





LV LPEDODQFHG DQG GWK EORSLQZV FIRXQWULHV ZDV  
PLVUHSUHVHQWHG > @ \$ JUHDW QXPWHUHRIGVWXBLUHV  
LQWHUQDWLRQDO QHZV IORZ HVSHFLDO DV VDOFWXQBDOO  
> @ DQG 2VWJDDUG > @ SURSRVHG DWKLRQDOW QHZV IR  
VWXGLHV SURSRVH YDULRXV IDFWRORZLQDOGXHQFWGEP  
LGHQWL\ ZKDW WKH WFRVWS LDFV RUFVV DVWUXHFW QHDZOV WK  
LQWHUQDWLRQDO QHZV IORZ SRLQWHV R\XV WKGDWRQLWH  
GLUHFV UHIOHFWLRQ RI LQWHUQDWLFHQDFOWHGDEGWWHG  
WKURXJK D PXOWLWXGH SURFHVV RI WKKHQWQHJZV HPHQDLD  
IORZ LV TXDQWLWDWLYHO\ LPEDODQDFHQGEWWZHTQLUBV  
GHYHORSQJ FRXQWULHV ZKLOH UHQFHDOLQDQWRKPSDQJ  
LQ WKH ZRUOG

,QWHUQDWLRQDO QHZV IORZ LV D PDMRU PHDQV RI LQ  
WKH VWUXFWXUH RI LQWHUQDWLRQDOOQDOWZV WDRUGD\ ZSU  
SLFWXUH RI LQWHUQDWLRQDO QHZVGIORZVWRPMPFRVXQIL  
WR ILJXUH RXW D JOREDO LQWHUDWLFWLBQFVQVWHUPSWK  
UHODWLRQV KLS %DVHG RQ WKH ZRUOGEP\$W WHP LGKHQ  
VWUXFWXUH DQG SURFHVV RI LQWHUQDWLFHQDFOWHQJZV  
7KH ZRUOG V\WHP WKHRU\ LV DQ H[WKHQGHFSDQRGHQFH  
FDSWXUH WKH JOREDO V\WHP DWGHDYHQZRSWGHURDQWU  
FHQWHU DQG WKH UHVW RI WKH ZRUOGHQJZV W:IDQSHHVV  
VHHV WKH ZRUOG DV D JOREDO MSHVQEPQVQZKQEQNHGX  
FDSLWDOLVW V\WHP ORFDWLQJVSRXQMWIRUJREQHWKRIP  
HFRQRPLF VRFLDO DQG SROLWLFDOOGUSHOULVSRHQV >FRQH

7KH VWXGLHV HPSOR\LQJ WKH ZRUOGVXUWRIPGHSHHQ  
UHODWLRQV ZLWK LQWHUQDWLRQDOOQDOWHQJZV WLRZDQDQ  
(VSHFLDOO\ LQ WKH DJH RI LQIRUPDWLRQ WHFKQR  
FRPPXQLFDWLRQ LQZKLFKFRFRWQVUEHQGGFEWRDQVHWV  
JHRJUDSKLFDORFDWLRQV \$W WKH JOREDOVIERHPKQZFI  
V\WHPV KDV EURXJKW WKH HPHUJHQDWLRQV WLDQVRODQ  
PHGLD JLDQWV WKHPVHOYHV PLJKW KDYNWVWKFWSRZH  
LQWHUQDWLRQDO QHZV IORZ EHRQGLQWKHVERXQVQDGLHR  
HPSOR\QDWLRQVWVWVQDQVWLVKHQVQKQVHHRQWKKHV  
RI WKH ZRUOG V\WHPVWKHQHQEVHQVHQVHQVHQVHQVHQV  
OHYHO WKHLU ILQGLQJV PD\ EH OLPLWHG WR WKH H[W  
LPDFW RI JOREDO PHGLD FRUSRUDWLRQVFRKH DWK&1Z  
V\WHP WKHRU\ DV &KDQJ > @ S RLLQVRRQVZKSWRYILG  
FDVXDO RU QRQOLQHDU UHODWLRQVYKLSLOQ WKH QGHZSH  
UHODWLRQV KLS VKRZV WKH G\QDPIQDFU RHULQVHURQDQVLRQ  
LW OHDYHV WKH FRPSOH[LW\ RI QHZVWHDQDQVWLVHQDQ  
XQDQVZHUH

