

Relationship between Media, Culture and Globalization

Presented by:

Alburo | Lucero | Recta | Rondina A. | Serinio



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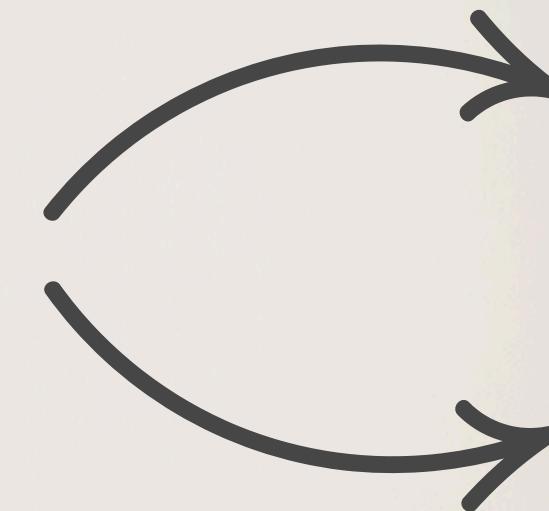
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Introduction

Overview of Globalization

Globalization is the process by which the world is becoming increasingly interconnected as a result of massively increased trade and cultural exchange.

Media has played a significant role in shaping the global processes of economics, politics, and culture - the three aspects that make up the multidimensionality of globalization.



A tool for the interaction of people with different cultures.

A carrier of culture.

Influence of Media on Globalization

Arjun Appadurai (1996) contends that advances in media, together with migration, i.e., changing migration patterns as people easily move around the world due to the advancement of technology and transportation, this fundamentally changed human life and gave way to globalization (as cited in Lule, 2014: 662)

In this article,
Globalization and
Media: Creating
the Global Village,
Lule (2014)
forwards the ideas
that:

- Globalization could not occur without the media.
- Globalization and media have proceeded together through time and supported these claims by outlining the development of media throughout time. The essence of these ideas is simplified in the statement that “media have made globalization possible”.

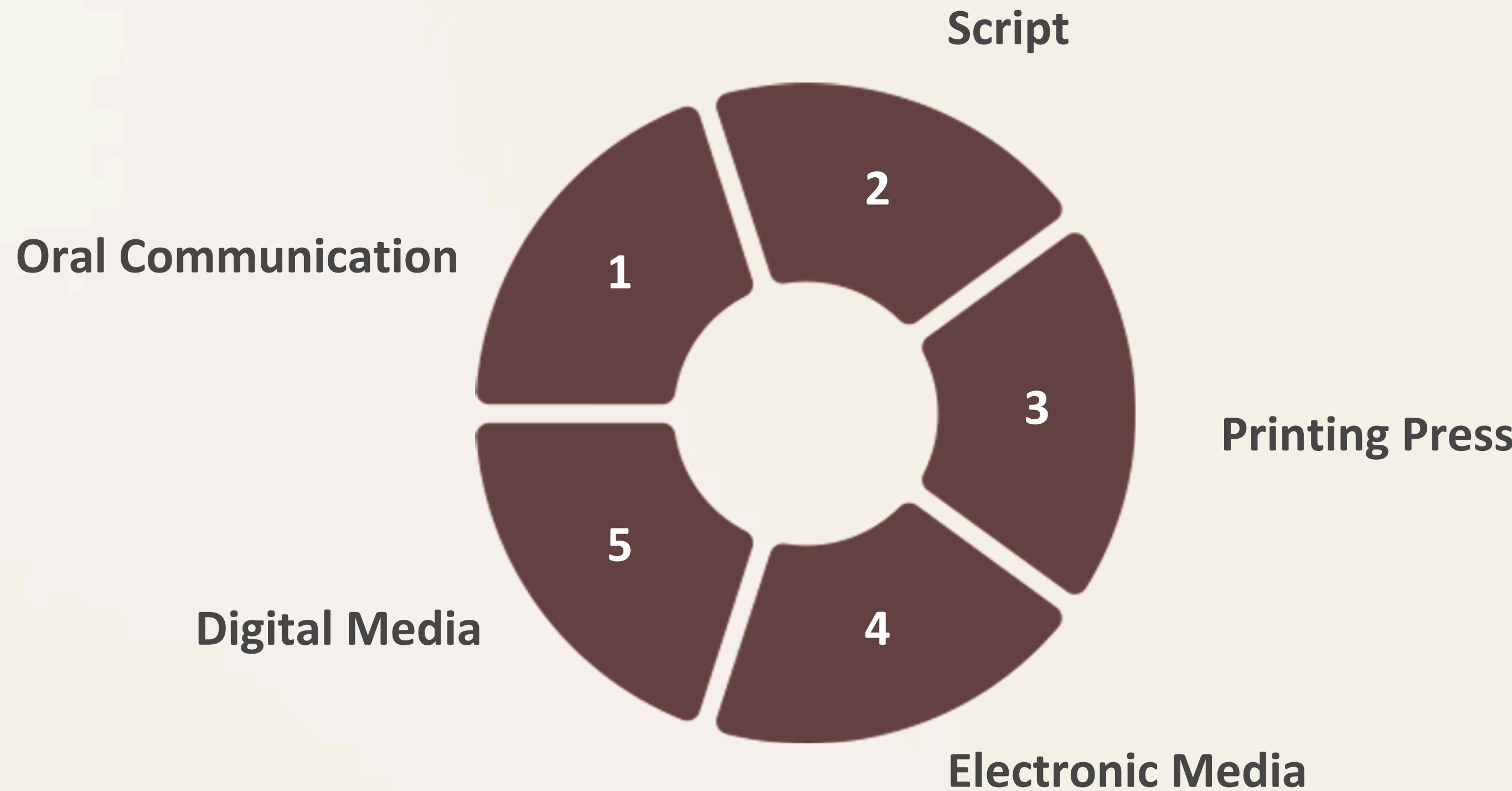
Culture and Stages of Development of Media and its Impact

