

The First Global Village How Portugal Changed World Martin Page

Uncovering a vast maze of realities in the media theories of Marshall McLuhan The term “global village”—coined in the 1960s by Marshall McLuhan—has persisted into the twenty-first century as a key trope of techno-humanitarian discourse, casting economic and technical transformations in a utopian light. Against that tendency, this book excavates the violent history, originating with techniques of colonial rule in Africa, that gave rise to the concept of the global village. To some extent, we are all global villagers, but given the imbalances of semiotic power, some belong more thoroughly than others. Reassessing McLuhan’s media theories in light of their entanglement with colonial and neocolonial techniques, Nolan implicates various arch-paradigms of power (including “terra-power”) in the larger prerogative of managing human populations. Forerunners: Ideas First

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is a thought-in-process series of breakthrough digital publications. Written between fresh ideas and finished books, Forerunners draws on scholarly work initiated in notable blogs, social media, conference plenaries, journal articles, and the synergy of academic exchange. This is gray literature publishing: where intense thinking, change, and speculation take place in scholarship. This bestseller is newly revised with updated statistics, new activities and completely new material on food security, energy and health. By shrinking the planet down to a village of just 100 people, children will discover how to grow up global and establish their own place in the world village.

No, time has not ceased and space has not vanished, but life does seem to be moving rapidly that way.

Telecommunications, satellites, computers, and fiber optics taken together are halving the cost of processing, storing, and transmitting information every eighteen months. The global village even has its own market

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square in the shape of the internet—a forum for commerce, information, entertainment, and personal interaction that makes previously undreamed of access to information available almost instantly and at extraordinarily low cost. Estimates suggest that 250 million people around the world use the internet already, with the number rising every day. Global Village is not only the internet and telecommunications, but it is also the more traditional fare of economists—trade in goods and trade in assets. The theoretical case for free trade is that it permits countries to concentrate on activities in which they enjoy comparative advantage and subjects firms to the healthy discipline of foreign competition. This means higher productivity and increased living standards while consumers enjoy access to a wider variety of goods and services at lower cost. This is true not only in theory, but it is true also in practice. Our post-World War II prosperity is based in large part on the rapid expansion of international trade in goods and services, which year

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after year has grown more rapidly than production. The theoretical argument for the free movement of capital is essentially the same as the argument for free trade in goods: Money can be channeled to its most profitable uses worldwide, financing productive investment opportunities even where domestic savings are scarce. However, the recent crises have made that a more controversial proposition. Scholars argue that academic publications promote myths like "Globalization leads to one healthy world culture," "Globalization brings prosperity to person and planet," or "Global markets spread naturally." They argue that globalization ideals represent primarily Westernized perspectives. They further assert that management educators have given little thought to the fact that not everyone wants to be a member of a global village. These experts argue that it is important for scholars and citizens to balance unbridled enthusiasm for capitalism with evidence of its results. They call for an open and egalitarian dialogue among those who promote globalization

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and those who believe it has negative consequences.

Bring the world a little closer with these multicultural books. An excellent way for students to appreciate and learn cultural diversity in an exciting hands-on format. Each book explores the history, language, holidays, festivals, customs, legends, foods, creative arts, lifestyles, and games of the title country. A creative alternative to student research reports and a time-saver for teachers since the activities and resource material are contained in one book.

Telecommunications for Development in the Information Age

If the World Were a Village

Caribbean Food from Buccaneers to Ecotourists

Searching for a Home in the Global Village

Networks In The Global Village

Why America Fascinates and Infuriates the World

Help your child become a global citizen with this accessible introduction to the people who live on our planet, with big ideas broken into bite-size chunks through clever graphic design. Perfect for home and classroom

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settings! With almost 7.8 billion people sharing the earth, it can be a little hard to picture what the human race looks like all together. But if we could shrink the world down to just 100 people, what could we learn about the human race? What would we look like? Where and how would we all be living? This book answers all these questions and more! Reliably sourced and deftly illustrated, *If the World Were 100 People* is the perfect starting point to understanding our world and becoming a global citizen. If we focus on just 100 people, it's easier to see what we have in common and what makes us unique. Then we can begin to appreciate each other and also address what things we want to change in our world.

