

Mass Media And Contemporary World Order: An Analysis

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Abstract

Globalization, the compression of the world and the intensification of consciousness of the world as a whole, has become one of the defining features of the contemporary world and is, no doubt, undergoing tremendous social, economic, cultural and technological transformation. Moreover, relations between states/nations are being redefined and restructured in the globalization process through the instrument of mass media. Globalization is running wild today via the channel of mass media; the mass media have greatly accelerated the pace of globalization. The inventions of information and communication technologies (ICTs) have greatly accelerated the process of globalization in recent decades; which are latest for the promotion of socio-cultural, political and economic globalization.

The media is perhaps the most vital agent of globalization in the modern world. As such no one can deny the fact that, the issue of information and communication is a purveyor of modern globalization as free and responsible mass media is necessary for globalization development particularly in countries where development has not taken deep root. The mass media as an agent of mass communication rose and developed to the present stage in the industrialized and developed countries. The mass media, as the sounding rods of information, are on the very sharp cutting edge of modern globalization and civilization. As part of a larger platform of globalization process, mass media contribute to this experience and thus represents a key component in this transformation of the world, both as cause and outcome. In light of this, the purpose of this paper is to unveil and analyze the nexus between mass media and globalization.

Key-Words: Mass-Media, Globalization, India, LPG, ICT, Protest-Movement

THE CONCEPT OF GLOBALIZATION

Globalization according to (Mac-Gillivray, 2006)¹ is one of the most pervasive, but deeply contested processes and developments in contemporary society. This is evident in the avalanche of writings and essays focusing on particular aspects of the process. Writers have thus disagreed not only on its actual definition, but also its nature, historical origins, relevance and impact in society. (David and Anthony, 2002)² described debates about it as “one of the most fundamental debates of our time.” Although, in a sense, globalization can be said to be a new term for an age-old process of social and economic transformation,

¹ Mac-Gillivray (2006) *The Media and Modernity: A Social Theory of the Media*, Cambridge Polity Press, Thousand Oaks, CA: Sage.

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the extensive scope of its operation has led to its present dominant position in contemporary discourse. This explains why so many socio-economic and even political developments are attributed either directly or indirectly to globalization.

Globalization phenomenon, like many social science concepts, is pregnant with meanings and its definition has been inherently problematic. This is partly because as a multi-faceted process, while some have emphasized the economic aspect of the process, others focus on its social political, cultural or even technological dimensions.

It is therefore not surprising that John (1998) described it in the following words:

“Globalization is the most slippery, dangerous and important buzzword of the late twentieth century. It is slippery because it can have many meanings and be used in many ways. It is dangerous because too often it is used as a powerful and simplistic justification for the endless expansion of unregulated capitalist relations into every part of life in every corner of the globe. It is important because debates about globalization can illuminate a world in which time and space have been so dramatically compressed that distant actions in one corner of the globe have rapid and significant repercussions on people and places far away”. (John, 1998)

Most obviously, the word ‘globalization’ derives from the term ‘globe’ which according to the Webster’s Encyclopedic Unabridged Dictionary of the English Language (1996), means “anything more or less spherical”, but “used specifically for ‘the planet Earth’ when preceded with the article ‘the’”. Thus, to globalize is to form into a globe or unify into a single spherical mass. In that wise, the concept of the global village or globalization implies that the whole world should see itself as a single society with a common destiny (Abioje, 2010).

Moreover, globalization can be defined as “a complex economic, political, cultural, and geographic process in which the mobility of capital, organizations, ideas, discourses and peoples has taken a global or transnational form. (Moghadam, 1999) It can also be defined as “the network of connections of organizations and people across national, geographic and cultural borders and boundaries” (Pearson, 2002). Emphasizing the time-space compression and the stretching of social relations in the modern era, Anthony (1990) defines globalization as “the intensification of world-wide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa”. He also recognized the fact that this entails a dialectical process since such local happenings may move in an opposite direction from those that shape them.

