

Media as the Engine of Globalization

Outline

1. **Introduction**
2. **Understanding Media in the Context of Globalization**
3. **Media's Role in Shaping Global Society :**

3.1 Media builds political awareness and civic participation.

Case in Point : Kenya's 2017 elections where media led voter education reduced ethnic violence.

3.2 Media promotes cultural exchange and shared identities.

Case in Point : K-Pop, K-dramas boosted South Korea soft power.

3.3 Media mobilizes humanitarian assistance during crises.

Case in Point : CNN and Al-Jazeera's coverage in Haiti Earthquake 2010 attracted global aid.

3.4 Media exaggerate social and political movements

Case in Point : The Arab Spring 2011, where Al-Jazeera and social media spread protests across the Arab world.

4. Media's Influence on Global Economy and Security:

4.1 Media raises financial awareness and accountability.

Case in Point: Bloomberg and Wall Street Journal reporting during the 2008 US financial crisis.

4.2 Media shapes global trade and consumer markets.

Case in Point: International marketing of brands like Nike, Coca-Cola.

4.3 Media act as a strategic communication tool in conflicts.

Case in Point: Zelensky's media address during the Ukraine War secured financial aid and NATO.

4.4 Media shapes national security narratives.

Case in Point: Post-9/11 coverage of US media.

5. Media as Force of Cohesion and Polarization:

5.1 Media fosters multicultural integration and inclusivity.

Case in Point: Canadian Broadcasting Media (CBC) integrated diverse

communities.

5.2 Media can polarize societies and disrupt cohesion.

Example: Brexit Referendum

5.3 Media misinformation threatens democratic and social harmony.

Case in Point: US Presidential Election 2020, where Russian-led misinformation campaigns undermines trust in institutions.

5.4 Media acts as a watchdog and a force for global accountability.

Case in Point: Panama Papers 2016 exposed global corruption, strengthening calls for financial accountability and transparency.

Example: The Washington Post reporting on Watergate Scandal

6.

Conclusion