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### EFFECTS OF GLOBALIZATION ON MASS MEDIA IN THE WORLD

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#### ABSTRACT

*In this article we will discuss about globalization its history and mass media and its history then effects of mass media on all over the world. Specifically we will discuss the impact of globalization on three countries like Bangladesh, India, and Southafrica. The entire positive and the negative impacts of Globalization on media will be discussed here. Kinds of mass media and rate of the freedom of press will also be discussed. Some points of democracy are also being discussed under the globalization.*

**Key Words:** Globalization, History of globalization, Mass media, Mass media and its forms, History of mass media, Modern mass media, Impact of globalization on mass media, Perspectives of different countries

#### GLOBALIZATION

Globalization is just to see the world with one eye and the apartheid of the privileged. It is the supreme myth of all that people invested their hopes and dreams in the expectation that the world would come together that was never been (Hirst and Thompson, 1996). Probably this is the view of the skeptic. However, the globalizers like Giddens (1990) and Castells (1996) considered globalization 'as a central driving force behind the rapid social, political factors that are reshaping modern societies and world order. Although media and globalization are not always connected mutually, however, both are related. Marshall McLuhan made a connection by combining 'the medium is the message' with his 'global village'. Globalization has spread all over the world through media and communication which is referred to as 'mediated globalization' by Rantanen (2005:8). In order to connect media and communication together, Tomlinson defines globalization in the following way:

"Globalization refers to the rapidly developing process of complex interactions between societies, cultures, institutions and individuals world-wide. It is a social process which involves a compression of time and space, shrinking distances through a dramatic reduction in the time taken-either physically or representational- to cross them, so making the world seem smaller and in a certain sense bringing human being 'closer' to one another"

Globalization or (Globalization) refers to the increasingly global relationships of culture, people and economic activity. Most often, it refers to economics: the global distribution of the production of goods and services, through reduction of barriers to international trade such as tariffs, export fees, and import quotas. Globalization accompanied and allegedly contributed to economic growth in developed and developing countries through increased specialization and the principle of comparative advantage. The term can also refer to the transnational circulation of ideas, languages, and popular culture.

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Opponents of globalization alleged that globalization's benefits have been overstated and its costs underestimated. Among other points, they argued that it decreased inter-cultural contact while increasing the possibility of international and intra-national conflict.

## DEFINITION

### Anthony McGrew

Confirming that globalization is a multidimensional phenomena, pays due attention to the issue of communication, defining globalization as the increasing mutual communication. He introduces the following items as the components of his definition:

1 – Under the conditions of globalization, social, political and economic activities Influence and are influenced by the trans-national events.

2 – Globalization intensifies mutual interactions, creating a new global system.

3 – The growth of intensity and extent of communications leads to the elimination of the distance between domestic and international issues. In fact communications become so deep that the people on the side of their local lives feel a global aspect of their lives as well.

4 – Growing communications create some issues at transnational level which can be settled and handled only through global cooperation (proliferation of weapons and the problem of drug trafficking are among such issues).

Globalization has also been defined from other aspects. Many thinkers have defined globalization only from economic point of view. For instance, on the basis of a definition, globalization means economy, development and

domination of an economic production system on the societies of the world. Although this system does not rely on a single country, or a single source of economic-political power, it is mainly under the influence of the most powerful and effective economic-political units in the world

5-On the basis of another definition, globalization in simple language means unity of market, labor and production market, money and capital.

6-Cultural globalization has been defined as a process that facilitates the transformation of cultural features to a part of the global cultural order and consequently the local cultures will be either eliminated or renovated.

7-Majidi says many thinkers maintain that globalization in its cultural aspect is unification of various cultures and formation of a single global culture. This definition has drawn lots of criticisms and many consider the formation of such a culture neither possible nor likely.

## HISTORY OF GLOBALIZATION

Extent of the Silk Road and Spice trade routes blocked by the Ottoman Empire in 1453 spurring exploration, The historical origins of globalization remain subject to debate. Though in common usage it refers to the period beginning in the 1970s, some scholars regard it as having an ancient history that encompasses all international activity.

### Archaic Period

Perhaps the most extreme proponent of a deep historical origin for globalization was Andre Gunder Frank, an economist associated with dependency theory. Frank argued that a form of globalization began with the rise of trade links between Sumer and the Indus Valley Civilization in the third millennium B.C.

This archaic globalization existed during the Hellenistic Age, when commercialized urban centers enveloped the axis of Greek culture that reached from India to Spain, including Alexandria and the other Alexandrine cities. Others pointed to the trade links between the Roman Empire, the Parthian Empire, and the Han Dynasty. The increasing commercial links between these powers took form in the Silk

Road, which started in western China, reached the boundaries of the Parthian empire, and continued to Rome. As many as three hundred Greek ships sailed each year between the Greco-Roman world and India. Annual trade volume may have reached 300,000 tons.

### **Islamic and Mongol eras**

The Islamic Golden Age showed another stage of globalization, when Jewish and Muslim traders and explorers established trade routes, resulting in a globalization of agriculture, trade, knowledge and technology. Crops such as sugar and cotton became widely cultivated across the Muslim world in this period, while widespread knowledge of Arabic and the Hajj created a cosmopolitan culture.

Portuguese carrack in Nagasaki, 17th century Japanese Nanban art Native New World crops exchanged globally: Maize, tomato, potato, vanilla, rubber, cacao, and tobacco

The advent of the Mongol Empire, though destabilizing to the commercial centers of the Middle East and China, greatly facilitated travel along the Silk Road. The Pax Mongolica of the thirteenth century included the first international postal service, as well as the rapid transmission of epidemic diseases such as bubonic plague across Central Asia. Up to the sixteenth century; however, the largest systems of international exchange were limited to Eurasia.

### **MASS MEDIA**

NATO Secretary General, Jaap de Hoop Scheffer, addresses members of the press in Pristina, Kosovo, on April 22, 2004. This is an official NATO photograph, obtained from <http://www.nato.int/multi/photos/2004/m040422a.htm>.

### **Definition and Forms**

"Mass media" is a deceptively simple term encompassing a countless array of institutions and individuals who differ in purpose, scope, method, and cultural context. Mass media include all forms of information communicated to large groups of people, from a handmade sign to an international news network. There is no standard for how large the audience needs to be before communication becomes "mass" communication. There are also no constraints on the type of information being presented. A car advertisement and a U.N. resolution are both examples of mass media.

Because "media" is such a broad term, it will be helpful in this discussion to focus on a limited definition. In general usage, the term has been taken to refer to only "the group of corporate entities, publishers, journalists, and others who constitute the communications industry and profession." This definition includes both the entertainment and news industries. Another common term, especially in talking about conflict, is "news media." News media include only the news industry. It is often used interchangeably with "the press" or the group of people who write and report the news.

