

Globalisation and Mass Media.

1) Introduction

- Hook
- Background

• Thesis: In the expansion of globalisation, mass media plays an important role due to its increasing user base, facilitating information flow and allows people to learn about different cultures. Moreover, media globalisation offers many advantages; however, it also brings disadvantages with itself.

2) Role of mass media in globalisation

- a) Increased user base due to technological advancement
- b) Facilitating information flow.
- c) Cultural exchanges.

3) Positive impacts of media globalisation.

- a) Awareness of global issues.
- b) Diverse point of view on issues.
- c) Increases cultural exchanges among countries.
- d) Modernisation of cultures
- e) New economic opportunities
- f) Inspires positive political change: Case study Arab springs.

4) Negative impacts.

- a) Spread of biased narrative
- b) Concentrated media ownership
- c) ~~Elite dependent media coverage.~~
- d) Erosion of local level culture due to cultural imperialism
- e) Unequal access to opportunities due to digital divide.

f) Surge of unnecessary demands driven by TV advertising

g) Formation of virtual states.

5) Conclusion.

Global E-commerce giant, Alibaba had announced in 2018 that it had set up its ~~head~~ head office in Ancient city of Xi'an, China. The step was a symbolic ~~move~~ ~~act~~ to mark the birthplace of globalisation, as the city is situated at starting point of ancient silk road. In the recorded history, silk road was the first trade route through which ~~man~~ ^{man} started to expand its trade horizon. In the golden Islamic ages, spice route — trade route through sea ~~for~~ ~~connecting~~, ~~connecting~~ connecting East Asia, Arabian Peninsula and Europe — was widely used for trade. However, the first trade first wave of globalisation can be marked after world war, when along with trade political and cultural interconnectedness was set in motion.

With the passage of time, globalisation expanded and reached wider region. Moreover, with the advent of modern technologies, pace of globalisation accelerated over time. In the expansion of globalisation, mass media plays a pivotal role due to its increasing user base, facilitating information flow and allows people to learn about different cultures while sitting thousand of miles away. Moreover, media globalisation offers many advantages, if one looks through the lens of economical, political and cultural aspects. However, it also brings disadvantages with itself. ~~through~~ ~~unbiased~~ ~~information~~ ~~flow~~, ~~cultural~~ ~~imperialism~~ ~~leading~~ ~~to~~ by being molded to serve one's own interest, ~~eroding~~ ~~of~~ local cultures and unequal dis access.

Starting with the role of mass media in globalisation, which is grown due to its expanding user base through technological advancement. Innovations like the telegraph. Technological advancements has made it easier for information to flow from one place to another, allowing people to get familiar with each other. Mass media is one of the outcome of technological advancements. Innovation like Telegraph, radio broadcasts and geostationary satellites has allowed media to become more global. Thus, resulting in ~~increased~~ increased user base, ~~this thereby~~ further accelerating globalisation.

Secondly, globalisation mass media facilitate information flow, which allows people to access information from across the globe. It connects people from different countries, fostering awareness. International news channels like Al-Jazeera and Cable News Network (CNN) plays a vital role in spread of information internationally. Moreover, social media also plays a pivotal role in this regard. For instance, '#MeToo' movement, which went viral on social media back in 2020, allowed women from across the globe to highlight their stories harassment incidents which they confronted while at work. This movement allowed ~~an~~ increased awareness of global issues which. This movement fostered a sense of global solidarity and further contributed to globalization by uniting people around a shared cause. Therefore, mass media is playing a

pivotal role in globalisation of world.

Thirdly, mass media allows people to learn about distant cultures, increasing cultural interconnectedness. Film industry and drama industries plays promotes local cultures and traditions among fore around the world. For instance, 'Titanic' movie when was first released in China, was a super hit. The it opens the opened the door of western films and story tellings to chinese people. for the first time, thereby increasing cultural awareness of west among chinese people. Moreover, Turkish drama, *Ertugrul Ghazi*, was a super-hit in Pakistan. The drama increased a in Turki awareness of Turkish indigenous culture and history among Pakistanis. Hence, mass media increased fosters cultural interconnectedness.

mass media is changing the global dynamics through increasing globalisation; however, it impacts how ^{the} global community operates and interact. The following part of essay will explore the positive impacts of globalised media on global community.

