



GLOBAL MEDIA: AN OVERVIEW
Sixth Semester
BA (JMC)

Dr Sheel Nidhi Tripathi
Associate Professor
BAJMC

© Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

Objectives of the Course

On completion of this course, the student should be able to:


1. Describe the global communication system post World War II
2. Explain the changing trends in global information flow
3. Utilize knowledge gained to analyse major media concerns for India

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

Unit II [Global Communication Giants]

1. Media Imperialism & Localisation of Global Media
2. International Multimedia Giants: NEWS CORP, DISNEY, AOL-TIME WARNER, VIACOM, Star Network
3. Global Television and Cultural Imperialism: CNN and MTV
4. International Practices on Visual Coverage and Regulations in Media Exchange

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi



MEDIA IMPERIALIZATION

- Media imperialism refers to the dominance of larger countries in shaping global media landscapes, often overshadowing local cultures and narratives.
- This cultural hegemony can influence public opinion and tastes, leading to a homogenized media experience.
- How does this affect your daily media consumption, and what can be done to promote cultural diversity? Join the conversation and explore the impact on our world.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi



MEDIA IMPERIALIZATION

- Media imperialism is a theory that suggests that smaller countries are losing their identity due to the dominance of media from larger nations.
- It can be equated to small community shops closing down due to large superstores moving in, taking over, and having a monopoly.
- As the larger media corporations begin to take over, smaller media companies are either being forced out or swallowed up.
- When the majority of media available in one country is that produced by a different, more dominant nation, it is suggested that the culture of that larger nation, along with its interests, displace that of the home country.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi



MEDIA IMPERIALIZATION

Major International news agencies, often headquartered in Western countries, can shape the global narrative. The way news is reported and the selection of stories can reflect a certain cultural and political bias, influencing how events are perceived globally.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

**MEDIA IMPERIALIZATION:
History and background**

- The Media Imperialism debate started in the early 1970s when developing countries began to criticise the control developed countries held over the media.
- The site for this conflict was UNESCO where the New World Information and Communication Order (NWICO) movement developed. Supported by the MacBride report, "ManyVoices,OneWorld", countries such as India, Indonesia, and Egypt argued that the large media companies should have limited access to developing countries.
- This argument was one of the reasons for the United States, United Kingdom, and Singapore leaving UNESCO.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

**MEDIA IMPERIALIZATION:
History and background**


Supported by the MacBride report, "Many Voices, One World", countries such as India, Indonesia, and Egypt argued that the large media companies should have limited access to developing countries. This argument was one of the reasons for the United States, United Kingdom, and Singapore leaving UNESCO.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

Localization of Global Media

- Localization refers to the adaptation of global media content to suit local cultural, linguistic, and social contexts.
- Instead of passively receiving foreign media, local audiences engage with it in a way that resonates with their own cultural background.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

 **Localization of Global Media**

Example:


Regional Variations in Social Media

Social media platforms are global, but their usage and content can vary significantly based on local cultures. For example, the way people use platforms like Facebook or Instagram in the United States may differ from how users in Japan or India engage with the same platforms. Local norms and preferences shape the content and interactions.

Cultural Adaptation in Advertising

Global brands often localize their advertising campaigns to align with local cultural sensitivities and preferences. This could involve modifying visuals, adjusting language, or incorporating elements specific to the target audience to make the message more relevant.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

 **Localization of Global Media**

Media imperialism involves the dominance of global media, often from powerful nations, influencing local cultures. On the other hand, the localization of global media involves adapting foreign content to suit the cultural context of local audiences, allowing for a more nuanced and diverse media landscape.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

 **2. Global Communication Giants**

News Corporation:

- **Rupert Murdoch news corporation** goal is to own every form of programming related to sports beat, films & children- shows using satellite or TV stations in U.S.
- He always wanted to rule the world and some where he is doing so after, establishing newscorporation, he entered in British market in 1960's & by 1980's he started dominating the U.S.market.
- News corporation is always is an intensive competition with most of the other mediagiants for right to Telecast World Cup, Summer Olympic and other important games.
- News Corporation includes more than 130 news papers in Australia, Britain & U.S. more than 20 U.S. TV stations, 25 magazines, U.S. Fox Broadcasting Network, Book Publishing, Asian StarTV, UK Sky Radio.- India sky Broadcasting, Germany VOX channel.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

Disney

- Disney is the closest challengers to News Corporation; its success is also shifted to theme parks, resorts to its films & TV division.
- Historical Disney has been strong in Entertainment & Animation. - These two areas are doing well in the global market & to protect from encroachment upon its global domination of the animation film market.
- Disney has also started using various languages. - Disney channels based in Taiwan & telecasting China's history in their regional language has created to great impact on Asian civilization.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