The distinction between news and entertainment can at times be fuzzy, but news is technically facts and interpretation of facts, including editorial opinions, expressed by journalism professionals. Which facts are included, how they are reported, how much interpretation is given, and how much space or time is devoted to a news event is determined by journalists and management and will depend on a variety of factors ranging from the editorial judgment of the reporters and editors, to other news events competing for the same time or space, to corporate policies that reflect management's biases.

Mass media refers collectively to all media technologies that are intended to reach a large audience via mass communication. Broadcast media (also known as electronic media) transmit their information electronically and comprise of television, film and radio, movies, CDs, DVDs and some other gadgets like cameras or video consoles. Alternatively, print media uses a physical object as a means of sending their information, such as a newspaper, magazines, brochures, newsletters, books, leaflets and pamphlets. Photography can also be included under this subheading as it is a medium which

communicated through visual representations. The term also refers to the organizations which control these technologies, such as television stations or publishing companies. Mobile phones, computers and Internet are sometimes referred to as New-age Media. Internet media is able to achieve mass media status in its own right, due to the many mass media services it provides, such as email, websites, blogging, Internet and TV. For this reason, many mass media outlets have a presence on the web, by such things as having TV ads which link to a website, or having games in their sites to entice gamers to visit their website. In this way, they can utilize the easy accessibility that the internet has, and the outreach that internet affords, as information can easily be broadcast to many different regions of the world simultaneously and cost-efficiently. Outdoor media is a form of mass media which comprises billboards, signs, placards placed inside and outside of commercial buildings/objects like shops/buses, flying billboards (signs in tow of airplanes), blimps, and skywriting. Public speaking and event organizing can also be considered as a form of mass media

In the late 20th Century, mass media could be classified into eight mass media industries: books, newspapers, magazines, recordings, radio, movies, television and the internet. With the explosion of digital communication technology in the late 20th and early 21st centuries, the question of what forms of media should be classified as "mass media" has become more prominent. For example, it is controversial whether to include cell phones, video games and computer games (such as MMORPGs) in the definition. In the 2000s, a classification called the "seven mass media" became popular. In order of introduction, they are:

1. Print (books, pamphlets, newspapers, magazines, etc.) from the late 15th century
2. Recordings (gramophone records, magnetic tapes, cassettes, cartridges, CDs, DVDs) from the late 19th century
3. Cinema from about 1900
4. Radio from about 1910
5. Television from about 1950
6. Internet from about 1990
7. Mobile phones from about 2000

Each mass media has its own content types, its own creative artists and technicians, and its own business models. For example, the Internet includes web sites, blogs, podcasts, and various other technologies built on top of the general distribution network. The sixth and seventh media, internet and mobile, are often called collectively as digital media; and the fourth and fifth, radio and TV, as broadcast media. Some argue that video games have developed into a distinct mass form of media.

While a telephone is a two way communication device, mass media refers to medium which can communicate a message to a large group, often simultaneously. However, modern cell phones are no longer a single use device. Most cell phones are equipped with internet access and capable of connecting to the web which itself a mass medium. A question arises of whether this makes cell phones a mass medium or simply a device used to access a mass medium (the internet). There is currently a system where marketers and advertisers are able to tap into satellites, and broadcast commercials and advertisements directly to cell phones, unsolicited by the phone's user. This transmission of mass advertising to millions of people is a form of mass communication.

Video games may also be evolving into a mass medium. Video games convey the same messages and ideologies to all their users. Users sometimes share the experience with each other by playing online. Excluding the internet however, it is questionable whether players of video games are sharing a common experience when they play the game separately. It is possible to discuss in great detail the events of a video game with a friend you have never played with because the experience was identical to you both. The question is if this is then a form of mass communication.

MMORPGS such as Run escape provide a common gaming experience to millions of users throughout

the globe. It is arguable that the users are receiving the same message, i.e., the game is mass communicating the same messages to the various players.

### **History of Mass Media**

The history of mass media can be traced back to the days when dramas were performed in various ancient cultures. This was the first time when a form of media was "broadcast" to a wider audience. The first dated printed book known is the "Diamond Sutra", printed in China in 868 AD, although it is clear that books were printed earlier. Movable clay type was invented in 1041 in China. However, due to the slow spread of literacy to the masses in China, and the relatively high cost of paper there, the earliest printed mass-medium was probably European popular prints from about 1400. Although these were produced in huge numbers, very few early examples survive, and even most known to be printed before about 1600 have not survived. The term "mass media" was coined with the creation of print media, which is notable for being the first example of mass media, as we use the term today. This form of media started in Europe in the middle Ages. Johannes Gutenberg's invention of the printing press allowed the mass production of books to sweep the nation. He printed the first book on a printing press with movable type in 1453. The Gutenberg Bible, one of the books he published, was translated into many different languages and printed throughout the continent. The invention of the printing press in the late 15th century gave rise to some of the first forms of mass communication, by enabling the publication of books and newspapers on a scale much larger than was previously possible. The invention also transformed the way the

### **NEW AGE MEDIA (DIGITAL MEDIA)**

#### **Internet**

The Internet (also known simply as "the Net" or less precisely as "the Web") is a more interactive medium of mass media, and can be briefly described as "a network of networks". Specifically, it is the worldwide, publicly accessible network of interconnected computer networks that transmit data by packet switching using the standard Internet Protocol (IP). It consists of millions of smaller domestic, academic, business, and governmental networks, which together carry various information and services, such as e-mail, online chat, file transfer, and the interlinked Web pages and other documents of the World Wide Web.,

Contrary to some common usage, the Internet and the World Wide Web are not synonymous: the Internet is the system of interconnected computer networks, linked by copper wires, fiber-optic cables, wireless connections etc.; the Web is the contents, or the interconnected documents, linked by hyperlinks and URLs. The World Wide Web is accessible through the Internet, along with many other services including e-mail, file sharing and others described below.

Toward the end of the 20th century, the advent of the World Wide Web marked the first era in which most individuals could have a means of exposure on a scale comparable to that of mass media. Anyone with a web site has the potential to address a global audience, although serving to high levels of web traffic is still relatively expensive. It is possible that the rise of peer-to-peer technologies may have begun the process of making the cost of bandwidth manageable. Although a vast amount of information, imagery, and commentary (i.e. "content") has been made available, it is often difficult to determine the authenticity and reliability of information contained in web pages (in many cases, self-published). The invention of the Internet has also allowed breaking news stories to reach around the globe within minutes. This rapid growth of instantaneous, decentralized communication is often deemed likely to change mass media and its relationship to society.