Definition of Culture

A unified style of human knowledge, beliefs, and behavior, from which people learn, and the ability to communicate knowledge to the next generations. Its development has been mainly influenced by the media.

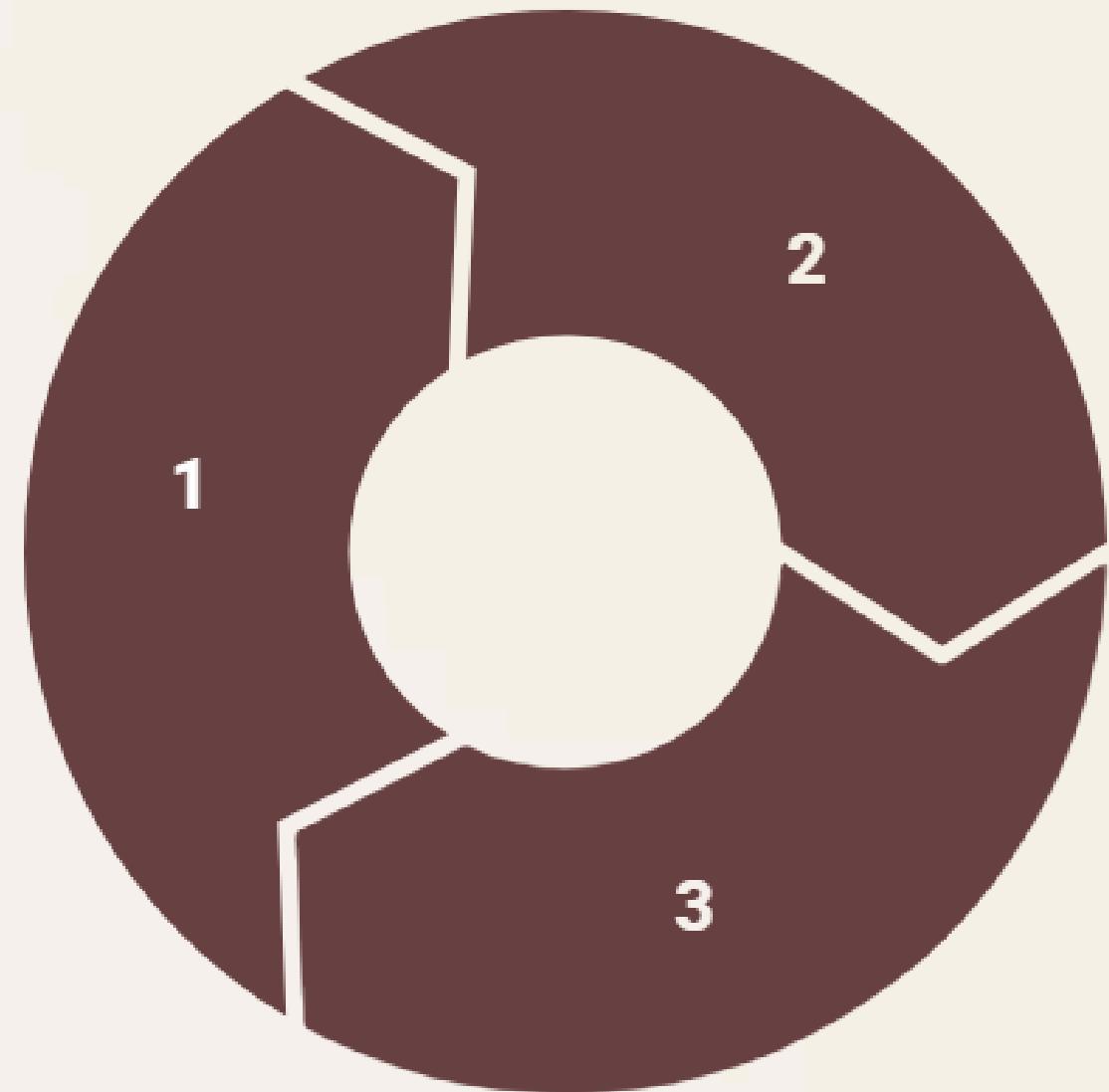


Five Stages of Development of Media and Their Impact



Oral Communication

Language became the foundation of human interaction.



