



Communicating India's Soft Power: Buddha to Bollywood (Palgrave Macmillan Series in Global Public Diplomacy)

D. Thussu

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In recent years, India has emerged as a major economic and political power. Yet, the country's cultural influence outside India has not been adequately analyzed in academic discourses. This book, a pioneering attempt, from an international communication/media perspective, is aimed to fill the existing gap in scholarship in this area.

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