"Cross-media" means the idea of distributing the same message through different media channels. A similar idea is expressed in the news industry as "convergence". Many authors understand cross-media publishing to be the ability to publish in both print and on the web without manual conversion effort. An

increasing number of wireless devices with mutually incompatible data and screen formats make it even more difficult to achieve the objective “create once, publish many”.

The Internet is quickly becoming the center of mass media. Everything is becoming accessible via the internet. Instead of picking up a newspaper, or watching the 10 o'clock news, people can log onto the internet to get the news they want, when they want it. For example, many workers listen to the radio through the Internet while sitting at their desk. Even the education system relies on the Internet. Teachers can contact the entire class by sending one e-mail. They may have web pages where students can get another copy of the class outline or assignments. Some classes have class blogs in which students are required to post weekly, with students graded on their contributions.

### **Blogs (Web Logs)**

Blogging, too, has become a pervasive form of media. A blog is a website, usually maintained by an individual, with regular entries of commentary, descriptions of events, or interactive media such as images or video. Entries are commonly displayed in reverse chronological order, with most recent posts shown on top. Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images and other graphics, and links to other blogs, web pages, and related media. The ability for readers to leave comments in an interactive format is an important part of many blogs. Most blogs are primarily textual, although some focus on art (art log), photographs (photo blog), sketch blog, videos (v log), music (MP3 blog), audio (podcasting) are part of a wider network of social media. Micro blogging is another type of blogging which consists of blogs with very short posts.

### **RSS Feeds**

RSS is a format for syndicating news and the content of news-like sites, including major news sites like Wired, news-oriented community sites like Slashdot, and personal blogs. It is a family of Web feed formats used to publish frequently updated content such as blog entries, news headlines, and podcasts. An RSS document (which is called a "feed" or "web feed" or "channel") contains either a summary of content from an associated web site or the full text. RSS makes it possible for people to keep up with web sites in an automated manner that can be piped into special programs or filtered displays.

### **Podcast**

A podcast is a series of digital-media files which are distributed over the Internet using syndication feeds for playback on portable media players and computers. The term podcast, like broadcast, can refer either to the series of content itself or to the method by which it is syndicated; the latter is also called podcasting. The host or author of a podcast is often called a podcaster.

### **Mobile**

Mobile phones were introduced in Japan in 1979 but became a mass media only in 1998 when the first downloadable ringing tones were introduced in Finland. Soon most forms of media content were introduced on mobile phones, and today the total value of media consumed on mobile towers over that of internet content, and was worth over 31 billion dollars in 2007 (source Informa). The mobile media content includes over 8 billion dollars worth of mobile music (ringing tones, ring back tones, true tones, MP3 files, karaoke, music videos, music streaming services etc.); over 5 billion dollars worth of mobile gaming; and various news, entertainment and advertising services. In Japan mobile phone books are so popular that five of the ten best-selling printed books were originally released as mobile phone books.

Similar to the internet, mobile is also an interactive media, but has far wider reach, with 3.3 billion mobile phone users at the end of 2007 to 1.3 billion internet users (source ITU). Like email on the internet, the top application on mobile is also a personal messaging service, but SMS text messaging is used by over 2.4 billion people. Practically all internet services and applications exist or have similar cousins on mobile, from search to multiplayer games to virtual worlds to blogs. Mobile has several

unique benefits which many mobile media pundits claim make mobile a more powerful media than either TV or the internet, starting with mobile being permanently carried and always connected. Mobile has the best audience accuracy and is the only mass media with a built-in payment channel available to every user without any credit cards or PayPal accounts or even an age limit. Mobile is often called the 7th Mass Medium and either the fourth screen (if counting cinema, TV and PC screens) or the third screen (counting only TV and PC).

## **PRINT MEDIA**

### **Book**

Main article: Book

Brockhaus Konversations-Lexikon, 1902.

A book is a collection of sheets of paper, parchment or other material with a piece of text written on them, bound together along one edge within covers. A book is also a literary work or a main division of such a work. A book produced in electronic format is known as an e-book.

### **Magazine**

A magazine is a periodical publication containing a variety of articles, generally financed by advertising and/or purchase by readers.

Magazines are typically published weekly, biweekly, monthly, bimonthly or quarterly, with a date on the cover that is in advance of the date it is actually published. They are often printed in color on coated paper, and are bound with a soft cover.

Magazines fall into two broad categories: consumer magazines and business magazines. In practice, magazines are a subset of periodicals, distinct from those periodicals produced by scientific, artistic, academic or special interest publishers which are subscription-only, more expensive, narrowly limited in circulation, and often have little or no advertising.

Magazines can be classified as:

- 1- General interest magazines (e.g. Frontline, India Today, The Week, The Sunday Times etc.)
- 2- Special interest magazines (women's, sports, business, scuba diving, etc.)

### **Newspaper**

A newspaper is a publication containing news and information and advertising, usually printed on low-cost paper called newsprint. It may be general or special interest, most often published daily or weekly. The first printed newspaper was published in 1605, and the form has thrived even in the face of competition from technologies such as radio and television. Recent developments on the Internet are posing major threats to its business model, however. Paid circulation is declining in most countries, and advertising revenue, which makes up the bulk of a newspaper's income, is shifting from print to online; some commentators, nevertheless, point out that historically new media such as radio and television did not entirely supplant existing.

## **OUTDOOR MEDIA**

Outdoor media is a form of mass media which comprises billboards, signs, placards placed inside and outside of commercial buildings/objects like shops/buses, flying billboards (signs in tow of airplanes), blimps, and skywriting. Many commercial advertisers use this form of mass media when advertising in sports stadiums. Tobacco and alcohol manufacturers used billboards and other outdoor media extensively. However, in 1998, the Master Settlement Agreement between the US and the tobacco industries prohibited the billboard advertising of cigarettes. In a 1994 Chicago-based study, Diana Hackbarth and her colleagues revealed how tobacco- and alcohol-based billboards were concentrated in

poor neighborhoods. In other urban centers, alcohol and tobacco billboards were much more concentrated in African-American neighborhoods than in white neighborhoods.[5]

## PERSONAL MEDIA

Non-mass or "personal" media (point-to-point and person-to-person communication) can include:  
Gestures.

