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# UNIT 16 GLOBALISATION AND MEDIA

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## 16.0 INTRODUCTION

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In the previous unit, you have read about various technological innovations which are taking place in the field of communication. Media globalisation is directly related to the technological advancement and economic resources. The countries that are economically robust and possess most advance technology are able to dominate the world communication order. In this unit, we will examine how globalisation was initiated and how some global media organisations have emerged as moguls and promoted one-way flow of communication. Later in the unit, we will analyse various effects of globalisation on media and the emergence of global media structure. At the end, some recent trends on globalisation will be discussed having bearing on the future narrative of globalisation.

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## 16.1 LEARNING OUTCOMES

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After reading through this unit, you should be able to:

- discuss the concept and factors of globalisation;
- describe the global media structure;
- explain the concept of media globalisation;
- examine the issues related to cultural imperialism; and
- analyse the effects of media globalisation in India.

## 16.2 GLOBALISATION: CONCEPT AND FACTORS

The Oxford English dictionary defines globalisation as “the process by which business start or operate on a global scale”. If you go into the history of the world trade, you will find that countries were trading with each other since ancient times. The colonial era provides the evidence of the global trade, exploitation of resources and huge migration of people. Thus, it can be argued that globalisation is not a new phenomenon – it has been there since a long time.

Thomas Friedman (1999) in his popular book ‘The Lexus and the Olive Tree’ refuted the similarity between the two eras and questioned – “to all those who say that this era of globalisation is no different from the previous one, I would simply ask: Was your great-grandmother playing bridge with Frenchman on the Internet in 1900? I don’t think so”. It is evident that Friedman has compared the two eras in terms of technologies. He argues that globalisation can be related to two phases in the history - the first between World War I until the end of Cold War - roughly 75 years. With the fall of Berlin Wall, it was replaced with a new era of globalisation, which we are in presently.

Some other scholars like Held et al. (1996) also believe that there has been long history of global movement of people, media, and economic systems. They further differentiate the globalisation after the Cold War with past eras in terms of global movement of people, products, media, information, production and finance. It is true that all this existed since ages but technology has reduced time and distance, tremendously.

Besides technological advancement, Friedman stresses on the change in political scenario of the world while differentiating the new globalisation era (after the Cold War) with the old one. International political system changed majorly with the rise of USA as one of the power blocks ending the long reign of the Britain after the WW II and second time, after the collapse of the Soviet communism (bipolar world) and dawn of USA hegemony (unipolar world) in early 1990’s. Disintegration of USSR gave USA an edge and a chance to dominate the world at its own terms and conditions. In the new era of globalisation, despite developed and developing countries participating in the global exchange that was not possible in the earlier era, economic, military and cultural dominance of the western continues. This is known as ‘neo-colonialism’.

Giddens (1990) observes that globalisation is a continuation of modernity rather than a break from it. He says that modern societies and industrialisation have led to globalisation. For Albrow (1996) and Bauman (1998), the global age is the period that comes after modernity. Roland Robertson (1992) contradicts and argues that globalisation has been there before modernity and capitalism. However, he supports the fact that modernisation gives pace to globalisation. Held et al. (1999) categorise globalisation into four phases: the pre modern (before 1500), the early modern (1500-1850), modern globalisation (1850-1945) and contemporary globalisation.

Some scholars emphasise the ‘interconnectedness’ feature of globalisation while others on Time-space compression and recognition of action happening at far distance as a key features of globalisation which were not prevalent in the earlier eras. Held et al. (1999) advocate four distinct features of contemporary

globalisation – extensity (reach of networks)), intensity (density of networks), velocity (speed) and impact (wider effect).

“Globalisation can thus be defined as the intensification of worldwide social relations which link distant localities in such way that local happenings are shaped by events occurring many miles away and vice versa” (Giddens,1990).

