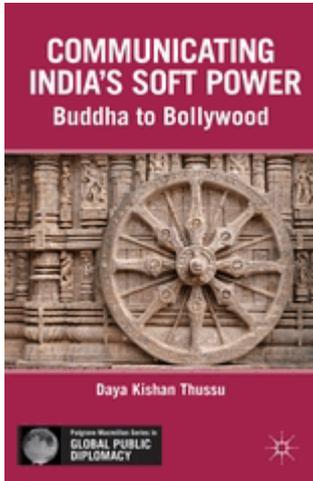


**Daya Thussu** is Professor of International Communication and founder and Co-Director of India Media Centre at the University of Westminster in London. He runs a Masters Programme in Global Media at the University of Westminster's media department, the highest-ranked in research in the UK and internationally respected for its cutting edge research. Professor Thussu has a PhD in International Relations from Jawaharlal Nehru University, New Delhi and has been a consultant for many international organizations including UNDP and UNESCO. He has extensive experience of journalism too, having worked for the Press Trust of India, the national news agency of India and as Associate Editor of the London-based Gemini News Service, specialising in developing countries. Author or editor of 17 books, among his key publications are: *Communicating India's Soft Power: Buddha to Bollywood* (Palgrave, 2013), the first book-length study of India's Soft Power; *Media and Terrorism: Global Perspectives* (co-edited with Des Freedman, Sage, 2012); *Internationalizing Media Studies* (Routledge, 2009); *News as Entertainment: The Rise of Global Infotainment* (Sage, 2007); *Media on the Move: Global Flow and Contra-Flow* (Routledge, 2007); *International Communication - Continuity and Change*, third edition (Bloomsbury, forthcoming); and *Electronic Empires - Global Media and Local Resistance* (Arnold, 1998). Professor Thussu is the founder and Managing Editor of the Sage journal *Global Media and Communication*. His latest book is a co-edited (with Kaarle Nordenstreng) collection of essays on the media in the BRICS countries, *Mapping BRICS Media*, to be published by Routledge in 2015. Professor Thussu is series editor for two book series for Routledge: *Internationalizing Media Studies* and *Advances in Internationalizing Media Studies*. In 2014, he was honoured with a 'Distinguished Scholar Award' by the International Studies Association, a first for a non-American/Western scholar in the field of international communication.



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## Communicating India's Soft Power

Buddha to Bollywood

**Daya Kishan Thussu**

Daya Kishan Thussu is an internationally renowned scholar of global communication. He is a professor of International Communication and Co-Director of the India Media Centre at the University of Westminster in London. Daya has a PhD in International Relations from Jawaharlal Nehru University, New Delhi. He is author or editor of more than a dozen books. Among his key publications are: *Media and Terrorism: Global Perspectives* (2012); *International Communication – A Reader* (2010) *Internationalizing Media Studies* (Routledge, 2009); *News as Entertainment: The Rise of Global Infotainment* (2007); *Media on the Move: Global Flow and Contra-Flow* (2007); *International Communication - Continuity and Change*, third edition (forthcoming – a Chinese and a Korean edition of the second edition has already been published); and *Electronic Empires - Global Media and Local Resistance* (1998). He is the founder and Managing Editor of the Sage journal *Global Media and Communication* and series editor for two new Routledge series: *Internationalizing Media Studies* and *Advances in Internationalizing Media Studies*.

### About the book

In recent years, India has emerged as a major economic and political power: on the basis of purchasing-power parity, it was the world's third largest economy in 2013. Yet the country's cultural influence outside India has not been adequately analyzed in academic discourses. As the world's largest democracy with a vibrant and pluralist media system, India offers an excellent case study of the power of culture and communication in the age of mediated international relations. This book, a pioneering attempt, from an international communication/media perspective, is aimed to fill the existing gap in scholarship in this area. The discussion of India's rising soft power is located within a historical context, thus problematizing the notion of Soft Power itself. The book will be aimed at university courses on global media/international relations/area studies – among others.

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## Reviews

"Those acquainted with Daya Thussu as the editor of the respected journal *Global Media and Communication* and his earlier publications will not be surprised by this excellent, comprehensive yet brief survey of the scope and limits of India's Soft Power and the country's changing status in global public culture and media. This book will remain a powerful aid to scholars and researchers seeking clues to the many undercurrents in India's definition of its global presence and the projection of that self-definition through its public diplomacy." - Professor Ashis Nandy, Senior Honorary Fellow, Centre for the Study of Developing Societies, New Delhi

"Daya Thussu elegantly places India's Soft Power in its historical and cultural framework, deftly managing the geopolitical and technological context. His analysis is innovative and persuasive, as is fitting in telling a grand tale of a grand Indian narrative." - Monroe Price, Director, Center for Global Communication Studies, Annenberg School for Communication, University of Pennsylvania, USA

"Daya Thussu's book rescues the concept of soft power from American hands and applies it insightfully to India, and the concept is made richer and more useful as a result. With its dynamic and prosperous diaspora, the growing global popularity of its spiritual beliefs and practice, its reach as a global economic and technological powerhouse, and even its cherished cuisine, India's growing soft power potential is evident. Yet Thussu also takes a hard look at the impediments that stand in the way of India taking full advantage of its soft power appeal. This book is a must-read for anyone interested in broadening their understanding of the role of soft power in foreign affairs." - Steven Livingston, Professor of Media and Public Affairs and International Affairs, George Washington University, USA

"A balanced, learned and historically informed analysis of India's global presence and the soft power that accompanies it. The book contains many important insights and should be of value to decision makers and general public alike." - Professor Lord Bhikhu Parekh

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