History has become focused on the future; the age of information superhighway finds us always looking to the next horizon. But will there be a future for humanity? Considering the dire threats from environmental degradation, nuclear proliferation, and vicious ethnic rivalries, one may wonder what sort of future if any is in store for humankind. Eminent scholar H.J. Blackham tells us our future, the outcome of our history, has already been mapped out. If we want to know where we're going, we need to embrace where we've been. The West must take the time to understand, appreciate, and learn from its rich past in order to move toward its future. *The Future of Our Past* is a powerful thematic essay that follows the course of Western history into the postreligious present in terms of cultural inheritance and legacy. Pagan Greece, Yahweh's Judea, and Christian

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Rome are the three universal models that shaped the past and continue to shape the present. From the Renaissance through the Enlightenment and on into the modern industrial period, the West has evolved in often tumultuous ways. As science, politics, and economics grew and developed, they clashed with and finally broke away from the established religious viewpoint. What does the secular world offer us as a new vision of humanity? What, if any, hope can be found in the many upheavals of today's world? Blackham restores the idea that civilization is a precious inheritance of the past in which we all share. His valuable observations help us to appreciate our responsibility to preserve this legacy and pass it on to future generations.

A call to action to include marginalized, non-western communities in the continuously expanding digital revolution In the digital age, technology has shrunk the physical world into a "global village," where we all seem to be connected as an online community as information travels to the farthest reaches of the planet with the click of a mouse. Yet while we think of platforms such as Twitter and Facebook as open and accessible to all, in reality, these are commercial entities developed primarily by and for the Western world. Considering how new technologies increasingly shape labor, economics, and politics, these tools often reinforce the inequalities of globalization, rarely reflecting the perspectives of those at the bottom of the digital divide. This book asks us to reconsider 'whose global village' we are shaping with the

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digital technology revolution today. Sharing stories of collaboration with Native Americans in California and New Mexico, revolutionaries in Egypt, communities in rural India, and others across the world, Ramesh Srinivasan urges us to re-imagine what the Internet, mobile phones, or social media platforms may look like when considered from the perspective of diverse cultures. Such collaborations can pave the way for a people-first approach toward designing and working with new technology worldwide. Whose Global Village seeks to inspire professionals, activists, and scholars alike to think about technology in a way that embraces the realities of communities too often relegated to the margins. We can then start to visualize a world where technologies serve diverse communities rather than just the Western consumer.

Networks in the Global Village examines how people live through personal communities: their networks of friends, neighbors, relatives, and coworkers. It is the first book to compare the communities of people around the world. Major social differences between and within the First, Second, and Third Worlds affect the opportunities and insecurities w

The Eagle's Shadow

Economic Reconstruction from the Bottom Up

A 50-nation Study of Entertainment Television

Rethinking How Technology Shapes Our World

How the World was One

Can It Become a Global Village?

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A book like no other in the field of veterinary medicine with pertinent information every student and practitioner will find beneficial. Veterinarians have access to a great variety of texts, journals, and continuing education opportunities to keep them on top of the tremendous technological advances in clinical care and preventive medicine. Outside of the technical realm, however, there are many global trends, which exert profound effects on how the veterinary profession serves society and how veterinary professionals define their role in a rapidly changing world. This new and unrivaled book delves into these influences in impressive detail, identifying new challenges and opportunities for the veterinary profession in a global context. Unique topics covered include: The important global trends with implications for veterinary medicine. Different cultural attitudes towards the human use of animals, their impact on the human-animal relationship, and the challenges this poses for veterinarians. The role of livestock in food security, rural development, and sustainable agriculture and the opportunities for veterinarians to improve the lives of people who depend on animals around the world. The relationship of global environmental change to animal health and production. The emerging field of conservation medicine and the important role of veterinarians in protecting biodiversity and conserving wildlife. A global perspective on

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veterinary service delivery and the opportunities and challenges for improving animal health care worldwide. The growth of international trade, its relation to food safety and animal health, and its impact on animal agricultural and veterinary medicine. The growing risk of foreign animal disease, the national and international institutions involved in animal disease control, and the role of the private practitioner in controlling foreign animal disease.

