Beyond Cultural Imperialism Globalization Communication And The New International Order Communication And Human Values Series

The Media and the Globalization of Culture


Theorizing of Globalization

Inhabiting Space: Academic studies generally paint a very positive picture of the alternative news agency Inter Press Service (IPS). It has frequently been demonstrated that unlike the big commercial agencies IPS provides descriptions of complex processes rather than spot news, informs about positive developments rather than the crisis-reporting that tends to prevail in the mainstream media, and succeeds in reporting from the perspective of developing countries and of people who do not usually get to speak in the news. An analysis of whether a news agency with such laudable intentions actually has the power to contribute to social change appears to be lacking, although IPS marginal status in the mediascape has been pointed out. Against that background, this study investigates the role of IPS as alternative in the mediascape based on primary research, which took place in the IPS Latin America office in Montevideo (Uruguay) and at the World Social Forum, where the author was part of the IPS news team. Considering IPS extensive coverage of the WSF and the fact that civil society constitutes IPS major audience as well as being the key protagonist at the WSF, both the Forum and civil society are regarded important aspects to this analysis. The author presupposes for the importance of the WSF for global social movements, and the need both for a diversity of sources that inform the public about the event and the issues discussed there, and for alternatives in the rather homogenous media sector. The following questions guide the analysis: a. Does IPS contribute to social change? b. Is IPS an important source and platform for civil society organisations? Following a brief introduction, the theoretical concepts central to the analysis are outlined by describing imbalances of the international news environment, explaining the notion of news values, and looking into theories on media effects. An overview of research conducted on the Inter Press Service is furthermore provided. After a description of research methodologies, three chapters focus on one of the guiding questions each, presenting and discussing the research findings on IPS coverage of the WSF, its contribution to change, and (1)

This edited collection outlines the accomplishments, shortcomings, and future policy prospects of the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions, arguing that the Convention is not broad enough to confront the challenges concerning human rights, sustainability, and cultural diversity as a whole.

The Bloomsbury Encyclopedia of Popular Music Volume 1 provides an overview of media, industry, and technology and its relationship to popular music. In 500 entries by 130 contributors from around the world, the volume explores the topic in two parts: Part I: Social and Cultural Dimensions, covers the social phenomena relevant to the practice of popular music, and Part II: The Industry, covers all aspects of the popular music industry, such as copyright, institutional management, and record marketing, record studios, companies, and labels. Entries include bibliographies, discographies and filmographies, and an extensive index is provided.

Printing Arab Modernity presents printed books and pamphlets as important sites for visual, material, and cultural analysis in nineteenth-century Beirut, during a time of an emerging Arab modernity.

A critical cultural materialist introduction to the study of global entertainment media. In Global Entertainment Media, Tanner Mintzes undertakes an analysis of the ownership, production, distribution, marketing, exhibition and consumption of global films and television shows, with an eye to political economy and cultural studies. Among other topics, Mintzes examines: Paradigms of global entertainment media such as cultural imperialism and cultural globalization. The business of entertainment media: the structure of capitalist culture/creative industries (financers, producers, distributors and exhibitors) and trends in the global political economy of entertainment media. The "governance" of global entertainment media: state and inter-state media and cultural policies and regulations that govern the production, distribution and exhibition of entertainment media and enable or impede its cross-border flow. The new international division of cultural labor (NICL): the cross-border production of entertainment by cultural workers in asymmetrically independent media capitals, and economic and cultural concerns surrounding cross-cultural productions. The economics of global entertainment and textual design features of globally popular entertainment forms such as blockbuster event films, TV formats, globalized lifestyle brands and syndicated media. The cross-cultural reception and effects of TV shows and films. The World Wide Web, digitization and convergence culture.

For several decades, cultural imperialism has been the dominant paradigm for conceptualizing, labeling, predicting, and explaining the effects of international television. It has been used as an unchallenged premise for numerous essays on the topic of imported television influence, despite the fact that the assumption of strong cultural influence is not necessarily reflected in the body of research that exists within this field of study. In The Impact of International Television: A Paradigm Shift, editor Michael G. Elias and his contributors challenge the dominant paradigm of cultural imperialism, and offer an alternative paradigm with which to evaluate international or crossborder message influence. In this volume, Elias and his contributors examine the research methods and findings that have emerged from a growing body of work that seeks to challenge the assumptions made by proponents of cultural imperialism. The book presents a new paradigm that is based on the recognition that cultural influence is not a one-way process, but rather a two-way exchange of ideas and values. The authors argue that cultural imperialism is a myth, and that cultural exchange is a complex process that is influenced by a variety of factors, including economic, political, and social conditions.

