



GLOBAL MEDIA: AN OVERVIEW
Sixth Semester
BA (JMC)

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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


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Unit IV:

[Global Media & Market Forces]


1. Reporting International Issues and Conflicts
2. Media Conglomerates and Monopolies
3. Democratizing Communication; Vertical to Horizontal Communication through Internet Journalism
4. Global Challenges in the New Information Age

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 **REPORTING INTERNATIONAL ISSUES**

- As the world’s only truly universal global organization, the United Nations has become the foremost forum to address issues that transcend national boundaries and cannot be resolved by any one country acting alone.
- To its initial goals of safeguarding peace, protecting human rights, establishing the framework for international justice and promoting economic and social progress, in the seven decades since its creation the United Nations has added on new challenges, such as climate change, refugees and AIDS.

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 **REPORTING INTERNATIONAL ISSUES**


- While conflict resolution and peacekeeping continue to be among its most visible efforts, the UN, along with its specialized agencies, is also engaged in a wide array of activities to improve people’s lives around the world – from disaster relief, through education and advancement of women, to peaceful uses of atomic energy.

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 **INTERNATIONAL ISSUES & CONFLICTS**

1. **Africa:** The UN system plays a crucial role in coordinating assistance of all kinds — to help Africa help itself. From promoting the development of democratic institutions, to the establishment of peace between warring nations, the UN is present on the ground supporting economic and social development and the promotion and protection of human rights.
2. **Ageing:** The world’s population is ageing: virtually every country in the world is experiencing growth in the number and proportion of older persons in their population. The number of older persons, those aged 60 years or over has increased substantially in recent years in most countries and regions, and that growth is projected to accelerate in the coming decades


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 **INTERNATIONAL ISSUES & CONFLICTS**

3. AIDS: New HIV infections have fallen by 35% since 2000 (by 58% among children) and AIDS-related deaths have fallen by 42% since the peak in 2004. The global response to HIV has averted 30 million new HIV infections and nearly 8 million AIDS-related deaths since 2000. The UN family has been in the vanguard of this progress.

4. Atomic Energy: More than 30 countries worldwide are operating 444 nuclear reactors for electricity generation and 66 new nuclear plants are under construction. In 2014, 13 countries relied on nuclear energy to supply at least one-quarter of their total electricity


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 **INTERNATIONAL ISSUES & CONFLICTS**

5. Big Data for the SDGs: The volume of data in the world is increasing exponentially. New sources of data, new technologies, and new analytical approaches, if applied responsibly, can allow better monitoring progress toward achievement of the SDGs in a way that is both inclusive and fair.

6. Children: Every child has the right to health, education and protection, and every society has a stake in expanding children's opportunities in life. Yet, around the world, millions of children are denied a fair chance for no reason other than the country, gender or circumstances into which they are born.

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 **INTERNATIONAL ISSUES & CONFLICTS**

7. Climate Change: Climate change is one of the major challenges of our time. From shifting weather patterns that threaten food production, to rising sea levels that increase the risk of catastrophic flooding, the impacts of climate change are global in scope and unprecedented in scale.

8. Decolonization: The wave of decolonization, which changed the face of the planet, was born with the UN and represents the world body's first great success. As a result of decolonization many countries became independent and joined the UN.

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 **INTERNATIONAL ISSUES & CONFLICTS**

9. Democracy: Democracy is a universally recognized ideal and is one of the core values and principles of the United Nations. Democracy provides an environment for the protection and effective realization of human rights

10. Ending Poverty: While global poverty rates have been cut by more than half since 2000, one in ten people in developing regions still lives on less than US\$1.90 a day - the internationally agreed poverty line, and millions of others live on slightly more than this daily amount.

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 **INTERNATIONAL ISSUES & CONFLICTS**

11. Food: About 795 million people in the world were undernourished in 2014–16. That means one in nine people do not get enough food to be healthy and lead an active life. Hunger and malnutrition are in fact the number one risk to health worldwide — greater than AIDS, malaria and tuberculosis combined.

