8, 62–65; and magical realism, 62; and mestizaje, 52, 67, 92; and modernism, 62–63; modernity in, 63; and modernization, 62–63; and paternalism, 62; *tiempos mixtos* in, 62; telenovelas in, 7; tradition in, 63; transculturation in, 53
Lazarsfeld, Karl, 33
Lebanese Broadcasting Corporation (LBC), 99, 132, 144; and Audio-Visual Media Law, 123–124; as commercial company, 122; as instrument of propaganda, 122; and Lebanese forces, 122; as Maronite station, 124; description of, programming, 122–123
Lebanese media: British comedy in, 122; French drama in, 122; French vaudeville in, 123; German documentaries in, 122, 123; history of, 121–125; and interconfessional dialogue, 144; and intercultural relations, 144–145; and Maronite reception, 121; Mexican telenovelas in, 122; political economy of, 118, 125; private ownership of, 121; proliferation of, 121; state repression of, 122; structure of, 121–125, 140, 144–145; U.S. sitcoms in, 122
Lebanese University, 126, 129
Lebanism, 127
Lebanon, xii; and Arab-Israeli conflict, 116, 117; cable networks in, 122; cedar as symbol of, 136–137; confessions in, 173n1; constitution of, 117; and Document of National Understanding, 117; Druze in, 117; and Document of National Understanding, 117; Druze in, 117; ethnic landscape of, 141; ethnic minorities in, 117; and Fairuz, 136, 137; fieldwork in, 118; geographic location of, 173n1; historical brief on, 173n1; identity of, 126; inter-confessional relations in, 116; intraconfessional diversity in, 160; League of Nations mandate on, 117; and local-global relations, 118; media in, 118; media proliferation in, 117; metaphors for, 141, 174n7; national identity of, 116, 117; National Pact in, 117; national reconciliation in, 117; and Phoenician heritage theory, 119; as pluralistic society, 160; political system of, 116; religious restrictions in, 134; sectarianism in, 120–121; Shiites in, 20, 117; and social class, 121; social mores in, 130; social structure of, 127; social taboos in, 134; and Syria, 116; and Ta’if Agreement, 117; television audience in, 174n10; U.S. assistance to, 117; war in, 116; women in, 135; and Ziad Rahbani, 136–137
Lebbedeh, 140
Lee, Benjamin, 30, 32
Lee, Chin-Chuan, 27, 30
Lee, Paul, 5
Leeds-Hurwitz, Wendy, 91, 142
Levis, Bernard, 19
Liebes, Tamar, 34
Literary theory, 4
Local, the, xii, 21, 142–143, 153–156; and alternative media, 154; and critical transculturalism, 153–156; empirical knowledge of, 154; and empowerment, 154; and hybridity, 155, 157; and marginalization, 154; and meaning construction, 154; political nature of, 154; and power, 154; as translocal, 155–156
Local-global relations, 21, 40, 41–42, 64; analytical usefulness of, 175n2; and BBC, 103; bipolar model of, 13; and CNN, 100; and critical transculturalism, 154–156; as distant proximities, 154; as glocalization, 154; and hybridity, 154–156; in international communication, 154, 175n2; as interpenetrated globalization, 154; in *Jihad vs. McWorld*, 18; in Lebanon, 118; and Maronites, 118; and MTV, 100; as particular-universal relation, 54; and resistance, 18

Lukács, Georg, 125

Maalouf, Amin, 134

Madrid, Miguel de la, 112

Magic bullet model, 26. *See also* Mass communication research

Makdissi, Ussama, 120, 146

Malaysia, 20, 79, 80, 81, 93, 94

Manicheans, 47

Marcus, George, 153, 175n4

Marcuse, Herbert, 33

Mardaites, 119

Maronite identity, 118, 119–121, 131; ambivalence of, 128; and Arab identity, 120; double-voiced posture of, 128; and history, 125–127; as Lebanese identity, 126–128, 139; and mimicry, 137–139; and oral history, 120; primordial understanding of, 119, 146; and recorded history, 120; relational approach to, 119, 146–147; and religious feeling, 120; as self-definition, 140; and simulation, 138