It enabled people to explore the world, share stories, and transmit culture.

Played a crucial role in migration and community-building.

Script



Enables communication across larger distances and time.



Helped record economic, political, and cultural practices permanently.

Printing Press

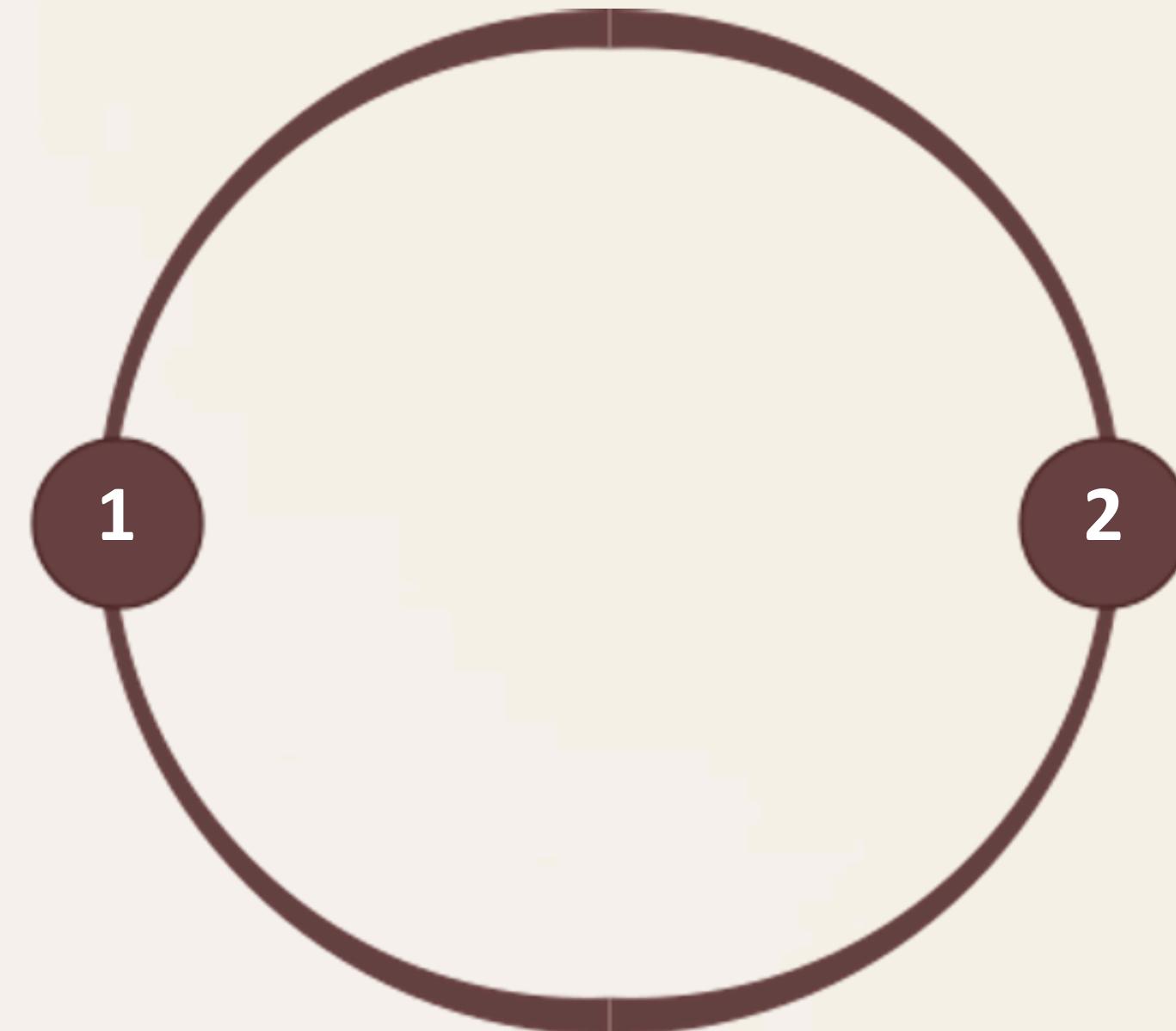
Allowed mass production and distribution of written content.