Firstly, awareness of global issue has increased due to 7 globalised mass media. International media agency has viewership all over the world, which allows people to get themselves informed about global issues. Technological advancement like geo-stationary st satellites has made it easier to broadcast wirelessly around the globe. To illustrate, Cable News Network (CNN) broadcasted about

Berlin wall fall of Berlin Wall in 1989 and Iraq war in 2003, which highlights the i underscores the international viewership of CNN and global awareness of issues. Additionally, mass media played a pivotal role in rising awareness about the COVID-19. Global awareness spread through mass media prompted people to take precautionary measures, which significantly helped to curb the outbreak. Therefore, mass global viewership of media outlets has increased awareness on issues.

Moreover, globalised media provides access to the diverse point of view. Media outlets may spread biased narratives among people; however, globalised media allows people to inform themselves of the other side of story, which prevents the spread of false narratives and propaganda. For instance, after 9-11 attacks, western media propagated false narrative about muslims as terrorist. In such circumstances, Al-Jazeera played a pertinent role in countering western media's false narrative due to its international viewership. Consequently, it provided a diverse opinion about the issue. Therefore, globalised media allows people to access information from different sources.

Additionally, globalised media fosters cultural interconnectedness among countries, leading to more globalised and pluralistic environment. Globalised media agencies may promote their content, may interact amalgamate

it with local tastes, thereby allowing local & cultures to retain their uniqueness while benefiting from global influences. To illustrate, MTV adopted the "think globally, act locally" marketing strategy to promote its content in different countries. Its strategy allowed people to enhance their interest in global content while maintaining their local taste. Hence, it allowed people to learn about foreign cultures. Therefore, mass media fosters cultural interconnectedness and awareness about global content plays an important role to increase acceptance about local cultures.

Besides culture exchanges, mass media promotes cultural exchange modernisation of local & cultures, enabling them to compete with modern world. Local cultures, especially in 3rd world countries can use to acquire information from modern world about new techniques and challenges, thereby increasing productivity. For instance, according to International Telecommunication Union, mobile phone penetration in Africa has led to rise in economic activities and modernisation with million gaining service and information that facilitate development. Therefore, global media has led to modernisation of cultures.

While discussing modernisation, it is pertinent to note that global media has provided new job opportunities for the people. Social media, due to its increased widespread viewership, has provided a opportunity opportunities to people to

earn money. To illustrate, youtube is used for vlogging, and people can display their content to the enormous online community of Youtube. Moreover, social platforms like Facebook and Instagram has provided access to wide spread population across the globe.

People use such platforms to advertise and sell their products not only in their country but also in foreign countries. Therefore, global media has provided more economic opportunities.

Finally, globalised mass media push towards positive political change due to uncontrolled flow of information. In this matter, social media plays an pertinent role, spreading unrestricted information, thus aligning people to fight for their

Finally, globalised mass media push a community towards a political change due to uncontrolled flow of information. In this context, social media plays a crucial role by disseminating unrestricted information, uniting people under a common political cause and empowering them to advocate for their advocacy. To illustrate, during Arab spring social media was used to provoke galvanise people for political change. According to an estimate, tweets about political change skyrocketed from 2300 to 23000 per day during the week leading to Hosni Mubarak's resignation. Social media allowed people to obtain guidance and information from all over the power, bypassing state-controlled local media. Therefore, globalised media can lead towards a positive political change.

Globalised mass

Globalised mass media have certain positive impacts on globalised world. However, it also negatively impact the global ecosystem. The following part of essay will explore the negative impacts of globalisation global mass media on ~~wo~~ changing world dynamics.

Globalised mass media can be instrumentalised to propagate un biased narratives. Countries with more organised media use their edge to spread narrative molded by them to favour themselves. ~~A~~ To illustrate news agencies like Reuters, AP and Agence France Presse (AFP) often promotes ~~no~~ propagate negative stereotypes of the Global South, portraying these regions as corrupt and unstable. This biasness shapes global perception and reinforces power imbalances between west and developing countries. Hence, developed countries use ~~th~~ their organised media network to further marginalise developing countries.

Moreover, media channels ownership is are concentrated, which enables only few people to influence control information flow. ~~B~~ Media houses are mostly run by elites, thereby they depend on elite voices to shape narratives. By 1990s, a handful of companies - Time Warner, Disney, Viacom and News Corporation - controlled a significant portion of global media. Additionally, media shapes narratives according to will of global elites, which is based on their own interests. To illustrate, Sudanese

famine crisis received significant attention only after the high profile figures like Bob Geldof discussed it on British Broadcasting Network (BBC). Although, the issue was. Despite the gravity of the issue, international media did not bother to highlight until an elite discussed it. Therefore, media groups are concentrated and they operate according to the will of elites.