### **Reasons of Globalisation**

Explaining the reasons of globalisation, Thomas Friedman (2000) mentions that “the Berlin wall was not the only wall that had fallen, but similar walls had trembled across the world which paved the path of integration henceforth the era of globalisation began...” He identifies three fundamental changes that helped to usher in change– the way we communicate (technology), the way we invest (finance) and the way we learn about the world (communication).

The desire for change was growing during the cold war in 1980’s with unrest among the masses, especially in the communist countries. The continuous growth and development in the capitalist West attracted people and created distrust in their statehood. The USSR and several communist countries were politically, economically and culturally shattered and disintegrated. Hard and soft power hegemony of USA stood victorious after the cold war. The failure of communism and victory of capitalism forced many countries to re-look at their economic policies. India being economically dependent and otherwise inclined towards USSR during the cold war was also impacted despite not being aligned with either of the power blocks. Even during 1980’s, Rajiv Gandhi government was planning the structural/economic reforms albeit the government was unable to carry them out.

According to author Guru Charan Das, “Globalisation does not mean imposing homogenous solutions in pluralistic world. It means having a global vision and strategy, but it also means cultivating roots and individual identities. It means nourishing local insights, but it also means reemploying communicable ideas in new geographies around” (www.hbr.org).

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## **16.3 GLOBALISATION IN INDIA**

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Globalisation formally entered Indian market in 1991. During that time India was facing multiple crises, our reserves were dry; fiscal deficit was very high and the Gulf war led to soaring oil prices and crunch in foreign exchange reserves. The Indian Government hence turned to IMF for a bailout, which demanded that the Indian economy be liberalised and open its gates for foreign players. In response to IMF’s demand the then Prime Minister, Late P.V. Narshimha Rao, introduced the New Economic Policy (NEP).

Within five years of introduction of the New Economic Policy; the Indian economy revived and exhibited a steep growth. Annual imports had more than doubled, exports had more than tripled, and foreign capital investment had more than quintupled (Shummer-Smith, 2000). Gurucharan Das (2002) mentions in his book Indian Unbound that “the central government’s fiscal deficit came down from 8.4 percent of GDP in 1990-91 to 5.7 percent in 1992-93. Foreign exchange reserves shot up to \$20 billion from \$1 billion in July 1991. Inflation came down to 6 percent from 13 percent by mid-1993. Foreign investments began to double

each year, and it rose from \$150 million to \$ 3 billion by 1997". The credit went not only to the opening up of the economy but also to the end of license raj days that led to less intervention of bureaucracy and red-tapism.

Some authors argue that the reforms were fast paced during 1991-1993, later on when the crisis receded the reforms slowed down. The P.V. Narasimha Rao government was defeated in the next general election and the successive governments in power were coalition governments who had to keep the other parties' ideology in mind before implementing further reforms. Therefore, though India had undergone structural reforms by opening its economy, new industrial policy, tax reforms, insurance reforms, bank reforms etc. but still it was not upfront about further reforms. In this entire restructuring, middle class received the maximum benefits which in 1980's comprised only 10 percent of the total population but tripled during 1990's.

### Check Your Progress 1

**Notes:** 1) Use the space below for your answer.

2) Compare your answers with those given at the end of this Unit.

1) Define globalisation.

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2) What were the reasons of globalisation in India?

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## 16.4 GLOBAL MEDIA STRUCTURE

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Globalisation led to the emergence of new media structures of ownership and control. According to Bagdikian (2004) and Curran (2003) the key trends were emergence of global conglomerations; Horizontal and Vertical integration and diversification, synergy and technological convergence.

Two types of media ownership patterns became more visible at the global level – vertical and horizontal. In Vertical ownership a media house which is already in the business in any media vertical ventures into other media verticals. For instance, we can say that Bennett Coleman, which own Times of India, ventured into radio industry with Radio Mirchi then into TV industry with Times Now etc. Vertical ownership is also known as chain ownership pattern, where there is a logical relationship to the media industry, some way or the other.