Maronites, xii, 8; and agency, 158; and Arab identity, 120; and Arabs, 127–131; and collective memory, 125; and Crusaders, 120; as cultural chameleons, 139; and Egyptian television serials, 130, 146; ethnic makeup of, 119; and European powers, 120, 121; and France, 131; and gender variations, 130, 133; and global culture, 118; and hybridity, 132, 134; identity of, 118; and Lebanese identity, 127; and local-global relations, 118; media reception of, 117, 118, 121, 125, 129; and mimicry, 137–139; and Muslims, 120, 131; Phoenician-roots theory of, 120, 126; and political role of, 116; and oral history, 120; origins of, 119; and Ottoman Empire, 120, 121; and recorded history, 120; and sectarianism, 120; and simulation, 138; social mores in, 129; and telenovelas, 130–131, 135, 146; and U.S. popular culture, 132–133; and the West, 120, 127, 128, 131–133

Martín-Barbero, Jesús, 3, 5, 62; critique of dualistic thinking by, 7; critique of linear logic by, 7; and notion of mediations, 7; and notion of mestizajes, 7, 51, 165–166n7

Martínez-Echázabal, Lourdes, 51, 52, 53

Martínique, 68, 69

Masmoudi, Mustapha, 23

Mass communication research, 30; as American media research, 36; criticism of, 31; cultural bias of, 31; cybernetic model of, 36; field of, 26; and hypodermic needle model, 26; and magic bullet model, 26; and sender-receiver-feedback model, 168n7; and U.S. government, 31

Mass society paradigm, 18

Master texts, xii

Mattelart, Armand, 5, 6, 14, 15, 22, 25, 26, 29, 30

Maxwell, Richard, 166n8

McBride, Sean, and McBride Commission, 23

McChesney, Robert, 29

McFadyen, Stuart, 101

McGee, Michael, 78

McGray, Douglas, 169

McLuhan, Marshall, 15

McQuail, Dennis, 34, 35

Media consumption, xii. *See also* Media reception

Media dominance, 13

Media effects, 27; behaviorist perspective on, 34; and Frankfurt School, 33–34; functionalist approaches to, 34; as limited, 34; as powerful, 33; and uses and gratifications, 34

Media flows: and developing nations, 22; and global media debate, 23; and International Monetary Fund, 25; Western bias of, 22–23; and World Trade Organization, 25. *See also* New World Information and Communication Order