- 1-Letter
- 2-Telephony

## PRESS FREEDOM AROUND THE WORLD

In October 2007, Reporters Sans Frontiers (Reporters without Borders or RSF) published their 2007 worldwide press freedom index. The results were interesting:

On the whole, it showed that democracies ranked best, as expected. (The top position was jointly held by North European nations: Iceland and Norway. Estonia, Slovakia and Belgium made up the top 5.) Totalitarian and communist regimes ranked worst because there was next to no press freedom as in almost all such cases, the media is government controlled. (The worst 5 were Cuba, Iran, Turkmenistan, North Korea and Eritrea.) But there were a few findings that may surprise some:

Canada and Germany were the highest ranking G8 rich countries, but only ranked 18th and 20th, respectively, split by Trinidad and Tobago;

- 1-UK ranked just 24th, only slightly up from 27th the previous year;
- 2-France ranked just 31st, only slightly up from 35th, in the previous year;
- 3-Span (33rd), Italy (35th) and Japan (37th) all rose a little bit but also do not rank that highly as expected
- 4-The US ranked just 48th. While this was up from 2006 (53rd), in 2005, they ranked 44th, and in 2004, they ranked 22nd which were not that good, anyway;
- 5-Russia ranked just 144th.
- 6-New Zealand (15th), Canada (18th), and Trinidad and Tobago (19th) were the only 3 in the top 20 that were from outside Europe.

RSF's 2006 worldwide press freedom index is also online. You can also see RSF's 2005 worldwide press freedom index to compare. And you can also see RSF's 2004 worldwide press freedom index to compare.

Some have commented in the past that various freedoms and democratic principles etc come after a nation has been able to increase its prosperity. But, as Reporters Sans Frontiers has shown each year, poor countries can be respective of press freedoms. You can find more information from their web site which also includes information and details of all country rankings. The chart below is also from Reporters Sans Frontiers depicting press freedom across nations.

Of course, press freedom is just one amongst many, many variables that would indicate a healthy democracy, but it is one of a number of variables to indicate a healthy and diverse media, which itself is an integral component to a functioning democracy. But even with a fairly free press, problems of political and other influences can still be a big factor in the quality of the media. And this impacts the media in industrialized countries, as well as in poorer countries. For example, Reporters Sans Frontiers also reports that after the September 11 atrocity, the media in the U.S. was torn by "the pull of patriotism and self-censorship" such that the diversity of media coverage was affected and therefore



“cast [a] doubt on the objectivity of the American press.”

## **MEDIA AND GLOBALIZATION**

In a world of increasing globalization, the media has much potential. It has the possibility of spreading information to places where in the past it has been difficult to get diverse views. It has the potential to contribute to democratic processes and influences especially on countries and regimes that are not democratic. On the negative side though, it also has the ability to push the ideas and cultures of more dominant interest.

The phenomenon of “cultural imperialism” raises concerns in many countries where people fear that their culture gets diluted or given a back seat to the demands of large media and corporate interests in the name of globalization, where products and imagery, mainly from the west, make it into the televisions and homes of people. The fear of many people is that if people around the world are molded into model consumers, following a western standard, then it is easier for large companies to sell their products and know their buyer’s habits etc, while eroding local cultures and traditions. There is often extensive debate as to how likely this will be, whether local cultures and traditions will exert their influence on local forms of globalization, or if there will be more extremist backlash. In different parts of the world, many of these and other reactions are already seen.

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## **IMPACT OF GLOBALIZATION ON WORLD**

Different people define globalization differently. Some define it as a set of processes changing the nature of human interaction across a wide range of spheres including the economic, political, social, technological, and environmental. Furthermore, it is perceived as the process of integration of the world community into a common system either economic or social. It essentially means the growing increase in the interconnectedness and interdependences among the worlds regions, nations, governments, business and institutions. Some others say, it is a process, which engenders free flow of ideas, people, goods, services and capital thereby fostering integration of economies and societies. The most visible aspect of globalization is the spread of information and communication technologies. The advance in technology has made available computer equipment, facsimile machines, telex systems, and satellite communications, to name a few. The advent of newspapers, television, and radio and internet haven immensely helped in the spread to information and has also helped bring people from different parts of the world in contact with each other. Although they have their own disadvantages, the advantages are many more.

Earlier to communicate, people use to write letters send them through post or through other mediums. No city had any idea of what was going on in their neighboring city. The press media was the first breakthrough. The beginning of the Press media was seen after the information revolution. The press became an active participant in the tasks of promoting, projecting, and supporting the process. Globalization has assisted in networking among journalists; and these facilities have revolutionized news, printing, editing and reportage. More importantly it has aided considerably in news circulation.

Generally speaking, globalization has made possible adequate and timely processing and dissemination of information. As the costs of worldwide communication had decreased, nearly everyone in a news organization is able to get access to international news. A wide coverage of international print media output, could be read on the domestic grounds. News and features that were previously being suppressed became worldwide knowledge. For example: earlier when a rape had been committed, no one would have known but today the press has helped oppose and expose almost all crimes committed, and people are becoming more and more aware of what is happening around the city. The press has been stimulating political parties and candidates out of their shells and exposes their programs to public scrutiny. The press has been playing its traditional role of informing and educating citizens on political parties, sport events, glamorous celebrity gossip, and international happenings.

After the press media, came the discovery of the radio and the television. The advent of radio and television networks emerging in the early 20th century received a number of viewers. It appealed to another sense, for the press we could only read, but television and radio had audio video effects which was more attractive for the consumers. Television and radio could be used to address illiterate people also, because it was made available in different languages and the audience need not be literate to be able to read. Earlier television started with only a few channels, showing cable, but today there are over 200 channels screening 200 different things. Today, you can view channels from across the nation which helps you get an idea of the lifestyle and culture of the westernized nations. In China, English is taught through radio and television. Therefore watching television and hearing radio is also a learning process for many. On news channels one can view the happenings of other countries, the climate there, the problems they are facing, and also the kind of soap operas made there, the cinema they watch, and everything that helps us understand the people in other countries. For example, India represents immensely attractive markets to the major corporations that provide television program content and services across borders and regions. Also, the advertising industry has used television and radio as a medium to very effectively expose global products daily to its audience. They have the advantage of video and audio facilities so then can effectively advertise on television and radio. But this also has its own disadvantage, the value for that advertising slot on television or radio is proportional to the number of viewers or listeners it reaches, which is massive. But on the whole, considering the setbacks, television has proved to be a very effective form for entertainment, for advertising, for sharing cross cultural values and for educating. 'Dallas', 'Dynasty', 'Ellen' and 'Married With Children', and 'Golden Girls', 'X-Files', 'Star Trek', 'the Simpsons', all are examples of universally distributed programs on TV. Radio is also another helpful form of entertainment. It also comes in very handy during traffic jams, floods, or any other important happening. Today every house has a radio, be it the rich or the poor. Therefore, when needed to reach the mass audience together, we have the radio. It is only recently, with the coming up of many channels, that people have started listening to the radio.