The vertical ownership pattern has many positives as under one flagship they have the control of many media platforms, are able to reach out to a wider audience and can actually be with their audience 24X7. In such ownership pattern, since the audience base is high, the media house is also able to provide the advertisers with more outreach opportunities.

Second type of ownership pattern is horizontal ownership; here any company with any profile owns one or many media vertical(s), also known as cross media ownership. Let us try to understand with an example. If a company is into power sector and runs a daily newspaper too where there is no relationship between the two industries, such type of ownership pattern are called horizontal ownership. Here there is lack of logical relation with the media industry. For instance, Aditya Birla Group is into many businesses as retail, telecommunication etc. also owns Hindustan Times. The same is the case with Reliance which apart from businesses like petroleum, retail, telecommunication etc. also owns Reliance Adlabs and CNN-IBN.

Such type of ownership has given boost to the commercialisation of the media industry too; these corporate govern the media houses as they govern their other business. However, media cannot be sold as other products and it has certain social responsibilities as well. The same business model for media will surely generate profit but may not be good for media and ruin it in the long run. Today, there is hardly any big Indian company that does not own a media outlet. On other hand, such ownership pattern has increased the competition among the media houses tremendously but the stiff competition has failed to improve the quality of content.

Both the types of media structures export and import content. In global media structure a center-peripheral pattern exists (Mowlana, 1985; McQuail, 2010). The core position is occupied by those countries which are rich, self-reliant, large in population and have most developed media. The peripheral positions are occupied by those countries that are not rich, have not so much developed media and are less in population. There are intermediaries positions too in between. Core countries export great media content whereas peripheral countries do not export but their capacity to import is also limited since they have limited resources.

According to McQuail, during cold war, from 1960's the global media structure was dominated by USA (mainly Hollywood and news agencies) and was counter balanced by core country - Soviet Union along with China and other communist countries. Third world provided a large set of peripheral countries with some variations. Post-cold war with the demise of Soviet Union and emergence of America as the only super power, global media structure changed tremendously. America still dominates the global media structure but the Asian countries where majority of population lives like China, India. Japan and others like Mexico, Brazil, Indonesia, and Nigeria have become self-sufficient in media. They might not be big media exporters but they are big media producers. McQuail further identifies three global media structures:

- a) "National – where foreign (not home-produced) content is distributed in national television system. All the content is distributed by the home media only some of the content (news, film, TV shows) will be of foreign origin.
- b) Bilateral–where content originating in and intended for one country received directly in a neighboring country. For instance USA and Canada, Britain and Ireland, Netherlands and Belgium. They generally have language and culture in common.
- c) Multilateral –where content is produced or disseminated without a specific national audience in mind. For instance MTV and CNN”.

With respect to the Indian sub-continent; bilateral can be Indian media exported by Pakistan, Bangladesh, Nepal, Srilanka and others, but now a days reverse bilateral is also visible wherein a small country like Pakistan exports its music and TV soaps (In 2014, Pakistan soaps were telecast in India by Zindgi channel of Zee group). In case of reverse bilateral, the media content produced by the small neighbour should be exemplary only then it gets imported.

### Activity 1

Explore the ownership structure of the following media organisations:

CNN    Zee Media    Disney    Sun Group    BCCL    BBC

## 16.5 MEDIA GLOBALISATION

Lyons (2005) suggests that multinational corporations are the primary vehicle of media globalisation, and these corporations control global mass-media content and distribution. The process of media consolidation has led to the emergence of ‘media oligopoly’ or the control of the marketplace by a few firms who eliminate their competitors through various processes and maintain their monopoly to dominate the media industry.

### 16.5.1 Origin of Media Globalisation

According to Dennis McQuail (2010), books and printing had international character as it belonged to an era when nation states did not exist. At its foremost stage every medium is locally produced and consumed. When films came into existence they were unable to cross national frontiers. However, later films from Hollywood became first ever “transnational mass media”. Similarly, radio had outgrown its national identity and was meticulously used as international information medium since Second World War.