Nontraditional career paths for veterinarians interested in working internationally and how to identify and prepare for such international career opportunities.

In his memoirs, the author discusses Interfaith Relationship, Racial Diversity, Immigration Issues and African Culture and Spirituality. The author shares his involvement with the Jamaica Baptist Missionary Society and pastoral challenges in the inner-city of Newark, New Jersey, USA as he served as Christs Ambassador to the Global Village. Alfred B. Johnson author, lecturer and missionary pastor was ordained by the Baptist church in Jamaica, WI. He gained his undergraduate degree from London University, England, a Masters in New Testament Studies from Union Seminary, New York and a Doctor of Ministry from Drew University, New Jersey. Additionally, he earned a Diploma in French from the Alliance Francaise in Belgium. Prior to his retirement in 2010, Rev. Johnson served for 21

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years as pastor of Clinton Avenue Presbyterian Church, in Newark, New Jersey and was the first Jamaican to be elected as moderator of a regional presbytery in the over two-hundred-year history of the Presbyterian Church, USA.

What America looks like to the rest of the world Americans rarely used to think about the outside world. As the mightiest nation in history, the United States could do as it pleased. Now Americans have learned the hard way that what outsiders think matters. When terror struck last September 11, author Mark Hertsgaard was completing a trip around the world, gathering perceptions about America from people in fifteen countries. Whether sophisticated business leaders, starry-eyed teenagers, or Islamic fundamentalists, his subjects felt both admiring and uneasy about the United States, enchanted yet bewildered, appalled yet envious. This complex catalogue of impressions--good, bad, but never indifferent--is the departure point for a short, pointed essay in the tradition of Common Sense and The Fate of the Earth. How can the world's most open society be so proud of its founding ideals yet so inconsistent in applying them? So loved for its pop culture but so resented for its high-handedness? Exploring such paradoxes, Hertsgaard exposes uplifting and uncomfortable truths that force natives and outsiders alike to see America with fresh eyes. "Like it or not, America is the future," a

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European tells Hertsgaard. In a world growing more American by the day, The Eagle's Shadow is a major statement about and to the place everyone discusses but few understand. According to security elites, revolutions in information, transport, and weapons technologies have shrunk the world, leaving the United States and its allies more vulnerable than ever to violent threats like terrorism or cyberwar. As a result, they practice responses driven by fear: theories of falling dominoes, hysteria in place of sober debate, and an embrace of preemptive war to tame a chaotic world. Patrick Porter challenges these ideas. In The Global Village Myth, he disputes globalism's claims and the outcomes that so often waste blood and treasure in the pursuit of an unattainable "total" security. Porter reexamines the notion of the endangered global village by examining Al-Qaeda's global guerilla movement, military tensions in the Taiwan Strait, and drones and cyberwar, two technologies often used by globalists to support their views. His critique exposes the folly of disastrous wars and the loss of civil liberties resulting from the globalist enterprise. Showing that technology expands rather than shrinks strategic space, Porter offers an alternative outlook to lead policymakers toward more sensible responses—and a wiser, more sustainable grand strategy.

A World's Fair for the Global Village

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How Portugal Changed the World

The Ultimate Battle

It's a Global Jungle

If the World Were 100 People

Global Village and the Economy

Discusses the influence of technology on society, contrasts the perception of visual space and acoustic space, and argues that problems are developing from the clash between the two systems

Best of British newspaper columnist's pieces.

