



Media, Communication, Culture

James Lull

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James Lull's classic work on media and culture in the global perspective is thoroughly revised, expanded, and updated. Drawing on the best contemporary social and cultural theory, the noted scholar offers a balanced, bold, and comprehensive analysis of current developments worldwide. In his familiar, reader-friendly style, Lull brings to life a wide range of examples, from hip-hop hybrids of New Zealand's Maori youth and the divergent meanings of race and culture in the United States and Brazil, to ethnic malls in California and the global impact of McDonald's and Microsoft. Complex theoretical ideas are explained in a clear and engaging way that challenges traditional understandings.

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