Another medium which got global acceptance was popular music (album and Hollywood film), especially Americanised music. USA was not an imperialist power until Second World War but due to the decline of Great Britain after the Second World War, USA emerged as the super power that turned it into a major producer of global mass media. Later with the advent of Cable and Satellite television, American television started exporting high quality TV shows to the global audience. TV shows catered to a rich global audience who were already acquainted to American culture through its Hollywood films and music industry. Other reasons of their popularity were English language, dubbed TV shows, and TV shown with subtitles. Also western music and films were popular amongst a niche segment. In India, during this time, BBC was very much present and was regarded as the most credible source of information.

### 16.5.2 Second phase of Media Globalisation

Globalisation reached its peak in 1990’s. One of the reasons cited for the disintegration of Soviet Union is the soft power hegemony used by USA. They tried to influence the communist nation’s culture by introducing them to their inspirational culture of denim jeans and Michael Jackson music that created discontent among the communist followers and forced them to aspire for capitalist regime. Thus, by capturing markets for its cultural commodities and by shaping

popular consciousness; US established its soft power hegemony also termed as 'cultural imperialism'.

After 1991, the scenario changed completely as it was not only the foreign media which entered Indian territory but Indian private media also emerged as one of the competitive media. Cable and Satellite (C&S) television revived the Indian television industry. It not only brought private players and competition but also killed the monopoly of the state owned television media and forced the later to generate content that is more appealing. CNN brought Gulf War Live to every C&S household; Rupert Murdoch through his News Corporation gave a new dimension to the Indian television media and a generation of Indians grew up watching Baywatch, Friends, Jurassic Park and Madonna.

Within a short span of time CNN, MTV, BBC, HBO, Star plus, ESPN, Cartoon Network, and Disney etc. became household names. Later on foreign cable and satellite channels started producing local content with global appeal. MTV and STAR network are the classic examples of adapting their global programming content as per the local culture and taste of viewers, known as 'glocals'. MTV Europe did the same by 'glocalising' its content so that it can appeal to different language states of Europe. This helped the foreign channels to have a strong foothold in various territories that prefer local content to western. But this did not discourage the indigenous television networks to spread their wings. Networks like Zee which was the first Indian cable and satellite channel gave a tough fight to the foreign networks and is broadcast as a global channel in many countries. Many other countries like Brazil, Mexico Hong Kong etc. had started developing their own local channels. "India and Korea produced about 92% of their televised programming, and 99% of Indian daily viewing was of home-produced content".

Foreign movies that were difficult to watch were now being released in India easily; even some were dubbed in Hindi or were released with subtitles. In addition, the Indian movies produced in 90's focused on the NRIs and the western culture. In order to attract viewers some movies deliberately used song-dance sequences shot in foreign locations or depicted the central character aspiring to study or work in a foreign country. Steve Darn in his book 'Globalisation on the Ground' writes that "in 1991, while none of the men whom I had interviewed had seen cable television or Hollywood films, by 2001 more than two-thirds of them sought out global media".

TV producers, however, later understood that the television programmes that promote distant cultures which people were not familiar with, were less popular among the global masses. Audience prefer content that is culturally and geographically closer to them; and programmes which were loaded with local slangs specific political issues, or focus more on local personalities or events are not much appreciated by the global audience. For example, The Simpsons is an American animated sitcom and International studios in South Korea undertake its animation work but the Korean animators complain that they do not understand the jokes. Whereas, the programmes that focus on action, violence and sex are well accepted by the audience across all the frontiers since these have universal appeal. In 25 years, all American programmes have carved its own foreign audience, and after watching American culture closely, a section of the Indian audience easily understands their jokes and colloquial communication.

