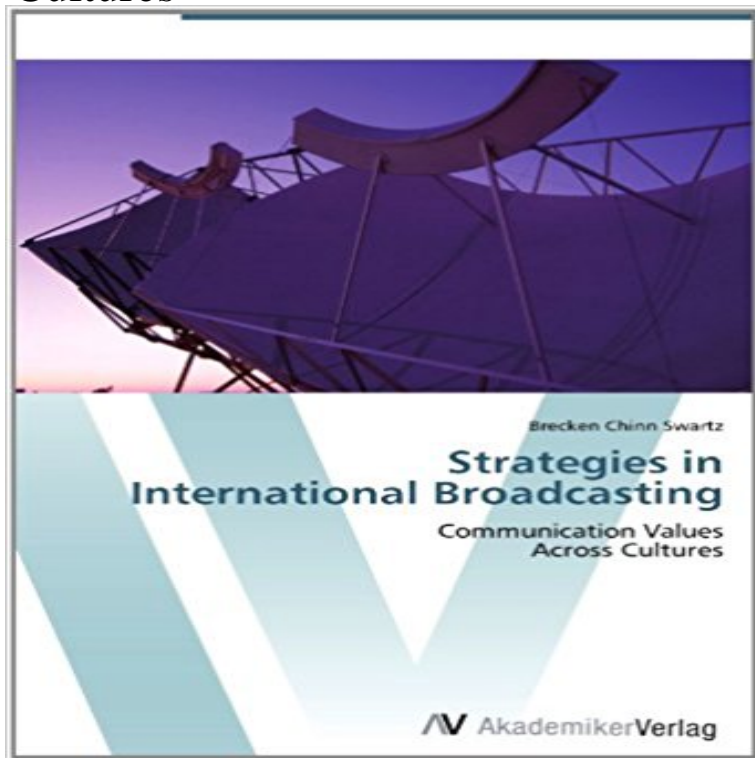


Strategies in International Broadcasting: Communication Values Across Cultures



Revision with unchanged content. Humans capacity to produce and distribute mediated messages across national and cultural borders is increasing at an unprecedented rate. What common language do we have to understand intentions as we convey ourselves through media? This study makes a case for re-structuring how we think about communication values by going behind the scenes with journalists and editors at some of the worlds most influential international media outlets. A new set of value criteria are tested and applied in real-world communication settings to provide a fuller vocabulary to describe the multi-faceted strategic decisions professional communicators make in preparing messages for the consumption of others. This book is an invaluable resource for broadcast professionals, academics, and aspiring communicators alike. The value scheme presented herein can serve as a cornerstone of any professional communication career.

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