Promoted literacy and the widespread sharing of ideas.



Electronic Media

**Includes the telegraph,
telephone, radio, film,
and television.**



**These technologies
significantly expanded
the global reach of
information and
influenced public
opinion, politics, and
cultural norms.**

Digital Media

- Facilitates global communication in real time.
- Supports online business, e-commerce, social networking, and cultural exchange.
- Plays a major role in advertising and shaping consumer culture.



Media as a Driver of Global Integration

Media as a Driver of Global Integration

Various forms of media are central to the mechanisms of globalization. Television, the internet, and computers, among others, are key platforms through which global integration occurs. These tools not only connect people and nations but also shape the way we understand and interact with the world.

Examples of Media Influencing Culture and Globalization

K-pop and Korean dramas are becoming popular worldwide (cultural globalization via media).

Social media movements like #MeToo or climate awareness are spreading across cultures.

TikTok trends crossing national boundaries and blending local/global culture.

Globalization's Impact on Media and Culture

Shaping of Media and Culture

Globalization also shapes media and culture, not just the other way around.



Global demand affects what content is produced and consumed (e.g., Netflix making region-specific shows with global appeal).

Critical Perspectives



**Risk of cultural homogenization
(dominance of Western media/culture).**



Digital divide: not all countries or communities have equal media access.



Media as a tool for both connection and manipulation (e.g., misinformation, propaganda).

Dynamics of Local and Global Culture

Global cultural flows tend to move more easily around the globe than ever before, especially through non-material digital forms. There are three perspectives on global cultural flows: cultural differential, hybridization, and convergence.

Three perspectives on global cultural flows:

Cultural Differentialism

Emphasizes that cultures are essentially different and are only superficially affected by global flows. It also involves barriers that prevent flows that serve to make cultures more alike; cultures tend to remain stubbornly different from one another.

Cultural Hybridization

A process by which a cultural element blends into another culture by modifying the element to fit cultural norms. It is an integration of local and global cultures. A key concept is “glocalization,” or the interpenetration of the international and local, resulting in unique outcomes in different geographic areas.

Cultural Convergence

Approach stresses homogeneity introduced by globalization. Cultures are deemed to be radically altered by strong flows, while cultural imperialism happens when one culture imposes itself on and tends to destroy at least parts of another culture.

Conclusion

In conclusion, media, culture, and globalization are deeply interconnected. Media acts as both a driver and a product of globalization, shaping and being shaped by the global cultural flow. Understanding this relationship is crucial in navigating the complexities of our interconnected world.

Thank You!