Media imperialism, 9, 27. *See Cultural imperialism thesis*

Media message, links to production and reception, 5. *See also* Media texts

Media production: and active audience research, 37; and agency, 12; and critical transculturalism, 149–150; and diasporic media, 11; and individual freedom, 78; links to message and reception, 5; of low-cost genres, 100; and media conglomerates, 93; by migrants, 11; as shaper of hybridity, 11–12; and social power, 12; structural conditions of, 11
Media programs, movement of, 5. See also Media texts
Media reception, xii; and critical transculturalism, 149–150; and cultural studies, 21; of Egyptian serials by Maronites, 130, 146; and gender variations, 130; and hybridity, 12, 137–139, 145–147; and individual freedom, 79, 81–83; and intercultural relations, 144–145; links to message and production, 5; and Maronites, 117, 118, 125, 129, 130, 144–147; and media conglomerates, 93; and mimicry, 137–139; paradox in, 142; political-economic context of, 143–145; and proximity, 143; of telenovelas by Maronites, 130–131, 146
Media studies, 27. See Global media studies
Media texts: and active audience, 5, 37; and free-trade agreements, 9; links to production and distribution, 11; produced by migrants, 11; subversive interpretation of, 37. See also Hybrid media texts
Mediacentrism: and contrapuntal approach, 13; critique of, 7
Mediations, definition of, 7
Méila, Jean, 119, 120
Merton, Robert, 33, 34
Mesopotamia, 119
Mestizaje, x, 46; African heritage in, 51; Afrocentric criticism of, 51; as alternative to hybridity, 1; baroque image of, 52; and class, 51; and creolization, 56; in Cuba, 52; and decolonization, 51; definitions of, 7, 165n7; different connotations of, 51; etymological origin of, 2; in Guatemala, 52; and hybridity, 51–55; integrative dimensions of, 52, 92; in Latin America, 52, 67; in magazines, 73; and melting pot, 51; in Mexico, 51–52; and nationality, 51; and native traditions, 53; in newspapers, 73; as official ideology, 51–53; in Paraguay, 52; political-economic context of, 8; in popular culture, 7; as racialized discourse, 52; as state policy, 51–53; and telenovelas, 8; and transculturation, 53–55; and Virgen de Guadalupe, 52
Métissage, x, 67–70; as alternative to hybridity, 2, 170n8; definition of, 164n2; etymological origin of, 2; and hegemony, 67–70
Mexican Federal Copyrights Law, 113
Mexico, xii, 99, 172–173n3; advertising market in, 113; cable television industry in, 114; Christianization of, 51; colonial architecture in, 109; copyrights laws in, 113–114; and cosmic race, 52; guacamaya parrot and, 109; as hybrid nation, 52, 173n3; identity of, 52; intellectuals in, 52; maguey cacti and, 109; and Maronites, 130–131; media industries in, 112–114; mestizaje in, 51–52; as mestizo nation, 52; Monarca butterflies in, 109; and NAFTA, 9, 112–114; native artists in, 111; Plaza de las Tres Culturas in, 52; as regional media center, 6; Revolución in, 52; and syncretism, 50; and Tele Chobis, 109–110; Virgen de Guadalupe in, 52; visual invasion of, 51; Westernization of, 51
Michaelson, Scott, 169n2
Michoacán, 109
Mignolo, Walter, 51
Migrant media, 5. See also Diasporic media
Migrants: and audience segmentation, 10; as different from nomads, 139; as producers of media texts, 11; as skilled workers, 10; and transcultural experience, 10
Migration, 5; and communication processes, 10; and cultural ambivalence, 12; and cultural hybridity, 11; transatlantic, 58
Miller, Daniel, 154
Miller, Toby, 5, 101, 166n8
Mimicry, xii; and agency, 58; in colonial Hawaii, 61–62; and copyrights, 114; as enactment of hybridity, 11, 58, 133, 137–139; and media reception, 137; and Tele Chobis, 114; and TV Azteca, 114
Minganti, Franco, 60
Minow, Nancy, 98
Mirsepassi, Ali, 154
Miscegenation, 48–49; and Enlightenment, 48; and individuation, 48
Miyoshi, Masao, 14, 40
Modernity: and hybridity, 64; in Latin America, 63; and the West, 131–133
Modernity-tradition relationship, 62, 63; and anthropology, 64; and communication, 64; interdisciplinary approach to, 64; and sociology, 64; and technology, 79
Modood, Tariq, 54
Molina-Enríquez, Andrés, 52
Mongrel, 72, 87
Mongrelization, 87; as creolization, 57; and multinational corporations, 151
Monoculture, 91, 95, 171n2; Germany as, 89, 91; and monoculturalists, 20; North American, 9
Moore-Gilbert, Bart, 59, 165n6
Moran, Albert, 104
Moreau, Scott, 49
Morley, David, 27, 34, 35, 36, 37
Morris, Nancy, 5, 43, 157
Mosco, Vincent, 9
Mouffe, Chantal, 139, 176n5
Mowlana, Hamid, 167n3
MTV (Murr Television): closure of, 174n6; as Greek Orthodox television station, 124; localization strategy of, xii; and program internationalization, 100
Multiculturalism: and individual choice, 85; rejection of, 19–20
Murdock, Graham, 145
Murphy, Patrick, 38, 155, 166n8, 174n11
Music videos, 99
Mythopraxis, 61–62; definition of, 61