Media globalisation flow is not only from the more developed state to less developed one but vice versa too, albeit in less proportion. According to McQuail, rich countries have always borrowed images, identities, design, cuisine and much more from their “colonies, trade partners and dependencies”. Even the immigrant groups had also carried their culture when they migrated to the developed nation. Presence of Indian motifs in American fashion like bindi (vermillion) and nose-ring are some such examples (Moorti, 2003; McQuail, 2010). Moorti calls this ‘symbolic cannibalism’; McQuail regards this as ‘postmodern pastiche’. However, DayaThussu regards this east to west communication flow as ‘contra flow in global media’. He further highlights the “Brazilian television giant TV *Globo*... exports its *telenovelas* to more than 100 countries, while Indian film industry is an example of a non-Western production center making its presence felt in global cultural context”.

Bollywood cinema is viewed by South Asians living across the globe. Moore points out that Australia despite being a great importer has become a significant exporter to UK by the success of its TV programmes ‘Neighbors’ and ‘Home and Away’. Giddens (1999) terms this phenomenon as “reverse colonisation” and points out the popularity of South American *telenovelas* in USA and several European countries.

### Media Revolution

In 2016, Global Citizen Festival came to India; it is a classic case of how global platforms are created for action. According to its website, Global citizen platform started in 2012 is a “social action platform for global generation that wants to solve the world’s biggest challenges”. It aims to eradicate poverty by 2030; it organises “massive global campaigns to amplify the actions of global citizens around the world”. In November 2016, British musical band Cold Play as part of this festival came to Mumbai in which Prime Minister Narendra Modi also addressed the audience via video conference. They performed in front of 80,000 plus audience and received \$ 5.93 billion through which they committed to influence the lives of 503 million people.

Internet has drastically changed the global media scenario - not only everyone is connected across globe but also people are producing and owning content like never before. Earlier internet was used to be websites and E-mail only but with the advent of social media like blogs, video sharing, content sharing, and curator sites; audience across the world are reading, sharing and liking the content being generated by amateurs also. Anyone with minimal investment can run media blogs and websites successfully to reach out to a wider audience, like never before. This new media has also helped independent filmmakers a great deal who used to run from pillar to post for financiers and distributors. They can now easily shoot films with less expensive camera, edit them with numerous open source software and distribute them online to large heterogeneous audience. Here too, the developed world has an edge in terms of technology and production and have been the forerunner in new media services.

Though new media promises to be a boon for many but it has severely hurt the print media business. In USA and in many European countries the readership of print media has declined tremendously during the past decade. Many leading print dailies had to shut because of diminishing demand and high internet penetration. People now prefer to read e-paper, follow news websites, subscribe



to news apps etc. They have no time to scan the newspaper daily which contains the news of a day before. In India, newspaper industry has not witnessed such a set back, as much as general magazines and periodicals, whose readership has hit an all-time low facing stiff competition from not only newspaper but also 24X7 news channels, internet and mobile applications. However, Business-to-Business magazines and niche magazines are growing since India allows 100 percent investment (which has attracted many foreign players) as this magazine genre was still largely untapped.

To summarise, media globalisation leads to global media ownership, audience gets ample media choice, however, fewer diverse viewpoints are likely to be found in the media. Cultural homogenisation and westernisation surges, technology allows free flow of communication, similar media products are found everywhere, increasing similar media systems all over the world (McQuail, 2010).

Denis McQuail (2010) highlights the following reasons for Media globalisation:

- More powerful technologies for long-distance transmission
- Commercialisation
- Colonisation and imperialism past and present
- Economic dependency
- Geopolitical Imbalances
- Advertising
- Expansion of tele-communication

### 16.5.3 Global Media Organisations

According to Jan Mirza (2009) there are a handful of global media organisations that dominate the international media scenario. In 2009, the six largest were “AOL, Time Warner (U.S.), Disney (U.S.), Vivendi-Universal (French), Bertelsmann (German), Viacom (U.S.), and Rupert Murdoch’s News Corporation (Australian)1. The other four main global firms are AT&T (U.S.), Microsoft (U.S.), and two media groups that are part of larger industrial corporations: General Electric/NBC (U.S.) and Sony/Columbia/ TriStar (Japanese). Of the top 10 global media firms, then, six are American which mostly produce, distribute, and regulate almost all media outlets”.