In addition to these negative impacts, globalised mass media can erode local cultures. Western media dominance in media industry can influence the viewers from the developing country. They often portray their culture more superior, leading to cultural imperialism. In fact, western media houses like Bollywood Hollywood and Disney reflects US based proliferate western values and cultures among the people of developing countries, and due to high-budgeting and expertise they dominate the film industry. To illustrate, American t.v show 'Beverly Hills, 90210' was criticised to promote high end brand and material wealth. Consequently, it altered promoted western culture and fashion among global youth, and western culture was popular among youth instead of their own culture. Therefore, globalised mass media erodes indigenous and local values and cultures.

Furthermore, albeit globalised media offers more economic opportunity, this benefit is not equally accessible to all the people. Internet is widely used as a platform for gathering international

audience and for, advertising and managing businesses around the globe. However, internet facilities is not available to all the people; a large chunk of population — especially in developing world — is deprived of this facility. As evident by World Bank's report, Digital Transformation: From connectivity to services, only 36% people in Africa had broadband connections in 2022. Additionally, not only African region, but also South Asia is facing the issue of digital divide. According to Facts and Figures - International Telecommunication report, Facts and Figures - The gender digital divide, South Asia is struggling with digital internet inequality, particularly in rural areas. Consequently, such inequalities preclude a large a portion of population to take advantage from global media, as a large portion of population lives in African and South Asian regions. Therefore, digital divide is leading towards economic inequality.

Additionally, as global media is mostly dominated by west's capitalist, they utilize it as a tool to rise unnecessary demands in global markets. Advertisement on media platforms stimulate a feeling that purchasing western or expensive goods is a sign of success, thus people prefer western products rather than local products. To illustrate, western media suggests that product like luxury cars and perfumes is a sign of success. To further elaborate, Mercedes features successful or aspirational lifestyles, showcasing their car as a status of symbol of wealth and achievement.

The most notable campaign of the
Its most notable campaign is "The Best or Nothing"
which implies that buying Mercedes cars with Mercedes
is mark of discernment and excellence. Amidst such
appealing global campaigns, local manufactures in
developing world find it tough to sell their products
even in their local markets. Therefore, global media
surges not only unnecessary demand, but also cause
losses to local production, thereby promoting consumerism
for ^{only} western capitalists only.

Lastly, globalised social media, may in
future, reduce the power of writ of state, ~~as~~ resulting
in formation of 'virtual states'. According to this
concept, geo in future, geographic and military power will
become less important, and ~~it~~ information, capital and
technology will ~~be~~ ^{now} become new centre of powers.
In such prevailing condition, internet will provide
a breeding ^{ground} for decentralised networks that will
operate beyond borders, and will foster virtual
coalitions without state's authority. To provide
evidence, Richard Rosecrance, in his book "The rise of
virtual state: Wealth and power in Coming Century" states
that "Virtual state is a new kind of nation
that functions in a world where territory is no longer
a primary source of power". Amidst such conditions,
states will lose its control over its people, which
^{could} ^{even} also lead towards a change in world
order and if resistance is showed, it will ultimately
eventually lead towards cataclysm. Therefore,

social media could ~~reduce~~ limit ~~control~~ government's control over its citizen, which could ~~then~~ plunge the world into a violent abyss.

In retrospect, mass media is an important tool to expand globalisation, as due to its wide broad user base it can optimise information flow and cultural interconnectedness. Globalised mass media has a various positive impacts on global dynamics, as it provide more awareness and diverse point of view on global issues. Moreover, it provides new economic opportunities and inspires ~~for~~ positive political change. However, globalised media negatively effect countries, especially global ~~at~~ Global North by spreading western biased narratives and cultural imperialism. Moreover, unequal internet facilities and a western ~~and~~ media capitalist's cunning ^{advertisement} media strategy amplify economic inequalities. Furthermore, formation of virtual may ~~affect whole~~ adversely affect whole world community. However, as highlighted by Bill Clinton, in his address, ~~that~~ "Globalisation is not something we can hold off or turn off it is economic equivalent of a force of nature - like wind or water". Globalisation is an inevitable process, and developing must adapt ~~themselves~~ to ~~a~~ changing world dynamics to fully take advantage of it.