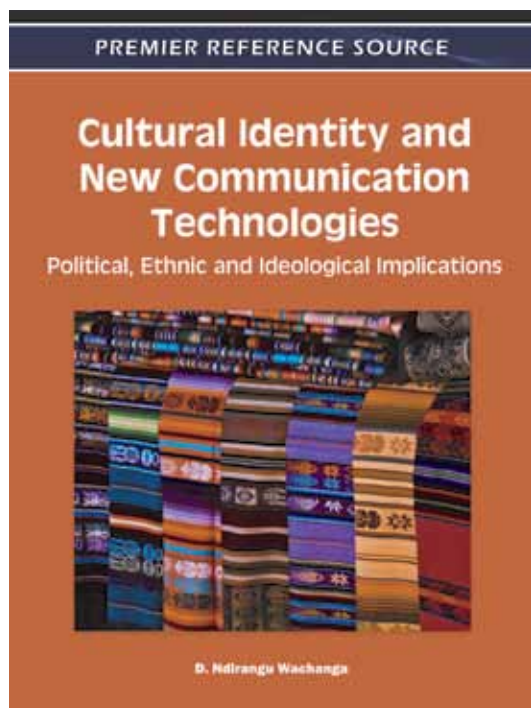


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Cultural Identity and New Communication Technologies: Political, Ethnic and Ideological Implications



D. Ndirangu Wachanga (University of Wisconsin-Whitewater, USA)

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)

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Identity and the New Communication Technologies:

Ogechi Nathan Oyori (Moi University, Kenya)

Bosire-Ogechi Emily (Moi University, Kenya)

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New Media in Kenya:

Njoroge Martin C. (Kenyatta University, Kenya)

Kimani Purity (Kenyatta University, Kenya)

Kikech Bernard J. (Kenyatta University, Kenya)

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The Role of New Information and Communication Technologies (NICTs) in the Relations between the Central Government and Four Major Kingdoms in Uganda

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Muwanguzi Samuel (University of North Texas, USA)

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Iraki Fredrick Kang'ethe (United States International University, Kenya)

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Abah Adedayo Ladigbolu (Washington and Lee University)

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The Role of Mass Mediated Messages and Cultural Identity with Cross-Cultural

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