According to a report in Business Insider (2016), top five global media conglomerate are Alphabet, The Walt Disney Company, Comcast, 21st Century Fox and Facebook.

*Unlike the empires of nineteenth century...these new empires are not ultimately based on coercion or military might. Their aim is not to subject alien populations to imperial dictates but to persuade consumer through...global electronic networks, to use their media or to buy products advertised (Thussu, 1998; Shaun, 2009).*

Japanese are not far behind in selling both hardware and software to the world. Sony’s major profit comes from overseas sales and America is its biggest foreign market. It is observed that these companies had unprecedented growth by the twenty first century outside their respective countries. They exported the content which was not only universal in appeal but also met local requirements.

Other media forms such as music has always united people across the globe. It is said music does not have any language - be it popular film music or professional albums of pioneer record companies, music finds its appreciators in every culture. “Major recording companies are based in Great Britain (Thorn), the Netherlands (Philips), Germany (Bertelsmann-BMG), and Japan (Sony). These companies have consolidated across borders” (Jan Mirza, 2009). According to McQuail (2010) “following the merger of Bertelsmann and Sony in 2004, there are four dominant companies: Sony, Warner, Universal, EMI” - “about a third of all worldwide recording sales are in American hands” (Turow, 2009; McQuail, 2010).

There have been many acquisitions, mergers and tie-ups of media globally. All this is possible because of globalisation and to survive the fragile and competitive media market. “The U.S. television industry recently saw two large-scale mergers formed by CBS and Viacom in 1999 and AOL and Time Warner in 2000” (Gal-Or, Dukes, 2006). In 2009, Bloomberg and UTV formed a joined venture; Zee Entertainment Enterprises Ltd had brought 9X, a general entertainment channel held by unlisted INX Media Pvt. Ltd. in a share-swap deal. In the same year, New Delhi Television Ltd sold stakes in its general entertainment channel NDTV Imagine to a unit of Time Warner and then eventually the channel went off air.

The FDI in media has let many Indian corporate houses to join hands with foreign media moguls but in long run a few corporates are able to stand the test of the wind. With globalisation, liberalisation and privatisation it has become easier to launch media outlet but Darwin’s survival for the fittest still holds water when it comes to sustenance in market. CNN-IBN is joint venture; Hindustan Times in 2009 became content partner with Washington Post. Recently Reliance group have acquired CNN-IBN and parts of Eanadu channel. In addition, many Hollywood production houses ventures in Indian market and produced Bollywood movies. Fox Star Studio – Slum Dog Millionaire, Bombay Velvet, Bang Bang; Warner Bros – Phas Gaye Re Obama, Chandni Chowk To China, Walt Disney Pictures – Haider, PK, Do Dooni Chaar. UTV Motion Pictures (Indian production house) is now owned by Walt Disney and UTV Software Communications.

Advertising is another arena where globalisation is very evident and the power is concentrated in few hands. “About six leading super-agencies have the lion’s share of the world’s advertising expenditure”. Advertising sells aspirations, values, beliefs, and images at times of a different culture. It creates an identity of a brand and at times MNCs carry single identity, globally. Advertising is done in two cases, firstly, to meet the demand and want of the consumer and secondly, to create that need which does not exist at first place. It generally aspire people towards a lifestyle and identity. Here global advertising agencies play a pivotal role in selling such novel identity and lifestyle.

### **Activity - 2**

Conduct a small survey in your area to examine the media consumption patterns of people. Compare and analyse how many people consume local, regional, national and international media.

