

# Contents

<i>List of Figures</i>	ix
<i>List of Tables</i>	xi
<i>Preface</i>	xiii
<b>1 Introduction</b>	<b>1</b>
<b>PART I</b>	
<b>Convergence of the Global Media Industries</b>	
<b>2 Media Convergence of the Global Media Industries</b>	<b>17</b>
<b>3 Transformation of the Global Broadcasting Industries</b>	<b>31</b>
<b>4 Transnationalization of the Advertising Industries</b>	<b>46</b>
<b>5 Convergence of the Movie Industries</b>	<b>62</b>
<b>PART II</b>	
<b>De-convergence of the Global Information Systems and Culture</b>	
<b>6 Restructuring of the Global Telecommunications System</b>	<b>79</b>
<b>7 De-convergence of the Internet and Software Industries</b>	<b>94</b>
<b>8 De-converging Convergence in the Global Communication Industries</b>	<b>111</b>
<b>9 Convergence Versus De-convergence in News and Journalism</b>	<b>127</b>
<b>10 Conclusion</b>	<b>140</b>
<i>Notes</i>	145
<i>References</i>	151
<i>Index</i>	165