Nabateans, 119
Naficy, Hamid, 5, 10, 11
NAFTA, 9; and copyrights, 115; and Mexican audiovisual industries, 112–114
Naim, Fouad, 142
Nakayama, Thomas, ix, xiii, 95, 172n7
National Broadcasting Network, 144; as Shiite television station, 124
National Liberty Journal, 106
Nationalism: and creolization, 56; and essentialism, 58
Nation-state: behavior of, 17; and complex cultural dialogue, 55; and hybrid identities, 55; and hybridity, 54; and international communication, 157; and performance studies, 54; political agency of, 19, 41; as primary actor in international relations, 22.
See also State, the
Nederveen Pieterse, Jan, 19, 66, 166n1
Negrini, Antonio, 168n8
Négritude, xi, 134; and African socialism, 68; and biological determinism, 69; and black uniqueness, 68; and (French) civilisation, 69; and civilization, 69; and Créolité, 67–71; and (German) Kultur, 69; and purity, 69
Neocolonial rhetoric, 66
Nestorians, 120
New Television, 124
New World Border, 46
New World Information and Communication Order (NWICO), x; and Canada, 23; and culture, 26; and France, 23; and free flow of information doctrine, 23; as global media debate, 16; history of, 23; and holistic notion of culture, 24; and reviving of, 167n5; and Soviet Union, 23; and the UN, 23; and UNESCO, 23; and United Kingdom, 23; and United States, 23
New World Order, 46
New York Times, 25, 31, 73, 74, 75
Nigeria, 93, 94
Nightingale, Virginia, 35, 36, 168n7
Nisan, Mordechai, 119, 120
Nomad: definition of, 139; etymological origin of, 139
Nomadism, as enactment of hybridity, 133, 139–140
Nordenstreng, Kaarle, 43, 167n3
North America: continental integration of, 9; as immigration magnet, 10
Nye, Joseph, Jr., 169n1
Obeyesekere, Gananath, 61
Olson, Scott, 5, 6
Oriental jazz, 136
Orientalism, 59
Ortiz, Fernando, 14, 53
Ortiz, Renato, 53
Ottoman Empire, 120, 121
Oud, 136
Oxford English Dictionary, 1
Parameswaran, Radikha, 165n6, 167n6
Park, Myung-Jin, 157
Parker, Charlie, 136
Parrot, as pattern of cultural indigenization, 6
Particularism: and Créolité, 70; and négritude, 70; and syncretism, 50; and universalism, 50
Pax Syriana, 144
PBS, 105
Pease, Donald, 31
Performance studies: and hybridity, 54; and nation-states, 54
Persian Gulf, 99
Phares, Walid, 127
Phoenicians, 119
Pink Floyd, 133, 137
Poirier, Uta, 35
Pokémon, 76–77, 78
Poland, 93, 94
Political economy, 4; and cultural homogeneity, 153; and cultural studies, 157, 173n3; and hybrid media texts, 114; and hybridity, ix, xii, 8, 65, 75, 104, 148; of Lebanese media, 118; as Old Left, 157; and post-Fordism, 99; and textuality, 104
Portella, Eduardo, 25
Postcolonial theory, 29; and communication, 165n6; Holy Trinity of, 165n6; and hybridity, 2, 57–60
Post-Fordism: business practices of, xii, 17; as economic paradigm, 98–99; and political economists, 99; and regional markets, 99; and transnationalization, 99
Postmodernism, 17, 39, 64, 163n1(preface)
Postnetwork era, 82
Power, and identity, 22. See also Hybridity-power nexus
Pratt, Marie-Louise, 14, 53
Index