## **16.6 EFFECTS OF MEDIA GLOBALISATION**

Media globalisation was an outcome of the communication technology revolution and was also a facilitator for other forms of globalisation. Media globalisation is

said to have the most crucial effect on the audience as media products are unique and are not consumed as other products. Media reflects the concerns and hopes of people, it shapes how people think and behave, thus it is a reflection of the society and culture.

### 16.6.1 Imbalance in News Flow

The developing countries which did not align with any of the power blocs came to realise that the flow of information is not free and fair and that imbalances in news flow existed. These countries approached UNESCO and an international commission was established in 1977 under the leadership of Sean McBride, an Irish Diplomat. Commission tabled its report in 1980 titled as “Many Voices One World”, it is also known as “The MacBride Commission Report”. The Commission acknowledged the imbalances in the flow of communication and recommended the developed nations to foster exchanges of technical information, so that everyone has equal access to information. Promotions of adult literacy, democratisation of communication, fostering international cooperation were few other suggestions made by the commission.

The recommendations of the commission were rejected by most of the western countries. When the developing countries realised that they cannot ensure north–south (vertical) flow of balanced news, they started horizontal flow of news by establishing non-aligned new pool in 1975 which lasted until the mid of 1990s.

Many scholars have researched about the reasons behind the imbalance of news. Denis McQuail highlights the findings of scholars as: a) the flow of news is tilted towards the countries whom we are related economically and politically and also share geographical and cultural closeness b) “the flow of news is positively correlated with other forms of transactions between the countries” c) we need to know about those countries whom we do business and whom we are friendly and hostile with d) we like to know about countries which are powerful than us and how they will affect us e) “organisational” – what news is available to us f) “Genres” – what the audience like to read g) social-cultural – values system which had lead to the selection of news h) eliminate distant country news which is not dramatic enough and will not interest the news audience.

### 16.6.2 Cultural Imperialism

There are a few global organisations that dominate the global media business, perhaps we can say that the cultural images of the few countries are sold to a worldwide audience. This gives way to cultural imperialism wherein the (technologically, economically) more advance country influences the culture of the backward country through their various media products. TV programmes, sitcoms, movies, music, news, websites all sell western culture to the developing countries. They enter these market aiming higher profits but culturally exploit these territories and adapt them to an alien culture. Even majority of the reality shows on Indian television are borrowed from the west and adapted to Indian tastes including Kaun Banega Crorepati, Indian Idol, Jhalak Dhiklaja, Big Boss etc.

According to Noam Chomsky, “Their first interest is profits, but broader than that, it’s to construct an audience of a particular type...one that is addicted to a certain life-style with artificial wants” (Chomsky, 1996). The audience is treated

as consumer and the media products as commodities, the social influence role of media takes a back seat and commercial interests are maneuvered by the corporates. Chomsky observes that their primary objective is to create an audience base who are homogenous, who either boast of certain life style or aspire to possess one and juggle between the unwanted things offered by the capitalists. These media products influence the audience for a luxurious lifestyle that indirectly fulfills the goals of the advertisers. Both - media house and the advertisers are in a win-win situation but the audience gets caught in the web created by them.

With media globalisation, we have plethora of media platforms available; big conglomerates fight with each other for their market share, the competition is stiff but the content diversity has not widened much. Media houses work on the principle of profit building, even the news now comes in a standard platform set by the advertisers leading to lowering of journalism standards. Earlier the aim of journalism was to create awareness, undertake social reforms, build national integration but now public service journalism has been replaced by hard core commercialisation. Advertisers influence the editorial and decide what the audience will consume; the undue thrust on commercial gains has led to various unethical trends as well. The alternative voices get muted in front of capitalist global media which will be the focus of our discussion in the last unit of this block.