The fully updated third edition of this lively and accessible book argues for the central role of media in understanding globalization. Indeed, Jack Lule convincingly shows that globalization could not have occurred without media. From earliest times, humans have used media to explore, settle, and globalize their world. In our day, media has made the world progressively "smaller" as nations and cultures come into increasing contact. Decades ago Marshall McLuhan prophesied that media technology would transform the world into a "global village." Slowly, fitfully, his vision is being fulfilled. The global village, however, is not the blissful utopia that McLuhan predicted. Nor, in a more modern formulation, is the world flat, with playing fields leveled and opportunities for all. Instead, Lule argues, globalization and media are combining to create a divided world of gated communities and ghettos, borders and boundaries, suffering and surfeit, beauty and decay, surveillance and violence. By breaking down the economic, cultural, and political impact of media, and through a rich set of case studies from around the globe, the author describes a global village of Babel—invoking the biblical town punished for its vanity by seeing its citizens scattered, its language confounded, and its destiny shaped by strife.

War and Peace in The Global Village is a collage of images and

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text that sharply illustrates the effects of electronic media and new technology on man. Marshall McLuhan wrote this book thirty years ago and following its publication predicted that the forthcoming information age would be "a transitional era of profound pain and tragic identity quest." Marshall McLuhan illustrates the fact that all social changes are caused by introduction of new technologies. He interprets these new technologies as extensions or "self-amputations of our own being," because technologies extend bodily reach. McLuhan's ideas and observations seem disturbingly accurate and clearly applicable to the world in which we live. War and Peace in the Global Village is a meditation on accelerating innovations leading to identity loss and war. Initially published in 1968, this text is regarded as a revolutionary work for its depiction of a planet made ever smaller by new technologies. A mosaic of pointed insights and probes, this text predicts a world without centres or boundaries. It illustrates how the electronic information travelling around the globe at the speed of light has eroded the rules of the linear, literate world. No longer can there be fixed positions or goals.

Village Modernity in West Africa

Teaching and Learning in the Global Village (First Edition)

Proceedings of the First Global Village Conference

Imaginary Futures

The Gutenberg Galaxy

Distance, War, and the Limits of Power

In clear, accessible language, Brecher and Costello describe how people around the world have started challenging the New World Economy. From the Zapatistas of Chiapas to students in France to the broad-based anti-NAFTA and anti-GATT coalitions in the United States, opposition to economic globalization, Brecher and Costello argue, is

becoming a worldwide revolt.

'This week the first pet passports came into effect. Around the country dogs have been hopping into photo booths and trying to look as relaxed as possible, which is not easy when you know you're not allowed on the chair.' Gathered here are the best of John O'Farrell's newspaper columns for the Guardian and the Independent which saw him win the coveted Best Columnist of the Year Award at the prestigious British Liars Awards. Among many other things, he claims that the only conviction in the Tory Party will be when Jeffrey Archer gets sent to prison; that scientists have created a genetically superior monkey which will advertise lapsang souchong instead of PG Tips; and that with the election of George W. Bush, the global village has finally got its own global village idiot.

Portugal is Europe's south-western extremity, washed by the Atlantic, and warmed by the Mediterranean sun. Alone among iberia ?s ancient kingdoms, in its independence from spain, it is a nation about half the size of Florida, with two-thirds the population. Yet, over centuries, it has influenced the lives of the rest of us far more than many much larger and more powerful countries

Winner of the Society for Economic Anthropology Annual Book Prize 2008. Belize, a tiny corner of the Caribbean wedged into Central America, has been a fast food nation since buccaneers and pirates first stole ashore. As early as the 1600s it was already caught in the great paradox of globalization: how

can you stay local and relish your own home cooking, while tasting the delights of the global marketplace? Menus, recipes and bad colonial poetry combine with Wilk's sharp anthropological insight to give an important new perspective on the perils and problems of globalization.