OHGLD (IIHFV 6WXGLHV

OHGLD HIIHFV VWXGLHV DWWHPSW LQR DQVHQVILQVHU  
PHGLD\VFRQWULEXWLRQV WR WKHFRQVWUXQWHPWDX  
IRFXVLQJ RQ WKH SURFHVVHV WKURXJKZKDSHGRKUWKH  
PHGLD KDYH VWURQJ LPDFWV RQ WKHIZVHVVRMXGWKXG  
LQWHUQDWLRQDO QHZV DV D VRFLDO DUWLIDFWFRQVW  
UHDOLW\ DQG VXSSRUW WKH QRWLRQWKDW LQWHUQD  
MRXUQDOLVWLF SUDFWLFHV DQG LGHRORJLFDORHOLHV



WKHRUHWLFDQ DQG PHWKRG R O F R I Q F A C H Q W E / D K R Z H Y E X  
VWXGLHV VHOGRPJE [ S O Z V Q L K R Z W R X P U B I G H \$ B G D / C G F R K Q V H  
UHYLHZHG DERYH KDYH DWWHPSWHGLWQRH H V F I C H X U / I E Y H K O D Y G  
SROLWLFDO HFRQRPLF WHUPV 6 X F K W I C Q Q D S I S S I C D E B W L R U  
IROORZLQJ VHFWRU GLVFXXVHV H R S U H H V Q L R Q Z D Q D V X Q I R  
FRQVWLWXWHV I R U H L J Q R Q H H Z W B Q D G F R I Q U / L R Q X W R H K X P D Q

)RUHLJQ 1HZV DV D &XOWXUDO ([SUHVVLRQ

7KH LGHD RI FXOWXUDO H[SUHVVLRQDUH P R O O F L H U Q W B G Z L  
FRQVFLRXVQHVV \*HEVHU > @ DUWGE X E B X U M H W Y D D W H W  
FXOWXUH DQG WKDW FXOWXUDO M P S I C H W V L I R R S U I R F L V G  
DUWLIDFWV DUHDL G E R E S R U D W H O R G G O W R U G L F R F R U D W I R Q D O  
ZKLFK VLJQLILHUV DQG VLJQLILHGWDFK O R U E R J L F D O L O D W  
:LWK QHZVSDSHU I R U H L J Q F R X Q V Q U L R U P D R I H G W V I P O X U R E  
D VWURQJ L P S D F W R Q W K H Z D \ S H R S O U H X C C G H I U S / W L D L C G F  
UHGXFHG WR SHU S H S F W L Y D O \ I R W K H L S G V H / S O I L P O Q H I H W W  
P R G H U Q D Q G U D W L R Q D O D Z D U H Q H V V E Z O H G O H V R 7 K L V  
WUDQVIRUPDWRU RI I R U H L J Q N Q R Z O F R P J H L Q M D Q L W X W D F  
D Q G L Q G L Y L G X D O L J H G > @ 1 H Z Q J K D F W L O V L W L E H F R D Q G  
E H U H D G L Q G L Y L E R W O D O 7 E R P L S C H U M S R L F R O Y H D \ D R L E Q W  
ZLWK I R U H L J Q F R W K D W L H R U H Q G Q F O M Z A W E B F R P R I X F D Q F K  
VRPH I R U H L J Q Q H Z V R Y H U R W K H U W E D W W G , Q Q W R X U W G R I C  
VRXJKW WR E H S U R R M V Q D R O D O L D Q G J O R Q I Z O L J E W R R D J I F H U  
RI GLVFRXUVH > @

