



*Incommensurability and Cross-Language Communication*

Reimagining Communication: Meaning surveys the foundational theoretical and methodological approaches that continue to shape communication studies, synthesizing the complex relationship of communication to meaning making in a uniquely accessible and engaging way. The Reimagining Communication series develops a new information architecture for the field of communications studies, grounded in its interdisciplinary origins and looking ahead to emerging trends as researchers take into account new media technologies and their impacts on society and culture. Reimagining Communication: Meaning brings together international authors to provide contemporary perspectives on semiotics, hermeneutics, paralanguage, corpus analysis, critical theory, intercultural communication, global culture, cultural hybridity, postcolonialism, feminism, political economy, propaganda, cultural capital, media literacy, media ecology and media psychology. The volume is designed as a reader for scholars and a textbook for students, offering a new approach for comprehending the vast diversity of communications topics in today's globally networked world. This will be an essential introductory text for advanced undergraduate and graduate students and scholars of communication, broadcast media, and interactive technologies, with an interdisciplinary focus and an emphasis on the integration of new technologies.

International Management