Thoughts on Human Development

Social Security in the Global Village

Ambassador to the Global Village

From Thinking Machines to the Global Village

Global Village Idiot

A Diplomat's Perspective

The Gutenberg Galaxy catapulted Marshall McLuhan to fame as a media theorist and, in time, a new media prognosticator. Fifty years after its initial publication, this landmark text is more significant than ever before. Readers will be amazed by McLuhan's prescience, unmatched by anyone since, predicting as he did the dramatic technological innovations that have fundamentally changed how we communicate. The Gutenberg Galaxy foresaw the networked, compressed 'global village' that would emerge in the late-twentieth and twenty-first centuries — despite having been written when black-and-white television was ubiquitous. This new edition of The Gutenberg Galaxy celebrates both the centennial of McLuhan's birth and the fifty-year anniversary of the book's publication. A new interior design updates The Gutenberg Galaxy for twenty-first-century readers, while honouring the innovative, avant-garde spirit of the original. This edition also includes new introductory essays that illuminate McLuhan's lasting effect on a variety of scholarly fields and popular culture. A must-read for those who inhabit today's global village, The Gutenberg Galaxy is an indispensable road map for our evolving communication landscape.

When Jonah was swallowed by the big fish, he was trying to

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escape to what is now Portugal. Here, Hannibal discovered the warriors, weapons and gold, to march on Rome; and Julius Caesar found the fortune that paid the way to his conquests of Gaul and England. During the Dark Ages further north, Portugal's Arab rulers made it part of the world's most advanced civilization. After the Norman conquest of Lisbon, the new Portugal bankrupted Venice and became the wealthiest nation in Europe. Before he became Pope John XXI, Joao Hispano of Lisbon wrote one of the first modern medical textbooks, consulted through much of Europe more than a century later. Portuguese Jews introduced tulips, chocolate and diamonds to Holland. The Portuguese gave the English afternoon tea, and Bombay, the key to empire. They brought to Africa protection from malaria, and slave-shipments to America; to India, higher education, curry and samosas; to Japan, tempura and firearms. Portugal entered the 21st century as the first European nation to have freed itself from communism, returned to democracy and set about rebuilding itself as a vital part of the new Europe. - Cover flap.

This book is a history of the future. It shows how our contemporary understanding of the Net is shaped by visions of the future that were put together in the 1950s and 1960s.

This lively and accessible book argues for the central role of media in understanding globalization. Indeed, Jack Lule convincingly shows that globalization could not have occurred without media. From earliest times, humans have used media to explore, settle, and globalize their world. In our day, media has made the world progressively "smaller" as nations and cultures come into increasing contact. Yet despite optimistic predictions, the world has not become flat, with playing fields leveled and opportunities for all. Instead, the author argues, globalization and media are combining to create a divided world of gated communities and ghettos, borders and boundaries, suffering and surfeit, beauty and decay. By breaking down the economic, cultural, and political impact of media, and through a rich set of

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case studies from around the globe, Lule describes a global village of Babel-invoking the biblical town punished for its vanity by seeing its citizens scattered, its language confounded, and its destiny shaped by strife.

The World's Religions in Sociological Perspective

Transformations in World Life and Media in the 21st Century

Our Global Village - England (eBook)

From Ancient Greece to the Global Village

Multicultural Education

Prospects for African States in the Twenty-first Century

Why is there so much conflict in the Balkans, the Middle East, Africa, and many other parts of the world? Is there something innate in human nature that makes it next to impossible to achieve peaceful coexistence? The answer, says career diplomat Carl Coon, must be sought in the distant prehistoric past when intergroup hostility became ingrained as a pattern of cultural evolution. For thousands of generations our ancestors organized themselves in distinctive groups that competed with one another. Sometimes the competition was peaceful, but more often than not the struggle took violent forms. Today we still witness the vestiges of these prehistoric roots when the intermingling of different ways of life results not in harmonious cooperation but in animosity, conflict, and violence. Coon suggests that we have recently embarked on a new phase of cultural evolution, one comparable in importance to the dawn of the Neolithic, when our forebears graduated from a hunter-gatherer way of life to agriculture and animal husbandry. At that time many diverse cultural groups were subsumed by larger, better organized groups whose talent for organization was necessary to manage the