While admitting that globalization is very hard to define, Santos (2002) prefers a definition that is more sensitive to the social, political, and cultural dimensions of contemporary society. For him, globalization is the process by which a given local condition or entity succeeds in extending its reach over the globe and, by doing so, develops the capacity to designate a rival social condition or entity as local. He draws attention to two significant aspects of this definition:

- *In the conditions of the Western capitalist world system, there is no genuine globalization because what we call ‘globalization’ is always the successful globalization of a given localism. His explanation for this is that there is no global condition for which we cannot find a local root, a specific source of cultural embeddedness.*
- *Globalization entails localization, and we live in a world of localization as much as we live in a world of globalization. He illustrates this with the globalization of English Language as the lingua franca which has entailed the localization of other potentially global languages, such as French. Similarly, the globalization of the Hollywood star system has entailed the ethnicization of the Hindu star system or other actors.*

He therefore submits that the full meaning and explanation of any given process of globalization can only be identified if we equally consider the adjacent processes of relocalization occurring in tandem and intertwined with it.

From this analysis, he makes the controversial formulation that there is strictly no single entity called globalization, but rather ‘globalizations’ and suggests that we should always use the term in this plural sense. He argues that what we call globalization consists of sets of social relations which inevitably change and since ‘globalizations’ are bundles of social relations these are bound to involve conflicts resulting in the emergence of winners and losers.

His general definition and description of the globalization process has close similarities with that proffered by Roland Robertson (1992) who states that “we may best consider contemporary globalization in its most general sense as a form of institutionalization of the two-fold process involving the universalization of particularism and the particularization of universalism.”

From the foregoing, it could be seen that globalization conjures up a picture of a borderless world more often than not facilitated by the convergence of information and communication technologies. Although it is a concept that means different things to different people across time and space, it essentially means the growing increase in interconnectedness and interdependences among the world's regions, nations, governments, business and institutions. It is a process which engenders free flow of ideas, people, goods, services and capital thereby fostering integration of economies and societies.

Key Aspects of Defining Globalization

Robert Holton (2005) has argued that a useful definition of globalization must emphasize three key aspects, namely:

- I. The intensified movement of goods, money, technology, information, people, ideas and cultural practices across political and cultural boundaries;
- II. The inter-dependence of social processes across the globe, such that all social activities are profoundly interconnected rather than separated off into different national and cultural spaces; and
- III. Consciousness of and identification with the world as a single place, as informs cosmopolitanism, religion or earth-focused environmentalism.

This comprehensive approach to the definition of globalization is also adopted by David Hel (2003) who defines it as “a process (or a set of processes) which embodies a transformation in the spatial organization of social relations and transactions– assessed in terms of their extensity, intensity, velocity and impact – generating transcontinental or interregional flows and networks of activity, interaction, and the exercise of power.”

According to him, this inclusion of the four spatial-temporal dimensions of globalization namely: the extensity of global networks, the intensity of global interconnectedness, the velocity of global flows, and the impact propensity of global interconnectedness helps to differentiate globalization from more spatially delimited processes such as localization, nationalization, regionalization and internationalization. It also provides a framework and basis for a quantitative and qualitative assessment of historical patterns of globalization (Ibid). More importantly, such a comprehensive approach draws attention to the multi-dimensional nature of globalization and the interactions between the various dimensions of the process. Equally significant, is the fact that the various interpretations of globalization emphasize its deeply contested nature.

However, the common themes that run through these definitions are interdependence, interaction, and interconnectedness; and taken together, the afore-mentioned definitions highlight various dimensions of contemporary globalization.

Theories of Globalization

There are a wide range of diverse theoretical positions that seek to explain the concept of globalization. Following Sklair (1999) we can summarize these under four main headings. These can be further subdivided in terms of the relative amount of stress they place on the cultural or economic aspects of globalization. One thing is certain, there is very little consensus as to what constitutes globalization.

Global Society Approach

Proponents of the Global Society Approach emphasize the extent to which we all as citizens of the planet inhabit one society that has common concerns and possibilities. The Global Society position points to the increasing consciousness of the global that is said to exist in everyday life. People's local lives are becoming more and more affected by global phenomena (Sliverstone, 2000). According to this perspective the global

media industries play a key role in raising global awareness and in the extent to which global phenomena are said to impinge on everyday consciousness via media products. Environmental issues such as global warming might be an example of where the mass media have raised public awareness of the local implications of a global problem.

The approach has been accused of seriously underplaying the continuing extent of global inequalities and of overstating the argument that we live in a 'global village'. The failure of the media in the Western world to report on Third World poverty and famine in a sustained and critical way is an example of one of the contradictions of the Global Society approach. At a technological level it is now possible to beam stories back and forth across the globe in a matter of seconds. (Tomlinson, 1999) This is in stark contrast to the general invisibility of Third World stories in the Western media.