Disney


- It has spread its wings from Italy by purchasing ESPN (TV Sports Network) made Disney a global leader.
- Now they are also planning to customize locally Disney includes several major films, video & TV production Studio, Theme Parks, & resorts, Walt Disney Studio, Book Publishing, U.S. ABC TV & Radio Network

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

Viacom

- Viacom generate its income from its film studio by producing music videos, soapoperas, reality shows in the field of broadcasting & publishing.
- It has become the world Premiere software with two strategies.
 - a) Implementing a policy of using a company for promoting & improvement of in sale.
 - b) Viacom targeted global growth so the second strategy earning out of U.S
- Viacom has mainly two weapons i.e. MTV & Nickelodeon; this has been a global power house expanding to every content & making it available worldwide.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi




Viacom

Viacom includes:

- 13 U.S TV stations
- U.S cable network
- Films and TV Studiosz
- Book Publishing
- Theme Parks


Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi



Time Warner

- **Time Warner** is the largest corporation in the world. It was formed in 1989 through the merger of Time in Corporation in 1992.
- Time Warner split of its entertainment groups regained its position as a world largest media firm from Disney.
- It has become a fully global corporation. Time Warner is the major force virtually in every medium & on every continent.
- -The latin American Warner shows the classic Bug's Bunny cartoon, 75% of time & it generated more than 1.5 million subscribers.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi



Time Warner

Time warnbers holdings include

- a) 24 magazine
- b) Warner music group
- c) Warner bros film studio
- d) Global leading Motion Picture HBO
- e) Warner Bro's Movie World
- f) Cable system in U.S
- g) Library of over 5000 films
- h) 25000 TV Programmes books and music

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

Star Network

- The television broadcaster in Hong Kong previously known as Star TV Network, see FoxNetworks Group Asia Pacific. For other uses, see Star TV.
- **Star Television Network** was an attempt at a fifth broadcasting network based in Orlando, Florida. The network was notable as the first television network to have featured exclusively direct response commercials and infomercials among standard programming.
- The network featured classic, though cheaper and lesser-known, 1950s and 1960s programming, movies and game shows under the TV Heaven banner, with direct response infomercials rounding out the schedule. Star expected to buy newer programs and originate their own programming once on a firm operating status.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

Global Television and Cultural Imperialism: CNN and MTV

Global television, includes satellite transmission of programs from one country to many other countries. Is the most vibrant instrument of cultural imperialism.

- Global television transmits programs with one or two of the following three characteristics namely: information, education and entertainment.
- New categories of programs include edutainment and infotainment. These are postmodern coinages that involve education, entertainment, and information qualities in a piece of media programs. Famous among the programs under these categories include news, drama, adverts, musicals and sports.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

Global Television and Cultural Imperialism: CNN and MTV

- On global television, these programs are transmitted mostly from western countries in Europe including Germany, England, Italy and United States of America, and also recently from Asian countries like Indian, Japan and China.
- Global television refers to international channels of communication that transmit sound, images and motion simultaneously to countries across the globe.
- Global television programs are retransmitted through satellite or the internet and the audiences at the receiving end access the programs through various forms of subscription - using receptive apparatus like the television monitors, computer monitors and mobile phones.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

Global Television and Cultural Imperialism: CNN and MTV

- As a global medium, global television transmits programs beyond national boundaries and this is done by different countries with the aim of serving their people settled in other countries and also to propagate the policies of the respective countries.
- The impact of global television on viewers is significantly strong due to the channels' ability to use sound, visual and motion as a means of transmitting new developments, new entertainment activities and knowledge enriching programs from developed countries where the messages are generated and transmitted.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

Cultural Imperialism

- Cultural imperialism, in anthropology, sociology, and ethics, the imposition by one usually politically or economically dominant community of various aspects of its own culture on to another, non-dominant community.
- The customs, traditions, religion, language, social and moral norms, and other aspects of the imposing community are distinct from, though often closely related to, the economic and political systems that shape the other community in this culture.
- It is a form of imperialism. The imposing community forcefully extends the authority of its way of life over the other population by either transforming or replacing aspects of the non-dominant community's culture.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

Cable News Network (CNN)


- Cable News Network (CNN) is an American news-based pay television channel owned by Warner Media News & Sports, a division of AT&T's WarnerMedia.
- CNN was founded in 1980 by American media proprietor Ted Turner as a 24-hour cable news channel.
- CNN Worldwide is the most honored brand in cable news, reaching more individuals on television, the web and mobile devices than any other cable news organization in the United States.
- Globally, CNN International is the most widely distributed news channel, reaching over 378 million households.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

 **Cable News Network (CNN)**


- CNN Digital is the #1 online news destinations across all platforms,with more unique visitors and video starts than any other competitor. CNN’s award winningportfolio also includes CNN Original Series, which develops non-scripted programming fortelevision via commissioned projects, acquisitions and in-house production.
- CNN Films produces commissions and acquires documentary feature and short films for theatrical andfestival exhibition, as well as for broadcast and other distribution across CNN’s multipleplatforms. Additionally, CNN Newsource is the world’s most extensively utilized news servicepartnering with over 1,000 local and international news organizations around the world.

