



Editorial

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With the increasing globalization of research into media, communication and culture, there is an urgent need for a new and explicitly global forum to articulate the dynamic developments in this rapidly growing area of academic activity. *Global Media and Communication* addresses the globalization of media and communication arising from many vectors, not least the transnationalization of free market capitalism, and resistance to it. It will be a source of up-to-date material and analysis of current debates and developments in a continuously changing global scenario.

While recognizing the value of earlier traditions (such as international communication studies), *Global Media and Communication* aims to offer a transdisciplinary approach. Topics covered will include analyses of communication processes that overflow the boundaries of nation states. The journal will also challenge traditional divisions in media and communications, drawing on cultural studies and political economy as well as discourses of globalization, aiming to become a key forum for articulating debates among contrasting perspectives.

An important feature will be an active engagement with often-neglected regions and cultures, and giving voice to perspectives rarely provided by existing English-language journals in the area of media and communication.

This approach has been influenced by gradual, though virtually irreversible, changes in academic institutions worldwide where the trend

is to teach and research communication, media and culture in a comparative framework and locate these subjects in a global context. In addition, the field's increasing number of international researchers and postgraduate students looking for suitable high-quality material has made it almost an imperative to create this platform to lend impetus to strengthening publications in this field.

Global Media and Communication is led by an editorial team of scholars who have long been teaching and researching global media and communication. Their research expertise covers diverse geographical/cultural areas: Europe and Russia, South Asia and China, United States and Latin America. This strength is greatly enhanced by 10 distinguished regional editors to ensure the procurement of up-to-date information on as broad a front as possible, not configured by Anglo-American hegemony. A wider group of editorial advisors, representing some of the best-known scholars in the field, will be deployed in the refereeing process.

Global Media and Communication thus aims to:

- provide an international forum for research and critical debate on the role of the media globally and on media–culture interactions
- engage critically with the concept of globalization in relation to culture and media; to examine the tension between global/regional/local dimensions of media/cultural activity, in relation to, for example, concepts of hybridization and resistance
- examine the technological and institutional infrastructure of global communications, including satellite and G3 multimedia developments as well as regulatory frameworks such as the General Agreement on Trade in Services (GATS)
- analyse the political economy and cultural impact of media organizations, from transnational media conglomerates to alternative media
- examine the cultural contexts in which these media operate and how they contribute to the formation of meaning in relation to gender, ethnicity, religion and political ideologies
- broaden the sources of material on international media and cultural processes to include contributions from parts of the world underrepresented in the major anglophone journals (for example, China, the Islamic world, post-Communist countries)
- provide a forum for articulating debate between different critical perspectives, including those from intellectual traditions generally marginalized in Anglo-American scholarship
- provide analysis of the full range of media, including print and electronic media, publishing, computer-mediated communication, mobile communication, telecommunications, advertising, animation, film and popular music.

Given such aims, we hope the journal will interest a wide range of readers, including policy-makers, media practitioners, activists and researchers in

the fields of communication and media studies, cultural studies, sociology, politics, racial and ethnic studies, anthropology, international relations and communication technology.

Global Media and Communication will be published three times a year in April, August and December. Each issue will include a mixture of theoretical writing and empirical research. We are also hoping to publish regular interviews with key thinkers in the field to have an ongoing debate on the pages of the journal. Normally there will be one or two substantial review articles and short reviews of new developments in research, media programming and the web. The journal will have a regular feature on key policy and other documents related to global media/communication as well as fresh statistical information on international media/cultural production and consumption. Since the journal will have a substantial review section under the stewardship of our Reviews Editor, Des Freedman, we will aspire to make it as international as possible, including reviewing books published in languages other than English. We also plan to have thematic issues or sections of the journal devoted to exploring a particular theme/event or argument.

This inaugural issue of *Global Media and Communication* kicks off, appropriately, on the theme of globalization, with a debate on 'What is global about global media?' based on a day-long symposium organized by the journal at the London School of Economics and Political Science, with contributions from many eminent academics and members of the editorial board of the journal, as well as up-and-coming new researchers. The issue also features a wide-ranging interview with Anthony Giddens, one of the most-referenced commentators on globalization, and an empirically detailed article by Dan Schiller, analysing the implications of the integration of China into the global communication economy.

The review section is launched by an essay on recent books on the dynamic between globalization and culture by Nabeel Zuberi of the University of Auckland. As noted, we will regularly include reports on policy developments, media reviews and industry data: in this issue we carry an update on GATS and the audio-visual sector, as well as a brief review of Islamist websites.

We are deeply grateful to all our friends and colleagues for their ongoing support, and, most important, to Julia Hall and the team at Sage – Jamilah Ahmed, Jane Price and Debbie Cock – for making the idea first floated in 1997 a reality in 2005.

We aim to make *Global Media and Communication* an authoritative publication in the field and would very much appreciate your comments

and suggestions. We welcome contributions – from new or well-established scholars – on any aspect of global media and communication and from a range of theoretical perspectives. The aspiration of *Global Media and Communication* is to become, in due course, the agenda-setting journal for global media and communication.