**Course: Contemporary World media**

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**CONTEMPORAY MEDIA AND GLOBALIZATION**

**MEDIA**

Media refers to the different means of communication like radio, television, internet etc. It plays a very important role in shaping human mind. Mass media is a section of the media determined to reach a greater audience. Most globalization theorists believe that media has played an important role in acceleration of globalization. With the increase in the importance of economic, cultural and technological integration between countries, it has a great impact on our society’s personal lives. It is because of globalization that today there is an increased access to a broad range of media. (Impact of Globalization on Media).

**DEFINITIONS OF GLOBALIZATION**

* The process by which businesses or other organizations develop international influence or start operating on an international scale.
* Globalization (or globalization) describes the process by which regional economies, societies, and cultures have become integrated through a global network of political ideas through communication, transportation, and trade.
* The term also refers to the transnational circulation of ideas, languages and popular culture. Globalization refers to the growing interconnectedness of different parts of the world, a process which gives rise to complex forms of interaction and interdependency.

The mass media are seen today as playing a key role in enhancing globalization, facilitating culture exchange and multiple flows of information and image between countries through international news broadcasts, television programming, new technologies, film and music. If before the 1990’s mainstream media systems in most countries of the world were relatively national in scope, since then most communication media have become increasingly global, extending their reach beyond the nation-state to conquer audiences worldwide. International flows of information have been largely assisted by the development of global capitalism, new technologies and the increasing commercialization of global television, which has occurred as a consequence of the deregulation policies adopted by various countries in Europe and the US in order to permit the prolifera

**Examples of Globalization**

* **Travel**.
* **Transportation** :
* **Media & Entertainment:**
* **Knowledge:**.

**Blending of Cultures:**

* **Technology:**
* Global news networks,
* Cell phones.

**What role do the media play in the rush towards globalization?**

To some, globalization means the transfer of ideas and culture from the developed west to the undeveloped world, resulting in a homogenization of consumerist culture across borders that threatens to disrupt and permanently alter indigenous values. Yet others might suggest that the flow of ideas occurs in multiple directions, resulting in less homogenization and more diversification of ideas and lifestyles.

Even these general models mask the true depth and complexity of the global reach of media. What is certain is that globalization has greatly expanded the importance of what information lies within the "public sphere," and the sharing of that information will undoubtedly continue to have an effect both on the lives of private individuals vis-à- vis their relationships with each other, and the nation-states.

Most theorists agree that there is practically no globalization without media and communications, as many of the definitions of globalization at least indirectly acknowledge. The role of media and communications is, of course obvious in globalization theories, but it is not necessarily visible. This causes problems in two ways. First the role of media and communications in globalization theories remain vague and unspecified. Secondly media studies missed the „big picture‟ of globalization and have been contributing little to theoretical discussions on globalization.

**The media is basically dominated by five major companies they are**.

1. Time Warner
2. VIACOM
3. Vivendi Universal
4. Walt Disney
5. News Corp

These 5 companies own 95% of all the media that we get every day. They own the major entertainment theme parks, entertainment movie studios; television and radio broadcast networks and programming, video news and sports entertainment.