## Contents

Preface to the Revised Edition xi

1 World Politics in Transition: New Frontiers in International Relations 1
   - International Communication as a Field of Study 5
   - Approaches to International Communication 6
   - International Political Communication 8
   - International Strategic Communication 12
   - International Economic Communication 14
   - Intercultural Communication and Conflict 17

2 International Flow of Information: A Framework of Analysis 23
   - What is Information? 25
   - Perspectives on the Study of Flow 27
   - Problems of Measurement 29
   - A Framework for the Study of Flow 30
   - Factors in the Flow 33

3 News and Views: Designing the World's Symbolic Environment 40
   - Emerging Issues 41
   - Current Lines of Inquiry 43
   - News Agencies and News Exchange 47
   - The Direction of Flow 55

4 Broadcasting the World: National and International Images 66
   - Perspectives in Television Flow 66
   - Impact and Effects of Television Flows 69
   - International Radio Broadcasting 76
   - Direct Broadcasting by Satellite 80

5 Cultural Industry: From Books to Computers 90
   - Books, Journals, and Educational Texts 90
   - Film and Sound Recordings 96
   - International Advertising 97
Contents

• What We Have Learned 215
• What Needs to be Learned 223
• Research Questions for the Twenty-First Century 229

12 The Unfinished Revolution: The Crisis Of Our Age 234
• Communication as Cultural Ecology 235
• Communication and the Human Potential 238
• Toward a New Perspective of Global Communication 239
• An Ethical Framework 242

Bibliography 247

Index 261