Global Culture Approach

Those who take a Global Culture standpoint see an increasing level of cultural homogenization taking place at a global level. Members of culturally and politically diverse societies participate in a global cultural experience never before witnessed in human history. Following the logic of this perspective, children in Belfast, Berlin and Budapest all play with the latest Digimon characters. They are likely to want to eat the same kinds of fast food in McDonald's, Burger King or Pizza Hut. Depending on their age and gender they are also likely to be fans of specific kinds of popular music such as 'boy bands' that are marketed on a global scale.

There is, according to this perspective, an increasing amount of homogenization or 'sameness' in the cultural practices evident in the early twenty-first century. The Global Culture approach allows little room for either local resistance to or local appropriation and reinvention of globalized cultural products (Robertson, 1992).

The World System Approach

Both the World System and Global Capitalism approaches are primarily concerned with explaining the continuing dominance of capitalism. While the World System position is not expressly concerned with explaining globalization per se, it has provided us with a model that divides the world into core, semi-peripheral and peripheral societies and economies that are exploited by the capitalist system.

The parts needed to assemble media hardware such as personal computers or digital television sets may be produced in peripheral or semi-peripheral societies to feed the consumer demand for such products in the core societies in the West. The production of certain media texts the animation industry as powerful example of this phenomenon takes place in peripheral and semi-peripheral societies in order to maximize profits for transnational multimedia conglomerates and to feed consumer demand in core and noncore countries. (Lull, 2000)

The Global Capitalism Approach

The Global Capitalism approach argues that the globalization of capitalism is at the heart of the globalization process. Its key actors are transnational corporations which in many instances are more powerful in economic and political terms than many of the countries they exploit, in terms of labor, raw materials or markets. At the heart of the Global Capitalism perspective is the viewpoint that globalization of this kind depends upon the promotion of the ideology of consumerism. The media industries relentlessly promote consumerism by emphasizing what is considered to be a desirable lifestyle. This is undertaken not only in the form of advertising, sponsorship and product endorsement, but also in the promotion of certain lifestyles as being more desirable than others within a wide range of media settings.

Evidence of this desirable lifestyle is embodied, for example, in advertising, where specific kinds of body image for men and women are relentlessly promoted. There are implicit messages that if you buy this product (a car, after-shave, beer, and runners, to name but four examples) you will somehow be transformed and become more desirable to men or women. In spite of the overtones of globalism, Western and more particularly American lifestyles are the ones given greatest prominence. The increasingly complex

ownership patterns of multimedia conglomerates or oligarchies means transnational media companies may not only be involved in the media industry per se but also own or control other kinds of companies producing goods and services for sale in the global market.

THE CONCEPT OF MASS MEDIA

Media is the plural form of medium (a means or agency or instrument through which communication or contact is made). According to Kirby (1997), medium refers to a single source of information or technique of passing information while media refers to more than one source of information designated to reach out to many people- (a mass audience).

Nwoke (1997) viewed media, as channels through which messages, information, ideas and knowledge are conveyed to people or inculcated into learners. In a related note, Giddens (2004) defined media as a wide variety of forms, including; television, newspapers, films, magazines, advertisements, video games, CDs, satellite cables and web or internet facilities that reach mass audience.

In a common parlance, media can be define as the various means of mass communication, including television, radio, film, magazines and newspapers, together with the people involved in their production. The role of the media is to provide factual and reliable information including the expression of ideas and opinions. But the information so provided may also educates, entertains or plays advocacy roles.

The means of public communication that reach large numbers of people/audience in a short time, such as television, newspapers, and magazines and radio etc. are called mass media. (Jan, 2009) To define mass media further we can say that mass media are those media that are created to be consumed by immense number of population worldwide and also a direct contemporary instrument of mass communication.

Mass media is intended for a large audience. It may take the form of broadcast media, as in the case of television and radio, or print media, like newspapers and magazines. Internet media can also attain mass media status, and many mass media outlets maintain a web presence to take advantage of the ready availability of Internet in many regions of the world.

In the last 50 years the media influence has grown supportively with the advance of technology, first there was the telegraph, then the radio, the newspaper, magazines, television and now the internet. We live in a society that depends on information and communication to keep moving in the right direction and do our daily activities like work, entertainment, health care, education, personal relationships, traveling and anything else that we have to do.(Hafez, 2008)In our work we usually know what we have to do is based on our experience and studies, however on our daily lives we rely on the media to get the current news and facts about what is important and what we should be aware of. We have put our trust on the media as an authority to give us news, entertainment and education.