\$ORQJ ZLWK QHZVSDSHU WHOHYLVLRQ F R O W K H R X S Q R  
I R U H L J Q Q H Z V . U D R H U 3 F R O C H W H L Q G R V F I R W W R U W K W K W V Q S U V  
IURP EHLQJ VIPEROLF WR EHLQJ VLJSDOYHIGQ FYLDS VHX S  
QDWXUH WUXWK' SS 3 H R S O H D Q G H H G W M Q F L G W H  
WR ZKDW WKH V H D J H Q G I Z K D W H W R K P H O L O F U R P M F R M U R I Q D V  
, Q W K H S H U V S H F W L Y D O Z R U O G K X P D Q X F F R C V L F I K R X W R F R  
UHODWLRQVKLSV DV V X E M H F W R E M H F W H D I C J H E R L C P W K  
FRQVFLRXVQHVV DV R E M H F W V R I R X Q F R R X Q W U L H V 2 X U R F  
D S S H D U F R P S O H P I R O M D W Q C F R X O W U R L H R W I H U H V U H Q X F H E V W  
UDWLRQD J Q L Q H G Z M R U H L W K D F P R O G E S U F H F X V U R I Q L W

)RUHLJQ 1HZV DV DQ ,QWHJUDWLQJ ,QWHUSUHWDLR

3HUVSHFWLYH LV D UDWLRQDO IRUP RI KRZ ZH PDNH VI  
SRLQWV RI YLHZ LQ WKH PDJLF D Q G Q P I W W K L B D S R V Q W X F  
HPHUUHG ZLWK WKH SHUVSHFWLYD O U F R I Q D V L R R V E H P D J L  
P I W K L F D O E H F D X V R S H R I S O Y H E D Q Q Q W S H E W Z Y M K R X L O H S H  
QHZV LV D IRUP RI SHUVSHFWLYDO FRQVFLRXVQHVV D  
D Q G P I W K L F D O H O H P H Q W V > @ 0 D J L L Z L V G W R K W K X Q G P I  
SRZHU D Q G F R Q Q H F W L R Q W R V R P H W K L Q J I R U H L J Q  
0 D J L F L V W K H P R V W I X Q G D P H Q W D O V R X Q E P D R I L Q S E Z H  
LPDJLQDEOH D Q G X Q L G H Q W L I L D E O H V L W K E W H I L B B O H R D Q  
EXW 3 P D N L Q J ' 0 L F N X Q D V mah(g)SKDV W K B J V D P V U R R W D  
3 P D F K L Q H ' 3 P H F K D Q L Z K L F D Q G J P R I Q W R ( X B R S R Z Q I O D C Q X  
> @ ) R U H L J Q Q H Z V L V D Z D \ R I O G Y H T K O V Q U V R W K H E S E  
3 P D N L Q J ' , W Q R W R Q O \ P D N H V X V D E X W O D D E O R I P D R N I O R F

