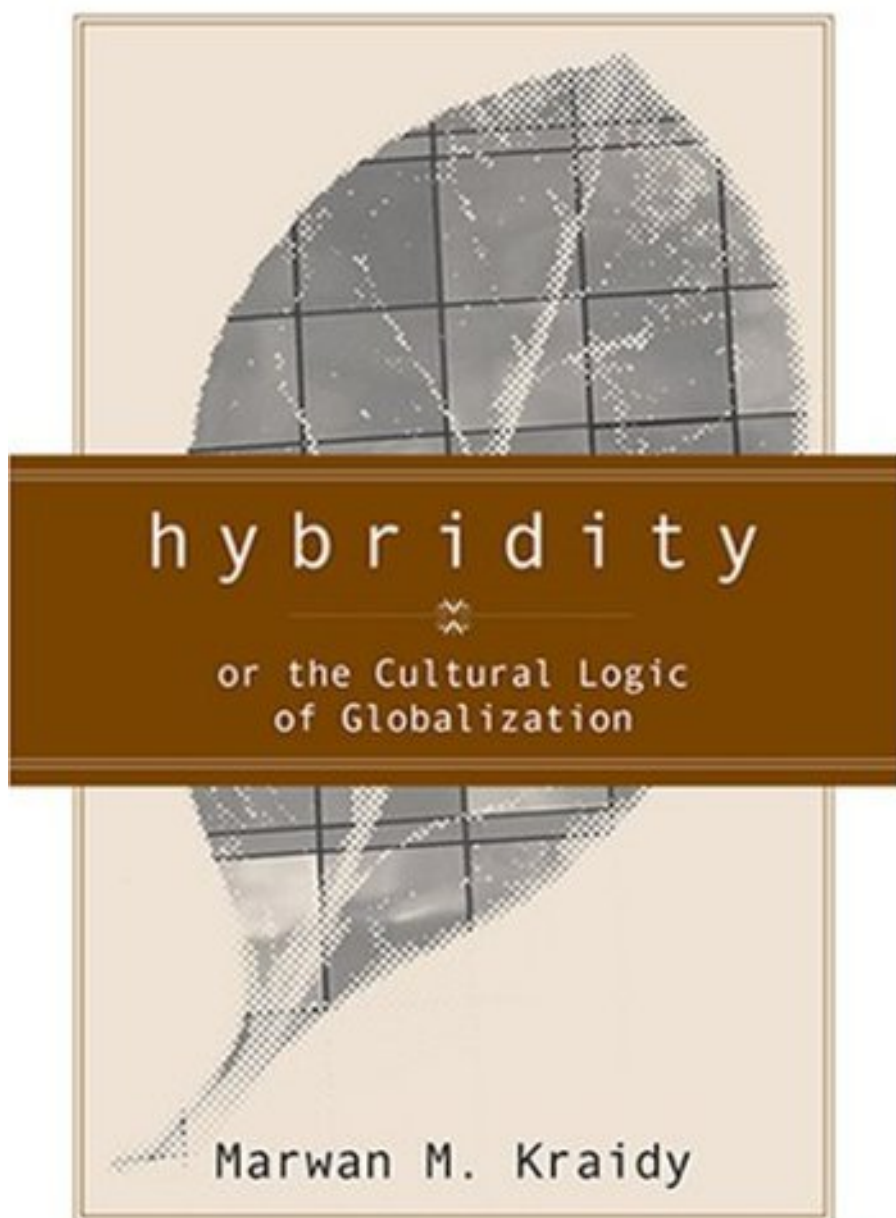


Hybridity, or the Cultural Logic of Globalization

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Author(s) [Kraidy, Marwan](#)

Publisher [Temple University Press](#)

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Abstract The intermingling of people and media from different cultures is a communication-based phenomenon known as hybridity. This book explores the use of the term in cultural and postcolonial studies (as well as the popular and business press) and analyzes the use of the term in cultural and postcolonial studies (as well as the popular and business press) and prescriptions for its future use. Kraidy analyzes the use of the concept of cultural mixture from the first century to the present. The book's case studies build an argument for understanding the importance of the dynamics of communication as culture, in situations of hybridity. Kraidy suggests a new framework he developed to study cultural mixture and the concept, and provides a practical method for examining how media and communication work in international contexts.

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Keywords media and communications

Language English

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