Needless to say, whatever we have in mind about mass media, on the whole, it's all about innovation, novelty and modernity that is continually evolving and producing ways to speed up the way humanity is subsisting.

Types of Mass Media

It is now very appropriate to classify and discuss how the varied media can be manipulated through varied technological and electronic process towards engineering and developing the society.

Electronic Media

The electronic media can be subdivided in to radio, being an audio- medium only; a broadcast medium using only the aural medium of information dissemination, with rather in exhaustive reach and peroration; with relatively simpler methods of broadcasts to reach far and wide; appealing to both the blind and the sight-ful patrons. On the other hand, the television is the audio-visual broadcast medium, perceptibly tactile, pictorial and photographic in its visual delineations, further enrich with all the magic sound and vision, through which the medium can create its own appeal and impression.

Print Media

The print media, consisting of newspapers, magazines, hard or soft, do not belong to broadcast media, through mass –circulated, with very many people targeted reading the same papers, messages or articles simultaneously, but individually and isolated. Their messages may be understood, misunderstood, interpreted and misinterpreted variably, creating like appeals and impressions among the citizens for good or bad; enhancing or hindering development. They may also mold or warp the minds, depending on the content's appeals.

Celluloid Media

These consist of what can be called cinemas or films, also called motion pictures collectively, described as a sequence of pictures of objects photographed in motion by specifically designed cameras (called motion picture camera) and thrown on a screen by a projector (motion picture), in such rapid successions as to give illusion of natural movements. Live programs can be presented in this form through the instrumentality of celluloid. When properly manipulated as such, the celluloid media can also educate, inform and entertain. They may be manipulated to create targeted effect or results desired.

GLOBALIZATION AND MASS MEDIA

That communication technology in general and the media in particular as essential ingredients in the process of globalization has long been a commonly accepted assumption in the social sciences (Thompson, 1995). The de-territorialized nature of new communication technology generated early idealistic ideas about emergences of “global village” (McLuhan, 1964), and in response to the rapidly increasing complexity of global communication infrastructures, theories about the rise of a “network society” followed (Castells, 1996).

Advancement in technology has been an important issue of contemporary globalization. Satellite technology has enabled the simultaneous distribution of news across nation-state borders, and transnational medial network such as CNN have “become emblematic of a world in which place and time mean less and less” (Hjarvard, 2008). To a large extent, it determines the nature and scope of the dimensions of globalization. Modern technology has resulted in unprecedented communication worldwide, the use of modern technology has facilitated social interaction through the mass media via television, radio, newspapers and now, the Internet. (Haruna, 2014)

Thus, the media are allegedly key elements of the compression of time and space, one of the salient features of globalization and are viewed as both products of and significant contributors to the fluidity of globalization (Chalaby, 2003).

It is very difficult to imagine the globalization process without the existence of mass media. Media contribute strongly to the globalization of society (art, culture, news, commercials, consumer culture, tourism and so on). Globalization and mass media are deeply intertwined. Marshall McLuhan is an early theorist who made the connection between media and globalization by combining two concepts: ‘the medium is the message’ and the ‘global village’ (Ibrahim, 2014).

Indeed, many scholars have studied the link between globalization and media and “most theorists agree that there is practically no globalization without media and communications” (Rantanen, 2005). Rantanen (2005) highlights the role of media and communications in globalization, by defining globalization as a “process in which worldwide economic, political, cultural and social relations have become increasingly mediated across time and space”. Terry Flew (2007) argues that media have a central place in globalization due to three reasons:

- I. Media corporations have increasingly globalized their operations.
- II. The global communication infrastructure facilitates global information flows.
- III. Global media play a key role in how we view events across the world in developing shared systems of meaning. This aspect of global media culture has been the main focus of media theorists.