FRXQWULHV DYDLODEOH WR LQWLQJSWHWHZYLLWKRRQXUDLVGH  
H[SUHVVLQR RI ODPFHUQW @LVPODLVVLV<sup>3</sup> EDJ RFLQFEDVYDLVQ  
H[SUHVVLQR RI WKH PDJLF LPSXOVH LQ KXPDPQNLQG' S  
7KH P\WKLFDQ VWRUJLFWXWUHHGLV7DKH ZLRUJG \*PW RKR' S' HDN  
LQVWUXFW' > @ S \*HEVHUEH@ZBRDQWKRHRXQV OVLN  
mouth DQG WKH UTKHN<sup>3</sup> P\WKR' URRW LV DQDHR ZUKH @ WHG  
UHIHUV WR FORVH RQHVHOI > @ RFR QRWH RLDQ V KMKIE QWH  
SHUVSHFWLYDO VHQVH UDWKHU LW\$OP/SORLXJK<sup>3</sup> WIKOR QJRL  
PLJKW EH RSSRVLWH LQ WKH SHUW SHHWLRYDSCO MFIQQW DU  
P\WKLFDQ VWUXFWXUH 7KH P\WKLFDQ SURQWLFGRQJ/QM  
KHUPHQHXWLFDO IRXQGDWLRQV RI KXPDPQHGRIPRQL  
XQGHUVDQGLQJ LQWHUSUHWDWLRQ DQG WUDQVODWL  
7KH P\WKLFDQ FRQVFLRXVQHVV DnagR /DQYLQYIHPD JHP'D  
,QWHUQDWLRQDO LPDJHV HOLFLW HPR WOLRQD OD D JHWSRQ  
DQWKHPV DQG WRWHPLF DQLPDOV RIUWPI@H YL V @R @ODRL  
IDFLOLWDWHG E\ WKH :HVWHUQ ELDUVDRI ELDJR MKDWUUDV R  
WUXWK LV ZKDW ZH VHH > @ 1HZVSDSHU LV DOVR EHL  
WHOHYLVLRQ DQG WKH ,QWHUQHWDVQL RQ GHXG VFRQ DHHW LF  
FHQWHUHG OD\RXWV DQG VWRU\ FVCSVSHXIFV@S QVR GDH  
JRRG H[DPSON WR QXFFKIHG WQ HCDSPRULDE HSK H @ B WIKOR OF  
LQYHVWLJDWHG LQWHUQDWLRQDOLIPDJHVVDWQ G HFRSONHU  
WKH GR[LFEHOLHIV LQ ZRUOGV μR XJM RW K B S K L F DQOM PKH  
DQG FXOWXUDOO\ > @ S  
)RUHLJQ QHZV SURYLGHV WKH LPDJH KHRIDISJHDLUQLQ  
DXGLHQFH V FRQVFLFRQHWLWV \$DQVRII RW MLKHQ LFRDQJW UL  
RI WKH QDWXUDO RZFWHZR UOIG > L P@VMDUG @ \ QRRW UQH/VSH  
DQ\WKLQJ DFWXDO UDWKHU WKHW DRQV WRKH WUKHHI OAHFWW  
FRQVFLRXVQHVV DV DQ@R KRZQRHIDQDQVWVQV , DDJH P DRIL IIRV  
FRXQWULHV H[LVW WKH ZDKHRQWRE B @ LHXQGHUHM WIDQ G  
SUHVXSSRVLWLRQDOO\ ZKDW IRUHLKQLVFRKHQWLPIDHJV D RH V  
RUGHU WR EUDF MHWL WRXGH QDIWLXDDKQD UZHF @ H @ V UL HUVHIC  
DWLWVXGH WRZDUG WKH IRUHLJQ LPDJHV LQ WKH GR[LFE

6XPPDU\

,Q VXP WKH SUHVHQW VWXG\ KDVFDWVWHH PSLW @ GR WIR WFKD  
DQG WR H[SORUH LW DV D FXOWXUDOLCHHJSUQHYZVLRQ \$R VQ  
ZKDW LV KDSSHQLQJ LQ IRUHLJQ FRXQWULHVWVHVSUIDWKRIX  
WKURXJK IRUHLJQ FRXQWULHV & XIRUHXUDLQF DQSD @ G V HRS  
XQOLNH PRVW LQVWUXPHQWDO DQG SJHRSRS/SWGYWFRDP  
UHDFW SURFHVV RULSHQVQDWLRQ WYONKZD V XFORVPCQRIFQWLR  
WKDQ XQLGLPHQVLRQDO DQG PHDQLQH VHH HFK B QHNGQ  
FUHDWLYH UDWKHU WKDQ WUDQVPRVQD RQH V & XROWK WQD Q  
FXOWXUDO PDQLIHVWDWLRQ DV WRXURZH ZHLVPIHQH R/XHQ V  
PLOLHX :D\ RI XQHJQV @ DZG LQHYHEDD B QS DQWLVFXODUF  
FXOWXUDO PLOLHX DQG FXOWXUDLQF BQS BHDQVLRRI SQRRC  
FUHDWHV DQG VXVWDLQV RXU SHQVSHFWLYDO XQGHUV