Besides the inventions of newspapers, television and radio, over the years we have also come to see a completely diverse form of cinema. It started of when cameras had come in. At first there were silent movies being made and then with the advent of video they started making longer movies with different genres. In India cinema started at a much later stage. At first we use to have live dramas being performed by artists. Then "Bollywood", the Indian cinema as it is called, was started. The cinema industry also shows signs of globalization. From the kind of movies we use to see and the kind of movies that are now produced are very different. Earlier movies had all the characters, an actor, actress, and a villain but their roles were different, their dressing was different. As the years have passed, with the coming in of technology a whole new set of genre has come, of animated movies. Animation has raised the standards of cinema. Even the theaters that screen these movies have changed over a period. Now we have multiplexes all over, screening 5 to 6 movies at the same time.

## **MEDIA COVERAGE**

Peer Fiss and Paul Hirsch, in an article on the discourse of globalization, suggested using the notion of framing as a way to Map showing rankings of a number of countries, as described in RSF's Press

Freedom Index.

They identified three main frames:

The positive frame points to the potential gains and benefits of globalization. The neutral frame portrays globalization as a natural, evolutionary, and largely inevitable development. The negative frame points out the increasing potential for economic crisis, the threat to the livelihoods of workers, and the growing income inequality caused by globalization.

The Hiss study claimed that newspaper articles and corporate press releases prior to 1989 employed neutral frame of reference. In 1986, for example, nearly 90% of newspaper articles exhibited neutral framing. After the collapse of the stock market in Oct.19, 1987 and the subsequent recession, newspapers began to voice concerns about globalization and the interconnectedness of international markets. By 1998, neutrally framed articles had been reduced to 25% of the total.

The study also showed a large increase in negative articles. Prior to 1995, positive articles were more common. By 1998, negative articles outpaced positive articles by two to one. In 2008 Greg Ip claimed this rise in opposition to globalization can be explained, at least in part, by economic self-interest.

The number of newspaper articles showing negative framing rose from about 10% of the total in 1991 to 55% of the total in 1999. This increase occurred during a period when the total number of articles concerning globalization nearly doubled. This discourse takes two very different forms:

In industrialized countries discourse about globalization centered on economic self-interest. Newspaper articles about globalization typically expressed concerns involve the interconnectedness of international financial markets and the potential for economic crisis, as well as threats to the worker livelihoods.

The emergence of the global concepts of movies, shows and series, as well as the emergence of a global audience, with its impact on program contents, is a concept with precedence. Media contents present itself today as a global form of entertainment and information providing which in my opinion has been excellent. Today having good knowledge is also partly because of the media.

## **Impact of Globalization on Media**

According to the Perspective of different Countries.

### **Globalization and India**

A documentary by the Open University in UK, aired on the BBC2 channel, October 29, 2003. The documentary, titled Images over India looked at the positive and negative consequences that globalization of media had in India on various parts of society. Amongst many things, the documentary noted the following.

India is one of the world's largest markets for satellite TV, with some 300 million viewers. The Indian economy opened up in the 1990s after decades of being closed. (Pressure came from western and international institutions such as the IMF, World Bank, etc.)

This led to an explosion in global consumer goods. There was also an explosion in Indian television. While globalization of television has been going on since the 1980s (with the likes of CNN, MTV, Sky, Star TV, etc), in India, demand from urban middle classes came around 1991 for the likes of CNN for coverage of international events such as the first Gulf War.

Star TV (a Hong Kong based company, owned by Rupert Murdoch's News Corp and present in many, many Asian countries) found it easy to penetrate in India. This was because of many reasons, including

that The existing broadcast was based on an old system The existing broadcast was state-owned primarily a vehicle for news, education, and social issues, such as how to deal with various health issues, etc. Entertainment was usually films of religious stories.

While such things were very useful for the rural poor, the growing urban middle class wanted more entertainment, western soaps, etc. While televisions used to be rare, they were now becoming widespread.

Initially Star TV only catered to the small minority of people that spoke English, showing western soaps, serials, Hollywood movies. Hindi's first commercial channel, Zee TV introduced programs in the natural language, Hindi. Zee TV's launch heralded private television. Zee was and is primarily focused on entertainment.

Just 5 years after the launch of Star TV, there are a dozen satellites broadcasting over 50 channels, in English, Hindi, and some 16 regional languages. Furthermore. India is the second largest TV market in the world, after the United States.

These new networks offer many programs. However, India has seen a number of trends including: An increase in programming and hours, especially more music, films, talk shows, game shows, soaps, etc.

But there has also been an increase in the number of repeats, of music channels, etc, which has made the changes appear shallow, according to an Indian media activist interviewed on the documentary.

The film industry, known as Bollywood, is the largest feature film producer in the world, larger than Hollywood, with some 300 feature films a year. While there has been a long tradition of cinema movies in India, satellite TV has meant more foreign films being broadcast. Local industries have seen the effects too, for example, by being forced to innovate, to improve effects of their own films, or increase violence, etc. Those television channels that have localized the most are succeeding in the tough competition.

Advertisers are also seeing a large audience as potential consumers of their products:

The audience targeted by cable and satellite companies is the same as those desired by multinational companies at the forefront of globalization:

Large middle class segment (some 700 million people—one of the largest middle class segments in the world) Imagery generally is geared towards them A positive impact of companies such as Zee TV was that it allowed advertisers in India to advertise their products, thus helping India's industries and the country's economy as it began to liberalize. It also created competition for the state-owned broadcaster potentially contributing to a better situation for consumers.

One thing Star TV has able to deliver to advertisers is highly focused programs, reaching targeted groups of people. Delivering a mass market is key for advertisers. However, with all the advertising and so forth, "some wastage is inevitable."

There is an increase in "flamboyant corruption" that didn't used to be there before in the same way. This has been attributed to some of the new imagery seen in the media. It seemed as though the message was now about how to show or flaunt your money, which was opposite to what it was in the past.

Yet, the documentary noted, many in India do not see the wealth of many people there as being legitimate. A lot is seen as coming through corruption and criminal consumption, such conspicuous consumption was not looked at so well by such people. For women too, the results have included a loss of what little security they may have had in their lives. This has been because

There has been an increase in violence on them by their husbands, their little savings for say their

daughter's education is now being used by husbands to buy things they see on TV. Furthermore, a lot of programming doesn't relate for many Indian audiences. Fragile lives and more sensitive issues are not really portrayed

Only a small minority would relate to the characters on soaps and films, yet these are the dominant representations found on television. While satellite and cable are reaching far out in India, including rural communities, rural people are finding no space for their concerns in these commercial media, or even the new government channels. While more people are being exposed for the first time to messages from different cultures, the concern raised was that it might be happening so quickly as to introduce social problems including those mentioned above. From the economic sense, the documentary also showed an interesting observation.

That is, the notion of the "average" Indian person was getting more real. In the past, the "average" Indian person didn't exist, because of the immense diversity of cultures and customs. Now, with the introduction and dominance of a few large companies there is a significant proportion of Indians who fall into this category, close to this average.