12. Gender Equality: Women and girls represent half of the world’s population and, therefore, also half of its potential. Gender equality, besides being a fundamental human right, is essential to achieve peaceful societies, with full human potential and sustainable development.

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 **INTERNATIONAL ISSUES & CONFLICTS**

13. Health: The United Nations, since its inception, has been actively involved in promoting and protecting good health worldwide. Leading that effort within the UN system is the World Health Organization (WHO), whose constitution came into force on 7 April 1948.

14. Human Rights: Promoting respect for human rights is a core purpose of the United Nations and defines its identity as an organization for people around the world. Member States have mandated the Secretary General and the UN System to help them achieve the standards set out in the UN Charter and the Universal Declaration of Human Rights.

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 **INTERNATIONAL ISSUES & CONFLICTS**

15. International Law and Justice: The UN continues to promote justice and international law across its three pillars of work: international peace and security, economic and social progress and development, and respect for human rights and fundamental freedoms.

16. Migration: Since the earliest times, humanity has been on the move. Today, more people than ever before live in a country other than the one in which they were born.

17. Oceans and the Law of the Sea: Life itself arose from the oceans. The ocean is vast, some 72 per cent of the earth's surface. Not only has the oceans always been a prime source of nourishment for the life it helped generate, but from earliest recorded history it has served for trade and commerce, adventure and discovery.

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 **INTERNATIONAL ISSUES & CONFLICTS**


18. Peace and Security: Saving succeeding generations from the scourge of war was the main motivation for creating the United Nations, whose founders lived through the devastation of two world wars.

19. Population: In 1950, five years after the founding of the United Nations, world population was estimated at around 2.6 billion people. It reached 5 billion in 1987 and 6 in 1999. In October 2011, the global population was estimated to be 7 billion.

20. Refugees: The world is witnessing the highest levels of displacement on record. An unprecedented 59.5 million people around the world have been forced from home. Among them are nearly 20 million refugees, over half of whom are under the age of 18.

21. Water: Fresh water sustains human life and is vital for human health. There is enough freshwater for everyone on Earth. However, due to bad economics or poor infrastructure, millions of people (most of them children) die from diseases associated with inadequate water supply, sanitation and hygiene.

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 **MEDIA CONGLOMERATES AND MONOPOLIES**

- Global conglomerates can at times have a progressive impact on culture, especially when they enter nations that had been tightly controlled by corrupt crony media systems (as in much of Latin America) or nations that had significant state censorship over media (as in parts of Asia).
- The global commercial-media system is radical in that it will respect no tradition or custom, on balance, if it stands in the way of profits.
- But ultimately it is politically conservative, because the media giants are significant beneficiaries of the current social structure around the world, and any upheaval in property or social relation.

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MEDIA CONGLOMERATES AND MONOPOLIES

- There have been a lot of mergers and buy outs of media and entertainment companies since the 1980s.
- Mainstream media has since become more concentrated in terms of ownership and the influences of advertisers and owning companies both have an enormous influence in how mainstream media shapes itself and society.
- Mother Jones magazine reports that by the end of 2006, there are only 8 giant media companies dominating the US media, from which most people get their news and information.

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MEDIA CONGLOMERATES AND MONOPOLIES

- Disney (market value: \$72.8 billion)
- AOL-Time Warner (market value: \$90.7 billion)
- Viacom (market value: \$53.9 billion)
- General Electric (owner of NBC, market value: \$390.6 billion)
- News Corporation (market value: \$56.7 billion)
- Yahoo! (market value: \$40.1 billion)
- Microsoft (market value: \$306.8 billion)
- Google (market value: \$154.6 billion)
- Yahoo!, Microsoft, and Google are newer media companies compared to the other traditional 5 players


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MEDIA CONGLOMERATES AND MONOPOLIES

The term **media monopoly** – concentrated control of major mass communications within a society – took on a new life in the second half of the twentieth century, thanks to global changes.

