



INTERNATIONALIZATION

International Cultural Industries

- Internationalization of Cultural Businesses
- Internationalization of Cultural Texts
- The Local is impacted by the Global

Cultural Imperialism/Globalization

Cultural Imperialism

- How cultures of “less developed” countries have been affected by flows of cultural texts, forms and technologies associated with “the West”
- Direct domination replaced by indirect domination
 - *Commercial media model/way of life/logics*
 - *Homogenization, impositions, unidirectional*
 - Active audiences/evidence (?)

Globalization

- The increasing interconnectedness of different parts of the world (economic, political, cultural, ideological, ecological, sociological)
 - *Complex, ambiguous, ambivalent*

Q: To what extent does the increasingly global reach of the largest firms mean an exclusion of voices from global cultural markets

Q: How do those outside the “core” gain access and compete with the “core” giants

USA

- Size and Nature of the Market
- Active Government Promotion
- TV inequality
 - *Geocultural markets*
 - Reversing Cultural Flows
 - *Latin American Corporations*
 - Digital TV
 - *Diaspora/cross-cultural engagements/post-national (English?)*
 - *Youtube/digital portals & platforms*
 - *Netflix*
 - *Internet (geoblocking/VPN)*

Outside the Core

- East Asian Television
 - *Not “westernization”, but formats*
- Arabic TV/Al-Jazeera

Global Cinema

- Hollywood
 - *Language/marketing*
- Bollywood
 - *Indigenous narrative devices*
- Nollywood
 - *informal media economies*
- Hong Kong
 - *Transnational “Chinese” audiences; quotas/censorship/joint ventures*
- US dominance and the integration of aesthetic alternatives

Global Music

- Authenticity vs. Hybridity
- Diverse interpretations of music/products
- International ownership
- Reconfigurations: Europop (Sweden), K-pop, collaborations/remixes (co-production)
 - *Greek Music*
- Internet
 - *Platform imperialism/divide*
 - *Fragmentation (?)*

Civic Implications of Internationalization

- Cultural diversity
- Access/dissemination/distribution
- Inequalities in global prestige/economic profit
 - *The West and the Rest*
 - Imperialism or Globalization (?)

Neither cultural imperialism nor globalization theory is adequate to assess spatial and geographical changes in the cultural industries across the world