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**KNOWING, UNDERSTANDING, AND CONVERSING.
THREE GEOCOMMUNICATION CASE STUDIES FROM ASIA.
APPLIED PERSPECTIVE.⁴¹**

Prof. Maria Stefanova Neikova, PhD

Faculty of Journalism and Mass Communication

Sofia University "St Kliment Ohridski"

Phone: 0894589090

Email: mnejkova@uni-sofia.bg

Ivelyna Ivanova Vatova - PhD Student, International Communication

Faculty of Journalism and Mass Communication,

Sofia University "St Kliment Ohridski"

Phone: 0894722781

Email: evatova@abv.bg

Abstract: *The text analyzes processes, not events; development is a phenomenon shaping the common face of Japan, China and India, the three Asian countries included in this study, and outlines regionalism as a reality. Obviously, if the Cold War has radically changed the pre-WWII world order and led to its bipolarity, if the post-Cold War has imposed the image of a unipolar world due to globalization, today a new, equally radical change is in progress to a multipolar world, where those countries, achieved state independence in the first phase, and have developed national economic prosperity in the second, are already striving to position their Selves on the big chessboard of the international communication not as pawns, but as global powers.*

The analysis is a part of a bigger project examining the politics-media-development nexus of Japan, China, India and 15 other countries from the so-called Far East.

Keywords: *Geocommunication, Developmentalism, Power, Perception, National Interest, Regionalism.*

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