



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 (“western values”)

# 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