### 5HIHUHGFHV

0 0F/XKTEC On medium is the massage 5DQGRP +RXVH 1HZ <RUN  
 - - 3L051VW0E On a body working over the body: An application of Gebser to popular  
 culture. Consciousness and culture: An introduction to the thought of Jean Gebser  
 :HVWSRUW \*UHHQZRRG  
 - \*HEVHU 1 %DUVW0E Over-present 5NJK QDKLR 8QLYHUVLW\  
 \$WKHQV  
 / 0XPIRETC Technics and civilization +DUFRXUW %UDFH :RUOG 2U  
 ( 0 .UDPH0E Modern/postmodern: Off the beaten path of antimodernism HVWSRUW  
 3UDHJHU  
 ( 0 .UDPH0E Multidimensional accrual and dissociation: An introduction. In J. Grace & E.  
 M. Kramer (Eds.), Communication, comparative cultures, and civilizations  
 +DPSWRQ 1HZ <RUN  
 7 &KDQJ &RPPXQLF0DWLRQ 5HVHDFK  
 5 / 6WHYHQVRR -RXUQDOLVP 4XDUWHUO\  
 3 - 6KRHPDNHU Mediating the message: Theories of influences on mass  
 media content /RQJPDQ 1HZ <RUN  
 & /HH - 0 &KDQ = 3000 media<spectacle: News war over Hong  
 Kong 6WDWH 8QLY+RUMLVUHRVVIHQZ0EDQ\  
 0 0DVPRXGL -RXUQDO0RI &RPPXQLFDWLRQ  
 - \*DOWXQJ +UQD0JRI 3HDFH 5HVHDFK  
 ( 2VWJDDUG -RXUQDO RI 3HDFH 5HVHDFK  
 \$ < 60 Social change and development: Modernization dependency and world-  
 system theories 6DJH &\$ 1HZEXUJ SDUN  
 , :DOO The modern world system. \$FDGHPLF 3UHVV 1HZ <RUN  
 . .LP \* \$ %DUQHW &RPPXQLFDWLRQ 5HVHDFK  
 . 0 &DUUDJHH -RXUQDO LVP 0RQRJUDSKV  
 7 \*L The whole world is watching: Mass media in the making and unmaking of the  
 New Left 8QLYHUVLW\ RI &DOLIRUQLD 3UHVV %HUNHOH\  
 6 + The rediscovery of 'ideology': Return of the repressed in mass media studies  
 Culture, society, and the media 0HWKXH 1HZ <RUN  
 0 % 6DOZHQ ) 5RXUQDOLVP 4XDUWHUO\  
 % & The mass and foreign policy 3ULQFHWRQ 8QLYHUVLW\ 3UH  
  
 ' \$ 6FKHXIH0H 0DVV &RPPXQLFDWLRQ 6RFLHW\  
 \$ \*UDPH0E Notebooks ,QWHUQDWH0D0H0Z0ERUM  
 + \$ 3DUN -RXUQDO 0RI &RPPXQLFDWLRQ  
 7 &KDQJ 6KRHPDNHU 3 - %UHQD0E HU 1 &RPPX  
 . 0 &DUUDJHH UHQD0HUIQ&RPPXQLFDWLRQ  
 ' / \$OWR0E Public Opinion Quarterly 48  
 7 \*OD0E Origins of Mass Communications Research during the American Cold War:  
 Educational Effects and Contemporary Implications /DZUHGFH (UOEDXP \$V  
 0DKZDK 1 -  
 0 6FKX0E Origins of the ideal of objectivity in the professions: Studies in the  
 history of American journalism and American law \*HUODQG 3XEOLVKLQJ  
  
 ( 0 .UDPH0E Phenomenology of international images. In Philip Blosser, Eiichi  
 Shimomisse, Lester Embree, & Hiroshi Kojima (Eds.), Japanese and Western  
 phenomenology .OXZHU \$FDGHPLF 3XEOLVKHU 'RUGUHFKW  
 ( 0 .UDPH0E The origin of television as civilizational expression. In John Deely (Ed.),  
 Semiotics 1990: Sources in semiotics 8QLYHUVLW\ 3UHVV RI \$PHULFD

0LFNXQDV \$OJLV &LYLOLJDWLRQV 0DLQV&X&EJW&WHV  
0RGHUQ 72RXJKW