Cultural Identity and New Communication Technologies: Political, Ethnic and Ideological Implications

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The intersection of new communication technologies and the ideological hegemony is one area that has not been adequately examined. Existing literature on NCTs shows that most studies have been focusing on NCTs’ potential to alter existing social-political categories that border on economic class, social status, race, gender, and ethnicity.

Cultural Identity and New Communication Technologies: Political, Ethnic and Ideological Implications presents a careful blend of conceptual, theoretical and applied research in NCTs. This book examines content that places new communication technologies in a context that recognizes their seamless co-option into the designs of politics and culture, as well as the ideological hegemony of non-Western societies and interrogates the diagnostic degree to which the use of new communication technologies is demonstrative of the users’ imaginary relations to imaginary reality, their thoughts and perceptions. The role NCTs play is significant in so far as they are avenues through which the progression towards the hegemonic (or nationalistic) normative can be catalyzed.

Topics Covered:

- Identity and New Communication Technologies
- Ideology, Power and the New Media
- New Media and Civic Education
- New Media and Culture
- New Media and Ethnicity
- New Media and Media Ethics
- New Media and Politics
- New Media, Community and Community Development
- New Media, Nationalism and Ideological Hegemony
- New Media, Political Reform and Transformation

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Challenging Traditional Media Hegemonic Practices:
Wachanga D. Ndirangu (University of Wisconsin-Whitewater, USA)

Chapter 2
Identity and the New Communication Technologies:
Ogechi Nathan Oyori (Moi University, Kenya)
Bosire-Ogechi Emily (Moi University, Kenya)

Chapter 3
New Media in Kenya:
Njorge Martin C. (Kenyatta University, Kenya)
Kimani Purity (Kenyatta University, Kenya)
Kikech Bernard J. (Kenyatta University, Kenya)

Chapter 4
The Role of New Information and Communication Technologies (NICT) in the Relations between the Central Government and Four Major Kingdoms in Uganda
Masambira George (University of Central Florida, USA)
Mwanguzi Samuel (University of North Texas, USA)

Chapter 5
The Cultural, Economic and Political Implications of New Media:
Iraki Fredrick Kang’ethe (United States International University, Kenya)

Chapter 6
New Media and Gender in East Africa:
Onyebadi Uche (Southern Illinois University Carbondale, USA)
Kalyango Yusuf (Ohio University, USA)

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Whose TV is it Anyway?
Malleus Rick (Seattle University, USA)

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‘Wiring’ African Newsrooms:
Malvezazara Hayes Mawindi (University College Falmouth, UK)

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Textualizing the HIV/AIDS Motif in Theatre-Against-AIDS Performances in Kenya
Mwita Mahiri (Princeton University, USA)

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New Media and Health Communication:
Egbunike Nwachukwu Andrew (University of Ibadan, Ibadan)

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Translanguaging and Negotiation of Ethnicity:
Githinji Peter (Ohio University)

Chapter 12
Wiringform.com or “kitabu”:
Harper Amie Breeze (University of California- Davis)

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Language and Performing Arts:
Mohochi E. Sangai (Moi University, Kenya)
Wachanga D. Ndirangu (University of Wisconsin-Whitewater, USA)

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Chapter 14
Mediating Identity and Culture:
Abah Adedayo Ladigbolu (Washington and Lee University)

Chapter 15
The Role of Mass Mediated Messages and Cultural Identity with Cross-Cultural Communication Failures Resulting from Flawed U.S. Military Policy in Iraq
Schnell Jim (Ohio Dominican University, USA)

Chapter 16
New Media and Hegemonic Discourse in Pakistan
Talib Saman (Beaconhouse National University, Pakistan)
Gardezi Saadia (Lahore School of Economics, Pakistan)

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The World Narrow Web:
Nam Siho (University of North Florida, United States)

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Yin Jiafei (Central Michigan University, USA)

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