

COMMENTARY

Internationalizing Media Studies: A Reconsideration

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Considering the objectives of a 2006 conference on ‘Internationalizing Media Studies’ Global Media and Communication (2007) this contribution reflects on progress since—seeing more impediments in 2015 than new imperatives to this goal. The need to internationalize media studies beyond western perspectives is even more apparent with ever more globalized academia, scholarship and student cohorts. The scale and scope of change is profound but the field is still overly reliant on formulations from specific historical and cultural contexts with countries notably China, India and Iran requiring different approaches, having different traditions to observe. The contributor’s book chapter (Thussu, 2009) highlighted two areas to consider: media history and religion. So it is that careful consideration of history and religion and non-western traditions in all parts of the world is needed to avoid the dangers of focusing too much on immediate or ephemeral material in research.

Keywords: Internationalizing; religion; media studies; non-western perspectives



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Competing Interests

The author has no competing interests to declare.

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