Bharati Vidyapeeth’s Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

 **Cable News Network (CNN)**


- CNN is a division of Turner, a WarnerMedia Company
- CNN’s two dozen branded networks and services are available to more than 2 billion peoplein more than 200 countries and territories.
- CNN has 36 editorial operations around the world and around 3,000 employees worldwide.☐
- CNN’s coverage is supplemented and carried by more than 1,000 affiliates worldwide.☐
- CNN reaches 90 million households in the U.S.☐
- CNN Digital is the number one online news destination, routinely registering nearly 200million unique visitors globally each month.☐
- CNN International reaches more than 378 million households worldwide.

Bharati Vidyapeeth’s Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

 **MTV**


- MTV (originally an initialism of Music Television) is an American pay television channel owned by Viacom Media Networks (a division of Viacom) and headquartered in New York City.
- The channel was launched on August 1, 1981, and originallyaired music videos as guided by television personalities known as "video jockeys" (VJs).
- At first,MTV's main target demographic was young adults, but today it is primarily teenagers,particularly high school and college students.

Bharati Vidyapeeth’s Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

 **MTV Culture**

- MTV Culture: The cable network Music Television launched in America 1981 by (appropriately) playing the music video for "Video Killed the Radio Star" by British new wavers The Buggles.
- Since its inception, MTV has been the deciding media force of popular youth culture, pretty much dictating what will be hip for the masses.
- Through a steady stream of music videos and calculated wackiness, the network has captured the hearts (and wallets) of millions of youngsters and has quickly built their tiny American cable channel into a global youth culture empire.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

 **4 .INTERNATIONAL PRACTICES ON VISUAL COVERAGE**

- With the end of the United States of America, there seems to be a new, more relaxed and more cooperative environment prevailing in the world politics. But this situation is very deceptive.
- Developments in the US on the domestic front, and their balance of payment positions, and in Russia, on the political and economic front, have dampened the dominant outlook presented at the beginning of the current decade.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

 **4 .INTERNATIONAL PRACTICES ON VISUAL COVERAGE**

- Most of the communist countries are now desperately trying to get aid and cooperation possible for restructuring their own countries.
- In India, the new economic policy has been formulated and is being implemented now. The economy is opening up for the participation of the foreign companies.
- But this is not shaping up as planned, and already there are misgivings, internally, and fears expressed about the stability of the country by the foreign investors. Ironically, in such a fluid situation,

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

4 .INTERNATIONAL PRACTICES ON VISUAL COVERAGE

- The experts from both the West and Third world Countries, like India, are discussing such issues –like environment protection, AIDS, NPT, etc, to salvage mankind from being wiped off from the face of the earth. This contradiction needs to be resolved before any meaningful effort could be made to reverse the trend in the Third World.
- All these issues are reflected in the television and radio programmes. Satellite communication has wired the whole earth. People sitting in any town in any country can hook their TV sets to the satellite and watch programmes of their choice.

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

4 .INTERNATIONAL PRACTICES ON VISUAL COVERAGE


- In the Third world, there is a sharp decline in autocratic and dictatorial rules.
- The military-let regimes in South American, African and Asian countries have gone back to the barracks.
- The popular governments are taking over the reins of running their countries.
- There is a marked visibility of people at the grassroots level participating in government.
- What we are witnessing is a phase of maturity in the former colonies of the imperialist powers

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

4 .INTERNATIONAL PRACTICES ON VISUAL COVERAGE

- The media of the Third World does not realize this change in the national and international political and economical spheres.
- Exchanges of the TV programmes, especially educational programmes, are quite frequent, though the flow is still imbalanced, because more western programmes are seen on the TV screens of the Third World countries.
- In the recently concluded International Film Festival in New Delhi, the quality of the movies from the West left much to be desired. This revealed the status the West still gives to such an important country like India

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi

 **4 .INTERNATIONAL PRACTICES ON VISUAL COVERAGE**

- Thus, despite the large-scale changes brought about by technology, imbalance persists in the media and coverage of the developed West vis-à-vis the developing countries of the Third World

Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi-63 by Dr Sheel Nidhi Tripathi
