



News as Entertainment: The Rise of Global Infotainment

Daya Thussu

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News as Entertainment: The Rise of Global Infotainment Daya Thussu

Richly detailed and empirically grounded, this first book-length study of infotainment and its globalization by a leading scholar of global communication, offers a comprehensive and critical analysis of this emerging phenomenon. Going beyond - both geographically and theoretically - the 'dumbing down' discourse, largely confined to the Anglo-American media, the book argues that infotainment may have an important ideological role, a diversion in which 'soft news' masks the hard realities of neo-liberal imperialism.

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