



## Handbook of the Media in Asia

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This comprehensive handbook profiles the current state of the mass media in all the 25 countries/economies that comprise Asia. Following the customary division of the continent into South, Southeast, and East, the 36 contributors provide a dispassionate and exhaustive discussion of the problems and issues relating to the media in each country/economy. It not only covers the print and broadcasting industries but also the "new" media associated with the information technology revolution.

Overall, this handbook describes the crucial features and outcomes of Asia's interaction with and reaction to the rapidly expanding Information Superhighway. A valuable reference tool for educational and public libraries, it will be essential reading for all those involved in mass media studies, international and comparative communication, journalism, advertising, and public relations.

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