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complexities of a new agricultural and technologically more sophisticated society. Today this process has reached its culmination with organization established on a worldwide scale and societies becoming ever more multicultural. With the emergence of the global village the world is experiencing the natural atavistic impulse toward violence in certain parts of the globe just as the mechanisms and technology are being put in place to further intercultural cooperation. The challenge for enlightened men and women in contemporary society, says Coon, is to realize that cultural conflicts are an inevitable result of our evolutionary heritage; to use this insight to help manage the transition to a new, global society; and then to focus in a cooperative fashion on the new global priorities of environmental preservation and the promotion of an equitable, prosperous, and peaceful world community.

Belize, a tiny corner of the Caribbean wedged into Central America, has been a fast food nation since buccaneers and pirates first stole ashore. As early as the 1600s it was already caught in the great paradox of globalization: how can you stay local and relish your own home cooking, while tasting the delights of the global marketplace? Menus, recipes and bad colonial poetry combine with Wilk's sharp anthropological insight to give an important new perspective on the perils and problems of globalization.

War and Peace in The Global Village is a collage of images and text that sharply illustrates the effects of electronic media and new technology on man. Marshall McLuhan wrote this book thirty years ago and following

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its publication predicted that the forthcoming information age would be "a transitional era of profound pain and tragic identity quest." Marshall McLuhan illustrates the fact that all social changes are caused by introduction of new technologies. He interprets these new technologies as extensions or "self-amputations of our own being," because technologies extend bodily reach. McLuhan's ideas and observations seem disturbingly accurate and clearly applicable to the world in which we live. *War and Peace in the Global Village* is a meditation on accelerating innovations leading to identity loss and war. At first glance, the remote villages of the Kabre people of northern Togo appear to have all the trappings of a classic "out of the way" African culture—subsistence farming, straw-roofed houses, and rituals to the spirits and ancestors. Arguing that village life is in fact an effect of the modern and the global, Charles Piot suggests that Kabre culture is shaped as much by colonial and postcolonial history as by anything "indigenous" or local. Through analyses of everyday and ceremonial social practices, Piot illustrates the intertwining of modernity with tradition and of the local with the national and global. In a striking example of the appropriation of tradition by the state, Togo's Kabre president regularly flies to the region in his helicopter to witness male initiation ceremonies. Confounding both anthropological theorizations and the State Department's stereotyped images of African village life, *Remotely Global* aims to rethink Euroamerican theories that fail to come to terms with the fluidity of everyday relations in a society where persons and things are forever in motion.

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Home Cooking in the Global Village

Life In Contemporary Communities

A Book about the World's People

The Global Village Myth

First Language in the Global Village

Tending Animals in the Global Village

There is growing recognition that globalization places major pressures on the development of social security schemes. Internationalization of the economy has important consequences for labor markets: employment is becoming less secure and inequality and social exclusion more pronounced in many countries. At the same time, there are some fundamental socio-demographic changes: new family structures, an aging population, and migration. Increased uncertainty and exclusion intensify the need for social security. Both the public and private sectors are redefining their roles, reshuffling responsibilities between states, markets, families, and individuals. Social Security in the Global Village investigates the new challenges for social security in an increasingly globalized world and analyzes strategies of adjustment. A group of internationally renowned experts in this field assess the variety of effects that globalization has had on national social security schemes. A common theme of a first set of chapters is the relationship between