### **16.6.3 Positive Aspects**

Media globalisation has some positive effects as well. Since global media has made it easier for people across the world to connect with each other, they can now generate their own content on internet, which has provided impetus to alternative media. With an innovative idea, anyone can now become an entrepreneur as global media provides immense opportunities for innovators and there is always something unexplored in technology. According to urban sociologist Manuel Castell (2010), communication technology has major role in the rise of networked society. Specialised doctors of other countries are now easily accessible, people can easily keep a check on the stock market, and online education has emerged as a boon for many students.

Technological determinists can be divided into two groups and both the groups believe in “power of technology to shape human life”. The first group comprises of scholars and writers who believe that technology is a boon to humankind and has transformed human race for good. However, the second group dreads the ill effects of technology and argues that humankind has turned into a slave of technology (Lule, 2012 ). Taking a balanced approach, Castell mentions that computer-mediated communication will not be accessible to all for a long time. Therefore, the cultural impact of computer-mediated communication will be the strengthening of culturally powerful social networks and social linkages which provide access to supportive resources and tools consequently leading to the proliferation in their cosmopolitanism and globalisation (Castell, 2010).

### **16.6.4 Emerging Trends**

Some recent developments are likely to have deep impact on globalisation. For example, Britain’s referendum to exit from the European Union will not only influence Britain, European Union but the global economy as well. The decision

to exit EU caught popular sentiments during 2008 economic crisis that had hit the European Union most badly. Even USA was able to recover in two years but due to its austerity measures it became difficult for EU to bounce back until 2012 and arguments against EU started to build up. In addition to the economic regulation and political sovereignty; large scale immigration from the less developed, poor European nations to Britain in search of jobs is also one of the causes of Brexit. In the last presidential elections in America, native’s sentiments played a huge role in the victory of Donald Trump whose protectionist policies were condemned by many countries. Thus, the policies of countries like Britain and America can change the pace and course of globalisation in future.

**Check Your Progress 2**

**Notes:** 1) Use the space below for your answer.

2) Compare your answers with those given at the end of this Unit.

1) Give examples of popular global media in India.

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2) What is ‘cultural homogenisation’?

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3) Mention the impact of media globalisation.

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**16.8 LET US SUM UP**

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In this unit, we looked at the concept and factors of globalisation and analysed the emergence of globalisation in India. Some reasons of globalisation were stated as poor economy, excessive fiscal debts, balance of payment deficit, reduction in foreign exchange reserve and pressure from IMF among others. The emergence of media globalisation was traced in three phases: World War I to the end of cold war, then during 1990 to 2015 and a highly globalised and polarised world 2015 onwards. Some effects of globalisation such as imbalance of news flow, cultural imperialism and domination of powerful media groups were outlined. It was also discussed that global media has made it easier for people across the world to connect with each other. Some recent developments and the policies of countries like Britain and America can change the pace and course of globalisation in future were also briefly discussed.

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## 16.9 FURTHER READINGS

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Thussu, D. K. (1998). *Electronic empires: Global media and local resistance*. New York: Arnold.

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## 16.10 CHECK YOUR PROGRESS: POSSIBLE ANSWERS

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### Check Your Progress 1

- 1) Globalisation can be described as a process by which the peoples of the world are inter-connected and function together. This process is a combination of economic, technological, political and socio-cultural forces.
- 2) The reasons for globalisation in India were:
  - a) Excessive fiscal debts
  - b) Balance of payment deficit
  - c) Poor economy
  - d) Rise in prices
  - e) Reduction in foreign exchange reserve
  - f) Gulf crisis
  - g) Pressure from IMF for economic restructuring

### Check Your Progress 2

- 1) Viacom18 (USA), Eros International (India), WPP (UK), CNN (USA).
- 2) Communication networks of financially and technologically robust countries influence the culture of dependent countries by bombarding similar images over a period, it is known as cultural homogenisation.
- 3) Media globalisation leads to:
  - Global networks and global communication
  - Cosmopolitanism
  - Cultural Imperialism
  - Imbalance in news flow
  - Domination of powerful media groups
  - Increasing influence of advertising on editorial.