The Event: The Internet and Contemporary Communication

The event is the Internet, and the contemporary communication that it has made possible. The Internet has transformed the way we communicate, and the way we think about communication. It has opened up new possibilities for the exchange of information, for the creation of new forms of communication, and for the development of new social and political relationships. The book is an analysis of the Internet and of contemporary communication, and it is written from the perspective of a media scholar. It is an attempt to understand the Internet and the contemporary communication that it has made possible, to understand the ways in which it has changed the way we communicate, and to understand the implications of these changes for the future of communication. The book is divided into two parts: the first part is an analysis of the Internet, and the second part is an analysis of contemporary communication. The first part is an analysis of the Internet as a technological and social phenomenon, and the second part is an analysis of the Internet as a medium of communication. The book is written in a clear and concise manner, and it is intended for an audience of students and scholars who are interested in the Internet and in contemporary communication.
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Provides an overview of the rapidly changing landscape of global television, combining previously published essays, by pioneers of the study of television with new work by cutting-edge television scholars who refine and extend intellectual debates in the field.

Communication and the Globalization of Culture: Beyond Tradition and Borders, by Shaheed Nick Mohammed, examines the modern and historical evolution of conceptualizations of culture as well as the concept of culture itself. The book suggests that modern corporate globalized media technologies do not destroy culture, but rather force us to re-think how we have conceptualized the differences, uniqueness, and similarities between "the other" and ourselves.

Case-study rich, this volume provides an interesting look at Asian politics and Asian globalization based on the insights of Arnaya Sen, giving particular focus to Korea, the Philippines, Indonesia, Thailand, China and India, and the ways in which Sen has affected each of them.

This book examines the changing position of the Developing World within the world system. It focuses on particular issues which cut across communities, nations, regions and, in consequence, the world. These include migration, health and disease, the media, transnational corporations, religion, and political and economic institutions. The contributors draw on a wealth of illustrations and global examples to examine topics such as HIV/AIDS transmission, the militarized Gulf War, consumption patterns, the Third World in the First, Orientalism and Islam, environmental and urban movements, liberation theology in Latin America and the impact of the media. This book provides a critical introduction to the Third World around the unifying theme of globalization.

Understanding Contemporary Society: Theories of the Present is both an extensive and theoretical guide to students through the complexities of social theory today. Over 300 chapters, written by an international team of contributors, demonstrate clearly the practical applications of social theory in making sense of the modern world. Students are both introduced to the most significant theories and guided through the major social developments which shape our lives. Key features of the book are: clearly structured and readable prose; bullet pointed summaries and annotated further reading for each topic; makes complex issues accessible to undergraduates; focuses on relevance and practicality; chapter key out which is ideal for use.

This book brings together twelve essays on a wide and rich range of topics, discussions and methodologies in African theology today. Even the book's limitations provide an insight into the situation: its variety also indicates the absence of comprehensive and sustained discussion flowing from the economic and institutional limitations of Africa where research in theology is often beyond the means of many theologians. Then there is the difficulty of staying abreast of continually changing contexts and events in Africa itself. For all of these reasons then, a compelling introduction to a dynamic analysis and conversation.

Based on extensive original research, including in studio archives, industrial surveys, official records, trade journals, and English and Chinese newspapers, this book explores the role of the American film industry in the development of cinema in China. It examines the Chinese industry's response to the American industry and the consequences of this response. It also considers the attitudes of Chinese film practitioners towards Hollywood and the contribution of those figures who acted as intermediaries between the two industries. Overall, the book casts much new light on the early development of the film industry in China and demonstrates the huge influence Hollywood had on it.

This book exhibits the characteristics of all good social policy texts. It is fired by a commitment to welfare. It is informed by extensive multidisciplinary scholarship. It debunk's fashionable myths. Nicola Yeates argues convincingly that while globalization in its many manifestations and dimensions captures, cultural and political has failed to challenge. The analytical framework provided by policy scholars, globalization pressures, are not immutable nor guaranteed success in overcoming local and national social and political forces. Essential reading on all social policy courses.