While this is good for globalization companies, who do better from conformity than diversity, the overall picture for Indians is a mixed one to say the least.

### **Globalization and Media in a Democracy: Bangladesh Perspective**

In this section, an attempt will be made to discuss factors that have strengthened the role of the media in the age of globalization and also identify threats that have been undermining democratic role of the media in the age of globalization.

.Does Globalization Strengthen the Role of the Media in a Democracy?

1) From the cultural point of view global market reach worldwide due to the development of radio, TV, books, cinema, music and Internet which has also brought people together. The global media are now able to exchange their ideas, culture, concepts which have reduced the world to a 'global village'. For instance, it is now possible to watch the live telecast of the World Cup football match from less developed Bangladesh to developed USA which show the way towards democracy as everyone is receiving equal opportunity.

2) Globalization fabricates homogeneity that means similar thoughts and principles, identical films and songs are carried into all parts of the world (Street, 2001:173-74). In a democracy, all people should take pleasure in equivalent advantage. For instance, we can witness similar movie in Bangladesh and Norway due to invention of satellite channels.

3) Globalization enhances ideas. With the advancement of Internet and mobile phones, it is now feasible to communicate ideas and information from one part of the world to another part. For instance, in Bangladesh, people having Internet connection can effortlessly share ideas with people staying other parts of the world. Moreover, it enhances communication inequality within and between nations (Herman, et al, 2004:133).

4) Free press is necessary for the successful operation of democracy. Due to globalization and expansion of global media, it becomes a problem for every government to control media. Before 1990, the government of Bangladesh used to control media by imposing several laws. But after the restoration of democracy in 1990s it turns out to be difficult for the government to control media and Internet.

5) Globalization increases competition among different media sectors and thus facilitates construction diversities of neutral programmers'. In Bangladesh, there are 19 private TV channels and more than 10 are waiting for government approval. They are now contending with each other for survival. In such a situation, overall standard of the programme is mounting. Nowadays, different political parties, ethnic and religious groups can set up a website and invite deliberation as well as can raise their voice in a particular issue which is one of the key features of democracy.

6) The development of media and communication in the era of globalization affects the traditional pattern of social interaction, helps to build up a good social relationship and helps to realize other

people and thus help to strengthen democracy. Thompson (1995) expressed his opinion in the following way: "The development of new media and communications does not exist simply in the establishment of new networks for the transmission of information between individuals whose basic social relationship remains intact. Rather the development of media and communications creates new forms of action and interaction which has prevailed for most human history".

7) The globalization carries some values such as rights of women and minority. These messages may remain as hidden but this can help human causes and agitate customary roles. In Bangladesh, the Grameen Telecom has set up 'Village Phone' service to the women of rural areas. The poorer women are getting the mobile phones and doing business. Their role in the society has now been changed from housewife to income generation. They have been taking their own decision regarding family.

8) Convergence becomes the new dimension of media in the age of globalization that can help make people aware about any event immediately. In Bangladesh, almost every daily newspaper has its Internet edition through which it offers news to the readers few hours advance than its paper version.

9) In the era of globalization, mass media can be used to encourage active political citizenship. E-mail is used for electronic voting to organize people in some issues that mean that it creates civic network (Tambini, 1999:306). For example, the White House offers people to send direct e-mail to the president's office in order to be acquainted with far-reaching information on government programme. This type of civic networking offers the clearest insights into the emerging patterns of political communication.

### **Except the Positive Aspects, Globalization Has Some Negative Aspects Which Have Undermined the Role of the Media**

#### **Does Globalization Weaken the Role of the Media in a Democracy?**

1) Globalization enhances convergence and in the same way creates media conglomerates like News Corp, Time Warner, Disney, Bertelsmann, and Viacom. Thus it creates global media market. It also creates uneven globalization in terms of economy and digital divide. The income gap between the rich and poor countries in 20 years has grown up from 30 to 1 in 1960 to 80 to 1 in 1995. Per capita income of these countries have fallen in more than 70 countries during this period. Half of the world's total population earn below US\$ 2 per day (Herman, 1999). In the point of digital divide, the picture is even worsening. In 2004, the developing world had 4 times fewer telephones than the developed world, 4 times fewer mobile subscribers per 100 and 8 times less Internet user penetration. Moreover, 87 percent of people live online in the postindustrial societies. That is why, it can be said that less developed countries can participate in the world market not by them but by the delivery systems created and maintained by the global corporations (Malm and Wallis, 1993 cited in Street, 2001:175).

2) Some experts such as Tambini (1999) claim that globalization of media and communication can create civic network. However, they criticize the role of civic network arguing that it can do nothing to stroke the real problems for political citizenship such as globalization and social barring. Moreover, they claim that the e-democracy would assist the computer and media firms who will simply take over control of new media (Street, 2001).

3) Sometimes globalization undermines cultural identity and differences and squeezes out local culture and thus becomes a bad force for democracy. In order to understand the point, Benjamin Barber (1997) states:

"MacWorld: 'With or Without resistance, nations with proud traditions of film making independence like France, England, Sweden, India, Indonesia and Japan are in fact gradually succumbing to the irresistible lure of product that is not only predominantly American but, even still indigenous, is rooted in the glamour of the seductive trinity sex, violence and money, set to harmonizing score of American rock and roll'" (Street, 2001:174).

4) Corporation control becomes another factor that can weaken the democratic role of the media. The rapid growth of information highway has opened countless new channels for media but also a few opportunities of those channels. Only few media conglomerates own the maximum channels and always

try to make profit from that. For instance, Viacom estimated profit of \$105 million when it purchased Paramount in 1994 (Herman, 2004:53). The problem of profit is that they do special emphasize on entertainment rather than important issues. What is sold well – is the programme that they use to make. For example, Disney's 1994 'The Lion King' earned over \$300 million (Herman, 2004:54). There are two categories of conglomerates; i) General ii) Communication. First one has no direct relationship with media but has more interest and the second one has direct relation with the media (Street, 2001:126). However, both have the common interest regarding profit and power. The media sector of Bangladesh is also facing this type of problems. Moshaddek Hossain Falu possesses ownership of two TV channels and one newspaper. Moreover, he has some business industry in the country. His main objective is to monopolize business through entrainment programmes and broadcast prejudiced news on politics.

