

# Contents

Acknowledgments ix

Introduction 1

## PART I: TRANSITIONS

- 1 From Apartheid to a New Democracy: Areas of Shift 17
- 2 “This Time for Africa”? Global Media Studies  
and the View from the South 47
- 3 A Changing Media Culture: Professional Ideologies  
between Past and Present 58

## PART II: LOCAL CONTESTATIONS

- 4 Is This Freedom? Media Ethics, “African Culture,”  
and Universal Values 79
- 5 Global Genres and Local Context: What Controversies around  
Tabloidization Tell Us about South African Media and Society 97
- 6 Rethinking Global and Local: South African Perspectives  
on the “Future of Journalism” 112

### PART III: GLOBAL SHIFTS

- 7 BRICS and Beyond: Mediating New Geopolitical Relationships 135
- 8 New Pressures and Opportunities: Technology, Geopolitics, and Social Change 152
- Conclusion 167
- Notes 173
- References 191
- Index 211