Since 9-11-01, misunderstandings and stereotypical judgments between the West and the Arab states have become increasingly evident. This clear, useful book blends economics, politics, and history to provide insights into different perspectives of Western and Arab cultures regarding the rise of a spectrum of opinions and beliefs on each side, and explores the impact of those factors on understanding the expectations, the fears, and the concerns of the stakeholders. The Threat of Globalization to Arab Islamic Culture will bring about a more defined comprehension of the implications involved in globalization.

Moving beyond notions of cultural imperialism, this book furthers our understanding of the implications of global media culture and politics in the 1990s. Leading scholars from a range of fields bring different perspectives to bear on the role of the state, the range of culture beyond the media, the contribution of international organizations, and the potential for resistance and alternatives. They reflect on globalization and the New International Communication Order: As delineated since the 1970s, and examine its changing nature. Throughout, they connect analysis of the flows and forces which form the world media and communications with the fundamentals of social science, and illuminate the ways in which underlying questions of inequality, power and control reappear within new media environments.

This book revisits how we think about communication and power in the global era. It takes stock of the last fifty years of scholarship, maps key patterns and concepts and sets an agenda for theory and research. The book addresses such questions as: How are national and cultural identities re-fashioned and expressed in the global era? How can we best understand the emergence of multiple and sometimes antagonistic modernities worldwide? How are political struggles fought and communicated on the local-national-global nexus? How do we integrate emerging media environments and global communication studies? Pulling together essays from a range of international researchers, this book will be useful to undergraduate and postgraduate students on Media and Communication Studies courses, particularly those studying globalization and global media. Contributors: Hector Arnaya Paula Chakravartty Andrew Crocco Myria Georgiou Le Tarik Sabry Paddy Scannell Piotr M. Szpunar Guobin Yang Barbie Zelizer

The innovative and rapid growth of communication satellites and computer mediated technologies in the late 1980s and early 1990s, combined with the deregulation of national media and communications, led many media commentators to assume that the age of national media had been lost. But what has become clear is that, whilst there has been a limited expansion of a strong localised television and communications industry, there has been an increasing localisation of the media industry. This volume explores theories of media globalization, examines the nature of the industry, and analyses the blurring of distinctions between the local and the global.

In this work, Marko Ampura offers a critical reassessment of mainstream perspectives on globalization, challenging their media-centrism and their lack of historical materialist analysis of global capitalism and the power of neoliberalism.

This book develops a new theoretical framework for understanding cosmopolitan communications and uses it to identify the conditions under which global communications are most likely to endanger cultural diversity. The authors analyze empirical evidence from both the societal level and the individual level, examining the outlook and beliefs of people in a wide range of countries. Their conclusion is that the conditions that make the world's findings for cultural policies possible.

Globalization is now widely discussed but the debates remain widely linked with particular disciplinary discourses. This book brings together for the first time a social theory and cultural studies approach to the understanding of globalization. The book starts with an analysis of the relationship between the globalization process and the global media, contemporary culture change and goes on to discuss debates about social and cultural globalization at the heart of the book is a far reaching analysis of the complex, ambiguous "lived experience" of global modernity. Tomlinson argues that we can now see a general pattern of the dissipation between cultural experience and the overall pattern. The "loamy" nature of this experience is related to the fact that the global is divided into two different social and cultural worlds, depending on a range of factors about the hybridization of cultures, and the special role of communications and media technologies in this process of "deterritorialization". Globalization, Culture and Correspondence offers a discussion of the cultural politics of cosmopolitanism. Appropriately written, this book will be of interest to second year undergraduates and above in sociology, media studies, cultural and communication studies, and anyone interested in globalization.

Throughout the book, Tomlinson goes far beyond traditional discussions to analyse the wider ranging cultural, social and moral aspects of globalization.
In this provocative book Terhi Rantanen challenges conventional ways of thinking about globalization and shows how it cannot be understood without studying the role of the media. Rantanen begins with an accessible overview of globalization and the pivotal role of the media.

Mass Communication Theorists: Exploring Origins, Processes, and Effects explores mass communication theories within the social and cultural context that influenced their origins. An intimate examination of the lives and times of prominent mass communication theorists both past and present bring the subject to life for the reader.