- These included new communication technology; growth of literacy in the population;
- demographics that increased the size of potential audiences;
- increasing democratization in the less developed world that heightened interest in politics and the media;
- and high profits and political influence that stimulated conglomerate ownership of all major means of mass communications.

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DEMOCRATIZING COMMUNICATION


VERTICAL TO HORIZONTAL COMMUNICATION THROUGH INTERNET JOURNALISM

Democratization of communication is maximizing the value of information.

People are certainly valuable resources, and the information they hold is useful, but far more so if shared with others. The information revolution is affecting competition in three vital ways

1. It changes the industry structure and, in so doing, after the rules of competition
2. It creates competitive advantage by giving companies new ways to outperform their rivals.
3. It spawns whole new business, often from within a company's existing operations.

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DEMOCRATIZING COMMUNICATION

New innovations in communications have met resistance many times in human history. Movable types:

1. The typewriter
2. The Telephone
3. Computer
4. Radio
5. Television and many recently
6. The Internet

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DEMOCRATIZING COMMUNICATION

VERTICAL TO HORIZONTAL COMMUNICATION THROUGH INTERNET JOURNALISM

- Horizontal communication is the transmission of information between people, divisions, departments or units within the same level of organizational hierarchy.
- You can distinguish it from vertical communication, which is the transmission of information between different levels of the organizational hierarchy.

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DEMOCRATIZING COMMUNICATION

VERTICAL TO HORIZONTAL COMMUNICATION THROUGH INTERNET JOURNALISM

“Horizontal” and “vertical” are potentially quite useful terms for thinking about the functions and effects of today’s Internet era practices—with one small caveat: that we don’t limit ourselves by defining these two forms of communication as in compatible or mutually exclusive.


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DEMOCRATIZING COMMUNICATION

- **INTERNET JOURNALISM:** A slang term used to describe how the Internet has changed journalism, enabling journalists to cover more stories in different ways.
- The slang term "Journalism 2.0" is used to reference the Web technologies such as blogging, audio, video, social networks, and online reporting tools that journalists use today.
- **STRENGTH OF ONLINE JOURNALISM:** 1. Global reach
2. Easy publication
3. Interactivity
4. Multimedia possibility
5. Permanency
6. Timelessness
7. Unlimited space

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GLOBAL CHALLENGES

INFORMATION AGE: The Information age is believed to have started in the last decade of twentieth century.


In 1990's the widespread use of computers and the exponential growth of Internet made information available anytime and anywhere in the world.

CHARACTERISTICS OF THE INFORMATION AGE INCLUDE:

Use of information to increase productivity,
Global use of information,
Emphasis on innovation.

The information age relies on the production and sharing of knowledge and information to achieve profits.

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GLOBAL CHALLENGES

The major challenges and concern include:

- Information Security : Theft & Misuses
- No Uniform Laws to Curb Crimes
- Digital divide: How to Bridge the gap
- Technological challenge


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INFORMATION SECURITY: THEFT & MISUSES

- Due easy access to information, security is the major challenge faced by everyone today.
- As information becomes easily accessible via the Internet, channelizing and controlling the dissemination of information becomes more and more difficult.
- Everyone is under the threat of information theft and misuse.


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NO UNIFORM LAWS TO CURB CRIMES

- Digital and Internet laws Legal systems around the world are not uniform when it comes to issues concerned with the digital world.
- Global uniform digital law is the urgent need of the hour to curb global digital crimes.


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DIGITAL DIVIDE: NEED TO BRIDGE THE GAP

- A social challenge is the pressing need to bridge the digital divide among nations and also within national borders.?
- A formidable challenge, especially for the populous countries like India where the penetration of internet and basic literacy rate are low.

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TECHNOLOGICAL CHALLENGE

- It is a major technological challenge to find and deploy cost effective, fast, accurate and smart technologies to store, secure, verify and share information.?
- Technologists and business houses will find it difficult to satisfying the information needs of the new age

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