5) Concentration of ownership is another problem for media to perform for democracy. Modern power structure of the media is that very few private corporations have possession of media. Only ten corporations dominate the news, information, ideas, entertainment and popular culture world wide (Sussman, 1997:125). In a study conducted by World Bank in 2001 on 97 countries demonstrates that, media monopolies exist throughout the world. Indeed, the media owners are very much conscious of their private benefits and using newspapers and broadcast stations to promote their business interest, cut down their rivals and advance their political and business agenda. In Bangladesh, in case of private TV channel and print media, this is the same. The owners of maximum private channels are mostly business conglomerates as well as rich political leaders. For example, Boushaki TV, NTV, RTV are owned by a minister and a Member of the Parliaments of ruling party. On the other hand, some of the newspapers of Bangladesh are published by gigantic business houses and therefore follow some sort of independent line. But their freedom is profoundly constrained as because of their financial obligation to the corporate authority that own and run the papers. For example, 'The Daily Prothom Alo' along with English Daily 'The Daily Star' are representing Transcom International, 'The Daily Jugantor' is representing Jumuna Group of Industries and 'The Daily Independent' is representing Beximco, another industrial complex in Bangladesh. These owners are doing business and implementing their own agenda. In Thailand, for example, former Prime Minister owned the only Independent TV Channel to have a monopoly of airwaves (Coronel, 2001).

6) The role of the Media turns out to be a problem in the way of commercialization. It leads to the crumple of journalistic standard. Packaged politics fits into the agenda according to the demand of the market. Sales and ratings for advertisers became important and thus hamper investigative reporting and increase the demand for accepting pre packaged materials thus increase the human interest and celebrities rather than serious analysis. In Bangladesh, advertisements are the main sources of income for most of the newspapers. The Grameen Telecom offers lots of advertisement to most of the newspapers. Although the call charge of Grammen phone is expensive, most of the newspaper remains silent knowing the fact that it would reduce the possibility of getting advertisements which would create problems in the publication of newspaper. This type of role of media instigates to harm the reputation of the media as a whole and diminish confidence in the public sphere.

The above discussion allows to pronounce that globalization sometimes, has some good contribution towards strengthening the democratic role of the media, however, in most cases, it undermines this role. Moreover, it can be said that globalization is not the only factor that has undermined the role of the media.

### **Globalization And Its Possible Effects On Independent Media In South Africa**

As South Africa has shifted into a neo-liberal gear after apartheid and opened up to foreign capital, the media face new structures of ownership, financing and a locative control. Seen in the light of the authoritarian past, this development has certainly brought some positive changes in the breaking up of apartheid-linked conglomerates and infusion of new capital. But media influenced, or even controlled by, global economic forces could pose negative effects on the country as well. Instead of government controlled media, we might face a situation where the market rather than the state threatens the public sphere. The following article sets out to identify the challenges and possible negative and positive effects of globalization.

What is globalization? As a starting point, a very general and basic definition comes from John B. Thompson (1995:149): 'Globalization refers to growing interconnectedness of different parts of the world, a process which gives rise to the complex form of the interaction and interdependency'. Some argue that globalization is not specifically about our time; it started several hundred years ago. As Helge Ronning pointed out, one might say that globalization started near the coast of Natal when the Portuguese Bartolomeo Dias arrived there in 1488. In this perspective, the following period of expansionist European colonization was the continuation of globalization. Sejersted (1998) has also noted that the first high tide of capitalist globalization can be located to the prime period of imperialism from 1870 to the beginning of World War I.

Clearly, the word globalization used in the 1990s contains a broad set of meanings, both generally and in relation to media. These are very often determined by the political position of those who use it. Roughly there are two poles: Those who see globalization largely in positive terms, and those who view it negatively. In academia the poles correspond to the rather hostile relationship between Cultural Theorists and Political Economists.<sup>1</sup> Cultural Theorists from the 1990s onward tend to view globalization as a positive force '(...) increasing international dialogue, empowering minorities, and building progressive solidarity' (Curran and Park, 2000: 10). A typical example of the positive effects of globalization from this approach is the way the Internet has provided possibilities of escaping censorship and suppression of free speech. The standard example is the filing of reports, condemned by the Mexican government, by the Chiapas Indians.

Political Economists on the other hand, describe the phenomenon as 'a capitalist victory that is dispossessing democracies, imposing policy homogenization, and weakening progressive movements rooted in working-class and popular political organizations' (Curran and Park 2000: 10-11). What seems to be a common conclusion, however, is that globalization leads to a weakening of power and influence of the nation-states.

Seen from the perspective of Political Economy, globalization is explained in terms of class and power relations as a continuation of capitalist production and accumulation, legitimized by neo-liberal ideology. According to Vincent Mosco (1996: 205), globalisation is '[t]he spatial agglomeration of capital led by transnational business and the state, that transforms the spaces through which flow resources and commodities, including communication and information'. Mosco points to the rise of what he calls global cities and regional blocs at the expense of nation-states. The nation-state is both too small and too big. It is too big to deliver the concentrated personal and information power of the global city and too small to take care of continental blocs. 'These transformations create hierarchies of control over which the term globalization can serve as a mystifying gloss' (p. 206).

South African analyst Hein Marais (1999: 112) characterizes globalization as '(...) transnational production, freer passage of commodities, the dominance of finance capital, the increasing authority of supra-national organizations and the rapid development of new labour saving or labour replacing technologies'.

An important aspect of the globalization of the media is the de-regulation of national economies and privatization of formerly state-controlled institutions during the last couple of decades.<sup>2</sup> A landmark in this respect was the US Telecommunications Act of 1996, which arguably opened up the market as the determinant force of all communication systems. Herman and McChesney (1996), some of the most outspoken critics of this process, argue that this creates a major hindrance for the realization of positive potentials of new technology in terms of access, participation and democratic communication.

As has been the locus in Political Economy, Herman and McChesney (1996) are very materialist and structurally oriented in their analysis of globalization and the global media, sometimes coming close to essentialist Marxism. One of their arguments is that globalization as North American cultural



imperialism is detrimental to local cultures, specifically in the Third World. Chris Paterson (2000: 2) presents a similar view in his analysis of the globalisation of Southern African broadcasting: 'the rapid shift from public to frequently foreign private ownership of television may be symptomatic of a broader re-colonization of Africa by American and European multi-nationals.'

A main point of critique against this approach is that it tends to ignore the perception of the audience as well as the influence of human agency. As Thompson (1995: 173) puts it: 'Theory of globalization must be an elaborate account which gives attention to the multiple shifting ways in which symbolic power overlapped with economic, political and coercive power in the process of globalization'. Thompson finds that global influence in communities may have positive effects on inhabitants not previously exposed to other forms of living and thinking. This localized appropriation of globalised media products enables individuals to distance themselves symbolically and imaginatively from their daily life and to think critically about their own life conditions.

