

World Media Systems

{ Week 3

What does globalization mean to you?

Do you think people, countries, and regions of the world are growing closer together or moving further apart? In what ways?

What factors are causing the world to come closer together or to move further apart?

What is the role of travel, communication technology, media companies, and audience media use in bringing the world closer together or moving it farther apart?

What groups of people from which countries or regions might be dissatisfied with or concerned about the way in which media affect the world coming closer together or moving farther apart? What do you think their concerns are?

- A modern and old phenomenon
- A kind of worldwide climate in which people industries, governments and countries across the world are being propelled into closer political, economic, and cultural unions
- Leading impetus is corporate profit-making initiative
 - Has fostered the creation of an acting supranational governance network (UN, WTO, IMF, ITU, etc.)

Globalization

International Travel

- ∞ Increases knowledge and interaction
- ∞ Stimulates industries and options

Communication Technologies

- ∞ Facilitates communication across boundaries and borders
- ∞ Stimulates corporate growth globally

Global Media Conglomerates

- ∞ A giant parent corporation (i.e. a very complex organization) that maintains an extended reach (i.e. operating transnationally) and presides over an amalgamation of subsidiaries with decentralized value system.
- ∞ Challenging conceptions of nationality as it pertains to self-identity
 - ∞ 'Country' still important as unit for understanding media and its usage

Audience Curiosity (regarding other parts of the world)

- ∞ Engaging foreign media content means acquiring the will, taste, skills, and sensitivity to do so

Four Factors Stimulating Globalization

- **Homogenization of Media**
- **Unfairness in Global Information Flow**
- **Spread of Cultural Imperialism**

Criticisms of Globalization

What does the term *system* mean to you?

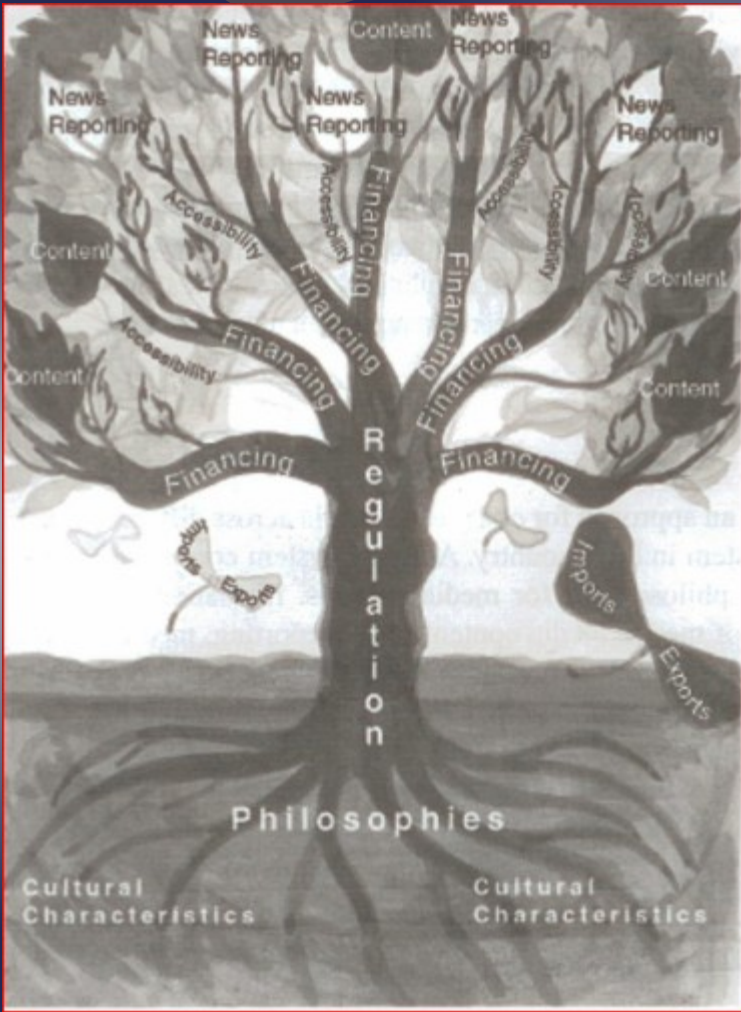
What qualifies something as a *system*?

What is a particular system that affects your life? What are the basic elements of that system?

How do the elements of the system relate to each other?
How do the elements help the system to function?

- Cultural Characteristics
- Philosophies for Media Systems
- Regulation of Media
- Financing of Media
- Accessibility of Media
- Media Content
- News Reporting
- Media Imports and Exports
- Media Audiences

Elements of a Media System



- ⌘ Merging Technologies/Merging Industries
 - ⌘ digital, interactive, asynchronous, quality, convergence, etc.
- ⌘ Evolving regulation, evolving lifestyles
 - ⌘ Narrowcasting, produsers (participative features of social media)
- ⌘ Technological Determinism vs. Cultural Determinism
- ⌘ Political Economy and Cultural Studies

The Changing Media

Theory of relationship between communication practices, symbols, and technologies

Mass media communication = selective production of information

Fields of Selection = Frames for selecting information

- News
- Advertising
- Entertainment
 - Overlap in style/substance across three fields (towards commercial ends)

Social Function of Mass Media

“Reality” needs a communication medium to manifest itself