Contents

Acknowledgments vii

Chapter 1 Introduction 1

Chapter 2 History of Mass Media in the Philippines 17

Chapter 3 Theoretical Framework: Global Modernity and Complex Connectivity 39

Chapter 4 Case Studies 63

Chapter 5 The Power of the Text 87

Chapter 6 The Cellphone and EDSA 101

Chapter 7 Conclusion 125

Appendix 153

Bibliography 177

Index 185