Prior consent principle, 98
Program format adaptation. See Format adaptation
Proximity, 142; alternative understanding of, 143; cultural, 140, 146; global-spatial, 42; and the local, 142; and social relevance, 143
Public Culture, 29
Public diplomacy, 17
Public sphere, 29
Publication of the Modern Language Association (PMLA), 40
Puebla, 111
Purity: as myth, 75–76; and nègritude, 69; popularity of notion of cultural, 58; racial, 48–49; as untenable assumption, 66
Qanoun, 136
Rabasa, José, 164n2
Race, 1; and colonization, 48; and creolization, 56; and culture, 56; and hierarchy, 48; and mestizaje, 52; and political outlook, 55; pseudoscience of, 48; purity of, 48–49; superiority of white, 49; and transculturation, 52
Race and Class, 66
Ragdoll Productions Ltd, 104, 105, 112
Rahbani, Assi, 135, 140
Rahbani, Elias, 135
Rahbani, Mansour, 135
Rahbani, Ziad, 135, 136–137, 140, 141
Ramadan, 145
Reality television, 99, 100
Reason, 86
Rede Globo, 99
Reeves, Harry, 103
Regional media centers, 6
Relativism, 20
Religion, and hybridity, 49–51
Renan, Joseph Ernest, 48
Robertson, Roland, 39, 42, 154
Rogers, Everett, 30
Romberg, Raquel, 169n4
Rosa, Andrew Juan, 51
Rosaldo, Renato, 46, 169n2
Rosenau, James, 154, 175n3
Rosengren, Karl-Erik, 34
Rowlings, J. K., 78
Royal Festival Hall, 136
Rushdie, Salman, 73, 116, 134, 147, 164n2
Sahlins, Marshall, 45, 61–62
Said, Edward, 70,13, 40, 59, 58–60, 127, 165n6, 167n2, 171n1
Salibi, Kamal, 127
Salwen, Michael, 27, 28, 30
Sánchez-Ruiz, Enrique, 112, 114
Santa Barbara, 122
Satanic Verses, The, 134
Satellite television: in Arab world, 99; in global culture, 15; in Latin America, 63
Satellites, 23; geostationary, 98
Saudi Arabia: electronic media in, 98; Wahhabi Sunnis in, 20
Scenarios: definition of, 16; of global culture, 15–44
Schement, Jorge, 30
Schiller, Dan, 9
Schiller, Herbert, 22, 23, 25, 29, 30
Schineller, Peter, 50
Schreiter, Robert, 50
Screen Actors Guild, 82, 83
Sectarianism: as confessionalism, 145; culture of, 120; as modern story, 121
Senghor, Leopold Sédar, 69
Sepstrup, Preben, 99
September 11, 2001, 17, 19, 99
Serres, Michel, 3
Shaw, Rosalind, 169n4
Sherwood, 140
Shohat, Ella, 110
Silicon Valley, 87
Simulacrum, 138
Simulation, 138
Sinclair, John, 27
Skidmore, David, 20
Smith, Anthony, 39
Social sciences: confused terminology in, 57; critical approach to, 29; and cultural globalization, 40; and European audience research, 35; interdisciplinary approach to, 64; interpretive approach to, 32; as “nomad sciences,” 64; North American research in, 31
Sociology, and cultural globalization, 16
Soft power, 169n1
Soviet Union, 23
Spanglish, 46
Spears, Britney, 15
Spivak, Gayatri, xi, 165n6
Sreberny-Mohammadi, Annabelle, 4, 14, 27, 29
Stam, Robert, 110
State, the, 17; and complex cultural dialogue, 55; and critical transculturalism, 44; and cultural globalization, 43, 157; and cultural imperialism, 43; and hybridity, 55, 156–161; as impresario, 103; in international communication research, 43, 156–157; and the local, 156–158; and media institutions, 103; and New World Information and Communication Order, 157
Stewart, Charles, 45, 50, 57, 169n4