The breaking up of space and time, brought about by electronic media, has led to individuals being able to interact with one another and within frameworks of mediated interaction, regardless of special disparities. This has altered contemporary methods of communication, leading to new phenomena such as online

communities through online networks. The expansion of communication flows and global online networks raise the possibility of new dimensions of globalization, and new forms of global/local media flows. Following Thompson (1995), we can say that media globalization is characterized by a number of distinct features. These are:

- I. The emergence of and continued dominance of the global media industry by a small number of transnational media conglomerates.
- II. The use by these media conglomerates of new information and communications technologies.
- III. The increasingly deregulated environment in which these media organizations operate.
- IV. The globalization of media content has resulted in a greater amount of homogenization and standardization in certain media products produced and distributed by the global media industries.
- V. The uneven flow of information and communication products within the global system and the different levels of access that global citizens have to global networks of communication.
- VI. Media globalization is inextricably linked with the promotion of the ideology of consumerism and is therefore bound up with the capitalist project.

In order to understand better the nexus between mass media and globalization, there is need to identify individually major types of mass media and explain their roles in the overall globalization process. Some of the media to be examined include the following:

Internet and Globalization

Information Technology has been a driving force of the globalization process. From the early 1990s, technological advancement facilitated individuals' access to information and economic potential (Rada, 2014). With the use of innovative resources, products and ideas across nations and geographic location, Information Technology has created new and effective channels to exchange information, increasing global integration.

In the state of global turmoil we live in, it is apparent that the world is interconnected through a compound net of transnational networks. Global interconnection is what distinguishes the internet from any other means of communication, a medium that allows people to communicate and interact with one another, regardless of physical proximity. Defined as the network of networks, the internet can help us understand and interpret the environment we live in. The growing importance of transnational networks guides us to reshape our societies as parts of the new global reality (Uimonen, 1997).

Globalization, which began as trade between and across territorial borders in ancient times, has now become more prevalent due to advances in information technology. Information technology is the driver in creating worldwide integration of various global markets that make up globalization. The basis of information technology is the internet (Falk, 1999).

The internet is a series of networks that send out information at supersonic speeds. The internet produced one of the greatest influences on the progression of globalization, the World Wide Web. The World Wide Web allows individuals to post their own digital content for anyone across the globe to see. What made the Web so important was that it created a link between the computer and the internet. The Web made the internet useful to individual people and businesses. The rise in internet in companies accelerated the pace of globalization by allowing the sharing of knowledge and information almost instantaneously across the globe. (Zunaira, 2008)

Generally without technology, globalization perhaps would not have been what it is in our present contemporary world. In particular, communications technology, in which the internet plays a major role, has revolutionized how people relate with one another regardless of their geographical locations. It has expanded the global knowledge base and provided a variety of ways of bringing people and cultures closer together. (Aldershot, 2000)

The internet provides a platform where companies that are thousands of miles apart can communicate and share information. On a social and cultural level, the internet provides access to the same music whether you are in Beijing, Boston or Beirut, and people can make new friends around the globe via social networking sites. The internet has made possible the integration of different individuals from different

cultures and ethnics thereby rendering physical national boundaries ineffective in serving as a hindrance to transnational communication (Scheurman, 2004).

Technology is perhaps the most visible aspect of globalization and in many ways its driving force. Communication technology has revolutionized our information systems. While explain the impact of internet on globalization, Nadin and Mapel (2001) asserted that globalization tends to be most perceptible and observable in almost every facet of life mainly due to the emergence of internet technology. The internet technology is globally integrating and amalgamating the people of the world. The advent of the Internet in its unquantifiable shape and form has over the past decade provided a common platform upon which countries from all corners of the Earth are able to communicate and share information.

From the foregoing, it can be easily deduce that the internet plays a major role in the globalization process due to its ability to speedily and easily connect people from different geographical locations, culture and ethnic in the world together.

Social Media and Globalization

Globalization is the idea that we can be connected to all cultures and products around the world. Corporate companies have had this goal for years, and since the beginning of the world, people have been striving to become more connected to those far away from them. Through trade routes, electronic money transfers, and global corporations, people everywhere are closer than they have ever been. (Storck, 2012)

Kaiser (2012) claimed that only in the past few years has social media taken globalization to the next step. Older generations of the world weren't able to connect with those around the world like people do today. The closest they were to each other was through mail. There wasn't email, and there definitely wasn't Facebook. Facebook showed up on the map specifically for college students and soon spread to everybody not just in the United States but around the world. Facebook, Twitter, Instagram, YouTube, Wikipedia, LinkedIn are just a few examples of the most popular and well known social media channels. Even if at first used for connecting with a close circle of friends, eventually these channels open up a window to a broader stream of other connections reflecting person's interest in various social, political, economic areas and thus connecting this one person to other groups or "co-believers" according their areas of interest. Spark (2011) while considering the role of social media in the ever-dynamic process of globalization asserted that "the whole world is at your feet (that is if you have access): an internet/digital world which is a somewhat distorted reflection of a physical one but nevertheless a powerful substitute for the real one in many aspects.