In his quest to renew the Political Economy of Communications, Mosco (1996) tries to move away from essentialism, reductionism and the tendency to view structures as something set and static. Structures, be they class, gender or race, are rather dynamic entities formed through the process of structuration, a term borrowed from the sociologist Anthony Giddens (1984). Structuration means that structures and social systems are the outcome of human agency and at the same time, structures are the means by which people act. Structuration is 'a process by which structures is constituted out of human agency, even as they provide the very medium of that constitution' (Mosco, 1996: 212). Hence, understanding of globalisation processes should include the micro-level, human agency, people. It may seem that this aspect is often forgotten, and that globalisation exists as an autonomous self-regulated entity. Clive Barnett (2001) stresses that this is not the case. Globalisation is constructed by people and involves the agency of people.

## CONSEQUENCES OF GLOBALIZATION

In the perspective of Political Economists, the consequences of globalisation are solely devastating. 'The pressure to become and remain attractive to capital increases, producing a mating dance with globalized capital that tends to follow a sequence of routines choreographed by the ideology of neo-liberalism' (Marais, 1999: 119). Accumulation of finance capital is the main threat, and Marais includes both the International Monetary Fund (IMF), the World Bank and the UN when he critiques the consequences of a weaker nation-state. Marais stresses that globalisation cannot be divorced from the roles of dominant states in accumulating national and transnational groupings of capital. These dominant states are definitely not to be found in sub-Saharan Africa: 'In terms of their relevance in the global economy, whole regions have virtually dropped off the world map, notably sub-Saharan Africa, which remains linked to the world economy primarily through its heavy indebtedness although even its ability to attract loan finance has become limited' (Marais 1999: 112).<sup>3</sup>

While per capita income grew by 34.4% in Africa from 1960 to 1980, it has since fallen by about 23% (Weisbrou, 2000). Weisbrou suggests that the distribution of income worsened after the globalizing forces impacted African countries. He finds these forces to represent a move away from democracy, calling the WTO, the IMF and the World Bank, often referred to as institutions of global governance, rather anti-governmental: 'Indeed, one does not need a conspiracy theory to notice the progressive transfer of economic decision-making from governments to un-elected bureaucrats' (Weisbrou 2000: 30).

The effects of globalisation are disputable, to a large extent because it is difficult to differentiate between which effects actually come as a result of globalisation and which are caused by other forces. What is most likely is that there are different causes of damaging effects on national or local business, culture and media.

Such dialectic ideas are not considered by Herman and McChesney (1997). According to them, the most

important effect of globalisation is the spread and increasing dominance of commercialized media. Herman and McChesney state that economic analysis suggests that commercialization of the media will be detrimental to the public sphere. Public sphere programmes do not sell well, which means loss of an informed citizenry, loss of democratic order and loss of social stability. Furthermore, they claim that the United States is the winning player in the global media game, and the influence of the country on the rest of the world is huge.

Technology is being corrupted by the logic of neo-liberal capitalism, which gained the position of the legitimate paradigm of economic policy around the world after the fall of the Berlin Wall. This paved the way for massive de-regulation and privatization, which quickly fuelled the process of convergence, that is the merging of traditionally separate technological sectors and industries such as telecommunications and computer industries. The players in this game do not have idealistic intentions, but are rather directed by their own dynamic of profit-making and expansion in order to stay ahead of competitors. Consequently, the target audience of the increasingly oligopolies and globalised media is consumers, since the source of income comes from advertisers. This audience-commoditization corrupts the basic premises of democratic communication, such as access, participation, and a necessary politicized voice in media content. Mainstream content, maximizing audiences to attract advertisers, comes instead (Herman and McChesney 1997; McChesney, 1997).

The USA is the leading proponent and organizer of a neo-liberal global order, Herman and McChesney declare. It seeks world hegemony, and an important way of gaining influence is through the media; making profit through media ownership, and transferring neo-liberal ideology through media channels. Even so, the media are inseparable from broader economic, political and cultural influences, such as authoritarian rule, the military, economic and financial linkages and tourism.

Herman and McChesney (1997) point out four negative effects of this cultural imperialism: the first concerns values. Commercialization will focus on consumption and the individual's right to choose products. This emphasis strengthens materialistic values, weakens sympathetic feelings towards others and tends to diminish the spirit of community and the strength of communal ties. Carried to extremes, individualism is dangerous. Secondly, displacement of the public sphere by entertainment is taking place. Real information is replaced with happy news, infotainment, talk shows and news magazines that stress personalities, conflict and petty exposures of mainly minor crimes.

The third issue is the strengthening of conservative forces. The media support neo-liberal economic policies that serve their own and the general interests of transnational corporations, but which undermine social democratic options. This happens because they need a favorable climate for investment and advertising. And lastly, globalisation will lead to the erosion of local cultures. Preventing the erosion of weaker cultures will depend on indigenous forces of resistance.

Such an approach is far too simple and one-dimensional argues John Thompson (1995). Critiques such as those made by Herman and McChesney do not consider the role of nationalism, religion, political, coercive, and symbolic powers other than North America. Furthermore, the US does not make and own everything. The production of electronic components has shifted to Western Europe, Japan and the Pacific. Hollywood studios are bought by foreigners. In November 1989 Columbia Pictures and Tristar Pictures were bought by the Sony Corporation for \$3.4 billion. Shortly afterwards, the Japanese Matsushita acquired MCA, which operates Universal Studios, for \$6.9 billion. Also, Non-American industries are becoming increasingly important as regional producers and exporters of films and TV-programmes, especially in Western Europe, Australia, Mexico, Brazil and India.

Thompson argues that blaming the destruction of indigenous culture solely on globalizing media is too simple. This is just one of several encounters through which values, beliefs and symbols have been superimposed. Most cultures today are hybrid cultures. What Herman and McChesney (1997) do not take into account is the way media are perceived by the audience. They disregard the complex, varied

and contextually specific ways in which messages are interpreted by individuals and incorporated into their day-to-day life, and assume that people who watch soap operas, infotainment, happy news and so on are not able to make proper judgments about what they see. This view has similarities with the media theory of the modernization paradigm in the 1960s. Scholars did not consider or investigate how media were perceived and understood. They just assumed that people in the Third World would watch, understand and improve. Herman and McChesney assume that people watch, understand and get worse. Still, Thompson does not disagree with Herman and McChesney about two main consequences of the globalisation of communication on Third World countries: material is distributed globally, but it is a one-way flow from the North to the South, and access to media is unequally distributed.

## CONCLUSION

through this article we can conclude that the effects of globalization on mass media of all the world is the most debatable topic, as a result from that we can get that the both positive and negative effects of globalization has created a balance which is the solid cause for the existence of the globalization. Most and common advantage for the globalization on mass media is the awareness about the world, that what is happening in the world and secondly advertisement is to be lasted through the globalization. At the other hand the negative aspects of the globalization on mass media is that there is not any culture in its original state, all the cultures are hybrid now. The other thing is that the positive things shared by the world are not adopted but of negative. But these both impacts create a balance so we can not stop ourselves to adopt the globalization.

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