Storm Blows Twice, The, 134–135, 144; audience interpretations of, 144; and confessional sensibilities, 143; and Lebanese nationalism, 144; and Lebanese society, 135; as local production, 134; paradox in, 142; as realistic, 135; strong female characters in, 134; and Syrian Nationalist ideology, 143–144

Straubhaar, Joseph, 5, 27, 28, 30, 140, 167n4

Structure, xii; of inequality, 2; relation to agency, 13, 29. See also Agency-structure relation

Syncretism, x, 45, 46, 169n4; in ancient Egypt, 49; and anthropologists, 50; broad definition of, 50; in Catholicism, 49; in Christianity, 49; and colonialism, 50; definition of, 49; etymological origin of, 49; and historians, 50; and inculturation, 50; as interreligious borrowing, 49; as intrareligious fusion, 49; and linguists, 50; in Mexico, 50; modern study of, 49; multiple meanings of, 51; negative connotations of, 50; and particularism, 50; and polytheism, 49; and universalism, 50; and Zapatista movement, 50

Syria, 116; and Syrian nationalism, 127, 143–44

Tabar, Paul, 119

Taboo, 61–62

Tajiri, Satoshi, 78

Taliban, 17

Taqassim, 136

Technology Review, 89

Tehrangeles, 11

Tele Chobis, xii, 64, 103–114; carnivalesque nature of, 110; cohabitation of monstrous and sublime in, 111; compared to Teletubbies, 107–108, 110; and copyrights, 110, 111, 112; country-western music in, 109; description of, 108–110; and genre, 110; hibernal ethos of, 110; as hybrid media text, 109–112; and hybridity, 107; juvenile audience of, 110; and language, 107; Mexicanness of, 109–110; and mythological fables, 111; Norteñas in, 109; radical dialogism in, 109–110, 112; textual excess in, 112; as transcultural text, 114; and viewer agency, 12; visual monstrosity in, 110

Télé-LumièrEEE, 124

Telenovelas: as hybrid texts, 8; and Maronites, 130–131, 135; and mestizajes, 8

Teletubbies, xii, 12, 64, 103–114; advertisements on, 104; and BBC, 104; and controversy, 105–106; as culturally neutral text, 107; description of, 105; and format adaptation, 104; and homosexuality, 106; imitation of, 105; and intertextuality, 172n2; and language, 107; marketing of, 105; popularity of, 105, 106; and Tele Chobis, 107–108, 110; and Televisa, 104; and TV Azteca, 104

Televisa, xii, 99, 104, 112–113; and format adaptation, 104; international strategy of, 112–113; and NAFTA, 112–114; sales figures of, 173n4; and TV Azteca, 113–114

Textual transparency, 5; and competitive advantage, 6

Theophanes, 119

Theory, Culture and Society, 39

Third World Quarterly, 40

Thomas, Nicholas, 175n3

Thussu, Daya, 29

TiempoS MixtErS, 62

Tomlinson, John, 5, 22, 41, 42; and complex connectivity, 21

TourouM, Roger, 3, 48, 67–71

Transculturalism, as preferred term, 14

Transculturation, x, xi; in Brazil, 53; in Cuba, 53; and deconstruction, 53; definition of, 53; evolution of concept of, 14; as integrative discourse, 53; in Latin America, 53; in magazines, 73; and mestizaje, 53; and multiculturalism, 53; multiple meanings of, 53; and native traditions, 53; in newspapers, 73; and race, 53; and world music, 53

Translationalism, 14; language of, 30

Transnationalization, definition of, 99

Transparency. See Textual transparency

Tunstall, Jeremy, 6, 22, 25, 26

Turner, Brian, 51, 52

TV Azteca, xii, 99, 112–113, 114; and Chilean government, 113; and Disney, 114; and NAFTA, 112–114; privatization of, 113; sales figures of, 173n4; and Tele Chobis, 104, 107; and Teletubbies, 104; and Televisa, 113–114