Considering the impact of social media on globalization, Smith (2013) attests that globalization era has shrunk this world to a great extent and access to social media around the world has enhanced and intensified the effects of globalization. A current reality is a networked, connected and an easily accessible one globally. Even the not-so-democratic regimes are unable to ban their countrymen from accessing the alternative perspectives on current developments, current affairs or alternative interpretation of politics over the various internet sources helpfully constructed by activist media platforms (Lievrouw, 2011). The hidden becomes unveiled as the recent WikiLeaks and Snowden related events have proven.

Globalization and social media together have created a potential for more transparency as well as a chance for subaltern marginalized voices to be digitally constructed and thus broadcasted to and heard by broader audiences. All of the above have potentially created a new public space, perhaps even a new civil society that has a tremendous potential to create changes in a physical reality globally (Hintz, 2007).

In the era of globalization, digital social media strengthens, reinforces, and intensifies the effects of interconnectedness by overstepping all geographical boundaries and providing answers in crisis situations through online channels to both online and physical target audiences. Thus various international communities (immigrants, expatriates) can connect globally and help each other in times of needs (Peng, 2010). Due to a speedy delivery mode of the easily accessible social media, recent events in Kenya's Westgate Shopping Center siege have proved that social media was essential in the organization of the all the necessary aid activities. Information about the attack was streamed in social media, through "increasing presence of official Kenyan government accounts on Twitter". Kenya Red Cross organized blood donation drives with the help of social media; fundraising was carried out using M-pesa mobile money platform (Were, 2013).

Therefore, it is obvious from the foregoing that the social media to a large existent also directly or indirectly play a crucial role in the process of globalizing the world. Through social media in its diverse forms,

individuals in different parts of the world with different cultural orientation are been infused together through communication which is made possible through the implementation and employment of social media. In order words, social media facilitates the process of globalizing the world thereby eradicating hindrances such as national, space and time boundaries.

News Agencies and Globalization

Cross-border communication technologies such as the internet, mobile phone and satellites have contributed to the de-territorialization of space over the last decades and transnational media networks and news services such as CNN, BBC, World News, Fox News and Aljazeera have entered and transformed the media landscape. In a dialectic fashion, these media are believed both to constitute and to be constituted by globalization, transforming understanding of time and space. (Chalaby, 2003) The cross-border coverage of transnational television networks, their multinational audience and international production operations tears apart the relationship between place and television and challenge the traditional relationship broadcasting and the nation-state. Global broadcasting corporation not only provide people with a better understanding of global politics, they also offer new journalistic style and formats able to transgress the nation-state outlook and, in a dialectic relationship with national news angles, give rise to new horizon for political identity and citizens (Volkmer, 2003). Accordingly, transnational media have been attributed the potential to constitute a global, or at least a transnational, public sphere.

The idea that transnational media networks are able to move beyond the nation-state paradigm has, however, not escaped criticism. Hafez (2007) argues that there is not enough empirical evidence of a media system that could accurately be described as “global” in the sense of enhancing the possibilities of a global public sphere. On the contrary, the majority of empirical evidence points in the direction stability of then nation-state paradigm. Information and news may be transnational in character, but the media in fact still are, to a considerable extent, local and national phenomena. In times of war, Western propaganda, is also present in transnational media, as are polarizing perspective of “us” and “them” and stereotypical depictions of the “other” (Hafez, 2007)

News broadcasting institutions due to their responsibility of disseminating recent happening and events are also playing a crucial role in the globalization process. People in different geographical locations in the world, through the broadcasting institutions are now fully aware about happenings in other geographical locations different from theirs. Therefore, such institutions facilitate the oneness of the world, that is to say aid the globalization process.

Conclusion

The purpose of this paper has been to examine the concept of mass media, globalization and specifically the nexus between mass media and globalization. However, the paper has majorly examined the relationship between mass media and globalization. Additionally, the paper identified and explained different media technologies and their roles and functions in the globalization process. Finally, the paper concluded that media technologies serve as the pivot by which the wheel of globalization turns.

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