

Global Media Industries

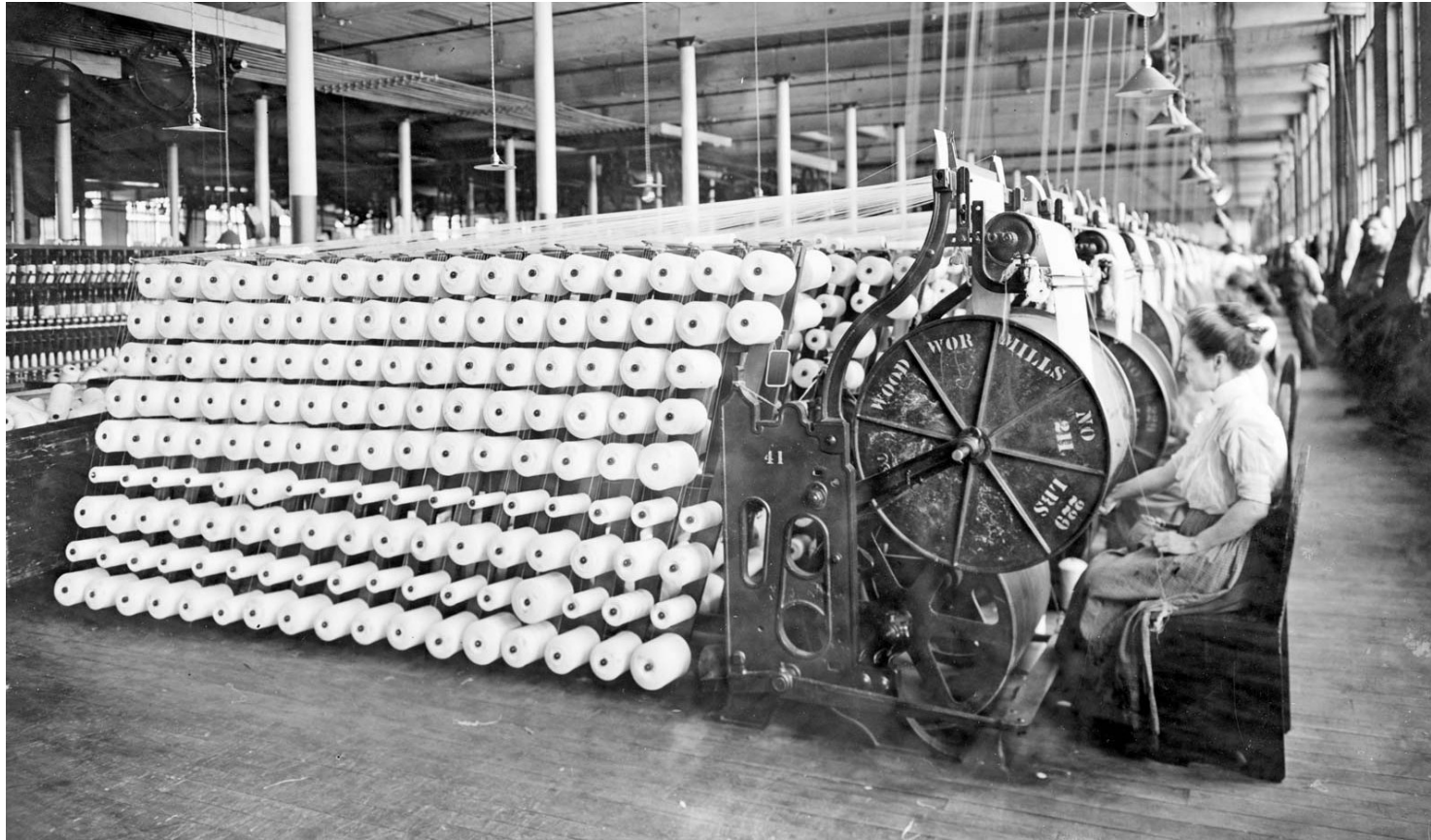
Week 2

Faculty
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of social studies

Globalization & Media Industries

<https://www.youtube.com/watch?v=3i4IWfuxw-U>



INDUSTRIES

- Modern Western Civilization
- Science. Massification. Quantification
- Industrial Revolution
- Technologies & Mass Production
- Mass Consumption: Standardization

Globalized Western Civilization

- Rapid economic development in Europe and the US
 - They began to see colonies as:
 - Markets for goods
 - Sources for raw materials
- Movement from mercantilism to imperialism
- Cultural Impacts
 - Christianity was introduced
 - Linguistic Hegemony: English, French..
 - Mass education: Western science
 - Family structure: Small, Division of labor, Individualism
 - Nationalism: Central Politics, Territoriality, Public Communication



Global Industrialization

- Mass Circulation: Electronic media and Mechanical Reproduction
- Conflicts in a global scale
- Multi-Channel Media & Educated Public & the end of Cause and Effect
- Globalization & Network Society
- Conglomeration & Market Expansion



INDUSTRIES

- Media is as an early indicator of how industries adopting changes in industry structure and consumer behavior resulting from new technologies
 - Mail-Order -> TV Home Shopping → Online Shopping ⇔ Retail industries & Logistics
 - Computer & Smartphone ⇔ Print products, Coffee consumptions, Tourism





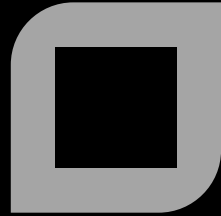
Production

- Content Creation: Original Developments
- Production: Producing end-products
- Whose investment: Global Conglomeration – Warner, Disney, Sony & Regional Conglomeration
- Global Division of Labor
 - Japanese Animation: Japanese Creators+ Chinese Animators + American Distributors
 - Global outsourcing structure
 - Creative class = Freelancing labor => Flexible labor => Precarious class
- Promotion: Reaching Consumers

Distribution



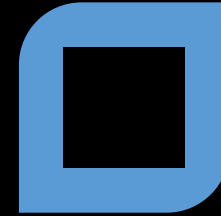
TECHNOLOGICAL
INTEGRATION



VERTICAL-HORIZONTAL
MONOPOLY: I DISTRIBUTE
WHAT I PRODUCE. YOU
CONSUME.



FROM MULTIPLEX TO
NETFLIX -> DISNEY VS APPLE
VS GOOGLE



AMAZON: BUY AND WATCH



PUBLIC TV IN THE AGE OF
INTERNET: BBC ONLINE FOR
FREE? BATTLE OVER VPN



NEWS CURATION: WHO
SETS THE AGENDA?



CONSUMPTION

- Production-Distribution-CONSUMPTION
- Symbolic Capital & Cultural Taste
- Smart Phones, High-end Headphones, OLED TVs, Smart Watches, Electronic Cars, VR
- Demand generated by supply (backed by low income workers)
- & Digital Wastes go into the third world
- Global Polarization

MEDIA INDUSTRIES

- Media Conglomeration: Horizontal – Vertical Integration
- Corporate Voice
 - Avoid “Serious” Controversies
 - Promote “Soft” Controversies
 - (In)Direct Voice
- Public Sphere & Information Capital
 - Public Decision & Necessary Information & Information Dependence
- New Media: Utopia vs Dystopia
- Public vs Private
- Free Press vs Regulation