Two-step flow, 33
UNESCO: and First Amendment, 24; and global media debate, 23; and hybridity, 25; and New York Times, 25; and Reagan administration, 24; United Kingdom withdrawal from, 25; U.S. rejoining of, 25; U.S. withdrawal from, 25. See also New World Information and Communication Order

Unipolarity, 31–32

United Kingdom: and coproductions, 102; Department of Culture, Media and Sport in, 103; diasporic media in, 10; as exporter of media and cultural products, xii, 77, 102, 157; and global media debate, 23; immigrants in, 10; and imperialism, 59; New Labour in, 102; and television exports, xii; television trade deficit of, 103; withdrawal from UNESCO, 25

United Nations, and global media debate, 23. See also New World Information and Communication Order

United States: African Americans in, 159; broadcasting in, 158–159; Census of 2000 in, 55, 158, 170n5; as center of cultural exchange, 155; Coca-Cola as icon of, 35; conservatives in, 102; and coproductions, 102; cultural power of, 77; culture wars in, 106; denial of empire in, 31; diasporic media in, 10; dominance of world cinema, 85; as engine of hybridity, 80; ethnic minorities in, 160; and exceptionalism, 31; financing standards, 99; foreign policy of, 74; gays in, 159; global dominance of, 31; and global media debate, 23; Hispanics in, 159; hybridity in, 75; immigrants in, 10; independence from the British of, 31; and imperialism, 59; and intercultural relations, 74; Kate Smith war-bond broadcasts in, 34; and Lebanon, 117; as lone superpower, 41, 77; as melting pot, 51; and multiculturalism, 19, 150; and NAFTA, 9; official policy on global television of, 31; paternalism of, 77; popular culture of, 35, 60–61, 73, 77, 79–83, 93, 132, 155; production standards in, 99; promotion standards in, 99; racial conflict in, 81; rejoining UNESCO, 25; and September 11, 17; sitcoms from 122; television shows from, 76; and Third Way politics, 102; and unipolarity, 31; and universalism, 19; withdrawal of, from UNESCO, 25; and world power, 32

Universalism, 19, 20; and Créolité, 70; and humanism, 60; and hybridity, 60; and négritude, 70; and particularism, 50; and syncretism, 50

Uses and gratifications tradition, 34, 35

Utopia, 15

Valdman, Albert, 55

Valleynatos, 8

Valognes, Jean-Pierre, 116, 119

Van Dijk, Teun, 72–73

Varan, Duane, 14

Varis, Tapio, 23

Vasconcelos, José, 52

Vatican, the, 50

Veiling, 132, 146, 173–174n4

Video: cameras, 11; cassette recorders, 11, 23; editing consoles, 11; jockeys, 100; rhythm of, 64

Virchow, Rudolf, 46

Virgen de Guadalupe, 52

Viselman, Ken, 106

Voluntary self-ascription, 55

Wagnleitner, Reinhold, 35

Waisbord, Silvio, 43, 157

Wallerstein, Immanuel, 38

Wal-Mart Stores Inc., 105–106

Washington Post, xi, 73, 74, 75, 77, 79, 80, 83, 93, 106, 155

Waters, Malcom, 38, 42

Wayne, Michael, 99

Weaver, Frederick, 154

Werbner, Pnina, 54, 66

West, the, in intercultural relations, 155

Western Europe, as immigration magnet, 10

Whiteness, ix

Willnat, Lars, 27, 30

Wilson, Rob, 14, 40

Wood, Anne, 104

World Trade Organization, 25

Young, Robert, 49, 165n6

Yugoslavia (former), 11

Zachary, Pascal, xi, 72, 87–93, 94, 95, 151, 171nn3–6

Zamir, Meir, 127, 143

Zapatista movement, 50

Zassoursky, Yassen, 23

Zawbaa, 143

Zora La Rousse, 122