International communication as a field of inquiry is, in fact, not very "internationalized." Rather, it has been taken as a conceptual extension or empirical application of U.S. communication, and much of the world outside the West has been socialized to adopt truncated versions of Pax Americana's notion of international communication. At stake is the "subject position" of academic and cultural inquirers: Who gets to ask what kind of questions? It is important to note that the quest to establish universally valid "laws" of human society with little regard for cultural variations seems to be running out of steam. Many lines of intellectual development are reconiling with the important dimensions of empathetic understanding and subjective consciousness. In internationalizing "International Communication," Lee and others argue that we must reject both America-well-large views of the world and self-defeating mirror images that reject anything American or Western on the grounds of cultural incompatibility or even cultural superiority. The point of departure for internationalizing "international communication" must be precisely the opposite of parochialism - namely, a spirit of cosmopolitanism. Scholars worldwide have a moral responsibility to foster global visions and mutual understanding, which forms, metaphorically, symphonic harmony made of cacophonous sounds.

This outcomes-based textbook provides comprehensive coverage in the area of mass communication, media theories, in media studies, and critical issues that face the media today. With this guide media students learn the history of the media and learn how to keep up with the latest trends and developments in broadcasting, printed press, and film. Outlined is how to develop an internal media policy with company mission statements, news, and programming policies. The relationship of the media to the economy, politics, and society and how the media represents race, gender, violence, and terrorism are also discussed.

Offering a unique analysis of Islamist ideology, Islamism and the West attempts to explain how and why mainstream Islamist leaders have, for the past century, developed and canonized theories which depict the West as engaged in a sophisticated conspiracy to undermine Muslim identity by cultural means, while morally-collapsing and yearning for the spiritual salvation brought by Muslim migrants. This book demonstrates how seemingly triumphant Islamist writings served, in fact, to legitimize pragmatic concessions undertaken by Islamists - from cooperating with regimes allied with the West, to encouraging Muslim migration to Christian lands. Following the Arab Spring, and with Islamism becoming a dominant force in Middle Eastern politics, Islamism and the West is an essential reading for the understanding of a region in transition.

This provocative book takes a new approach toward understanding the uneven flows of global communications, focusing on areas of the state, and the market. Widening a political-economic view of communication and culture, this international group of authors follows trends and developments in broadcasting, printed press, and film. Outlined is how to develop an internal media policy with company mission statements, news, and programming policies. The relationship of the media to the economy, politics, and society and how the media represents race, gender, violence, and terrorism are also discussed.

This book finally provides such a resource. More than 300 entries address topics related not only to paradigms, traditions, and schools, but also methodology, methodology, inquiry, and applications and contexts. Entries cover several orientations, including psycho-cognitive, social-interactional, cybernetic and systems; cultural; critical; feminist; philosophical; rhetorical; semiotic, linguistic, and discursive; and non-Western. Concepts relate to interpersonal communication, groups and organizations, and media and mass communication. In sum, this encyclopedia offers the student of communication a sense of the history, development, and current status of the discipline, with an emphasis on the theories that comprise it.

In the wake of proliferating discourses around globalisation and culture, some central questions around liberal politics have acquired a commonsensical and hegemonic character in contemporary intellectual discourse. The politics of difference, the possibilities of hybridity and the potential of multiple liminalities frame much discussion around the transnational dimensions of culture and post-identity politics. In this volume, the economic, political and social consequences of the focus on 'culture' in contemporary theories of globalization are analyzed around the disparate fields of architecture, museum discourse, satellite television, dub poetry, carnival and sub-national theater. The discourses of hybridity, diaspora, cultural difference minimization are critically interrogated and engaged with through close analysis of cultural objects and practices. The essays thus intervene in the debate around modernization, globalization and cultural politics, as the whole provides a critical constellation through which the complexity of transnational culture can be framed. Thinking through the particular, the essays limn the absent universality of forms of capitalist globalization and the volume as a whole provides multiple perspectives from which to enter the singular modernity of our times in all its complexity.

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For a full list of entries and contributors, a generous selection of sample entries, and more, visit The Advertising Age Encyclopedia of Advertising website. Featuring nearly 600 extensively illustrated entries, The Advertising Age Encyclopedia of Advertising provides detailed historic surveys of the world's leading agencies and major advertisers, as well as brand and market histories; it also profiles the influential men and women in advertising, overviews advertising in the major countries of the world, covers important issues affecting the field, and discusses the key aspects of methodology, practice, strategy, and theory. Also includes a color insert.