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common pressures of globalization and the role of national institutional frameworks in shaping the impact of these pressures on social security. Countries are dealing in different ways with these challenges and follow diverse pathways of adjustment that quite often contradict widespread assumptions about the effects of globalization. A second set of chapters is devoted to challenges in selected policy areas: migration, labor markets, and social cohesion issues. Among the topical issues discussed are the social rights of migrants, the changing rights and obligations in unemployment insurance, lessons to be drawn for the promotion of employment, the relationship between family policy and employment policy for mothers, the management of social risks, and the protection of an adequate income in an active welfare state. Research can help to enlighten and inform the policy debate about the legitimacy of social security in the new, globalized world. This book aims to help those involved-researchers and policy makers alike-advance toward that goal.

The world is a Global Jungle and not the integrated and harmonious community implied by the designation, ?global village.?

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The truth is that we are a fragmented species whose history is dominated by violence and conflict among the components.

Presents the story of how a collection of engineers and artists set out to recreate the world's fairs of the last century on the Internet In a world plagued by religious conflict, how can the various religious and secular traditions coexist peacefully on the planet? And, what role does sociology play in helping us understand the state of religious life in a globalizing world? In the Fourth Edition of Gods in the Global Village, author Lester Kurtz continues to address these questions. This text is an engaging, thought-provoking examination of the relationships among the major faith traditions that inform the thinking and ethical standards of most people in the emerging global social order. Thoroughly updated to reflect recent events, the book discusses the role of religion in our daily lives and global politics, and the ways in which religion is both an agent of, and barrier to, social change.

From Rural Village to Global Village

The Future of Our Past

First Global Village

Global Village Or Global Pillage

Culture Wars and the Global Village

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War and Peace in the Global Village

A fictional story, based in real facts reflecting how a cybernetic twenty first century global society faced the biggest threat of the century. The main character is based in a Portuguese national hero that helped Portugal as a medieval kingdom to keep its independence and becoming the country leading the first global village. In this book reflecting the twenty first century Nuno Álvares Pereira is an influencer, holding the power of a global society in his hands while facing all the threats and problems that a virtual world represents. In the end all of his power is put to a test as a virus outbreak spreads all around the world changing a reality taken for granted.

Q. What is the most-watched TV format in history, seen by about 100 million people weekly around the world? A. Wheel of Fortune, a game show. Without putdowns or pandering, the author looks at 260 such shows, concluding that culture has triumphed over technology. For despite our capacity to transmit the same content world-wide, McLuhan's global village has not come to pass. Technology has, however, encouraged already-existing "cultural continents" to coalesce. About one-third of the world's game shows have been licensed or adapted from another country, especially from the United States. Conversely, a single program can cross borders unchanged, such as Sabado Gigante, which appeals to Spanish speakers in 18 countries. The first truly global study of TV entertainment, this book includes interviews with producers, contestants, and licensors. With its tables, illustrations and appendices, the text provides details on content and audiences, as well as explanatory overviews.

From Rural Village to Global Village:

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Telecommunications for Development in the Information Age examines the role of information and communication technologies (ICTs) on both the macro level--societal, socio-economic, and governmental--and sector level--education, health, agriculture, entrepreneurship--emphasizing rural and developing regions. Author Heather E. Hudson examines the potential impact of ICTs by reviewing the existing research and adding her own findings from extensive fieldwork in ICT planning and evaluation. The volume includes case studies demonstrating innovative applications of ICTs plus chapters on evaluation strategies and appropriate technologies. She also analyzes the policy issues that must be addressed to facilitate affordable ICT access in rural and developing regions. This discussion relates to the larger "digital divide" issue, and the impact that access to communication technology--or the lack of it--has on communities and societies. This comprehensive volume is a valuable resource for scholars, professionals, researchers, and students in telecommunications law and policy, media economics, international communication, and communication and development fields. It is also suitable for use as an advanced-level text in these areas.

Globalization and Media

Remotely Global

The Global Village

The First Global Village

Global Village of Babel

The Neocolonialism of the Global Village