

Inside of North America

TOWARD

Outside of North America

Influence of Media

Media is one of the fastest ways to connect people with others, and of course, with some ideas. People experience not only directly in their own surroundings, but also through the media. These are some examples of how media has been used in North America and to which impact has it been leading - in and out.

A Role of Media in POLITICS

Media is the way of how people get informed, influenced and express themselves. Especially, social media is known as a powerful gamechanger for elections in the USA.

Donald Trump's journey through Twitter, from his first presidential campaign to his banned account

According to Twitter, a formal president, Donald Trump, had up to 87.2 million followers before he was banned. His massive follower number was not only helpful for his election but also had a significant impact after it. Social media are a powerful way to speak directly to the public, which is a great advantage for any politician, regardless of whether they are being laughed at or not. His account was banned because his tweets were in violation of Glorification of Violence Policy (Bowden, 2021).



Fig.1. Trump's faulty accusation on Twitter that Barack Obama was not born in the U.S.A.
Fig.2. Donald Trump, Fig.3. The logo of Twitter

A Role of Media in FAKE NEWS

Netflix released a documentary called "Behind the Curve" in 2018. It is about "Flat Earthers" who are passionate believers of the flat earth theory. Social medias play a huge role in this whole story about the theory spreading and well believed. It started with series of video on YouTube, which convinced people to believe this yet-not-true theory. Then Flat Earth international weekly conferences started via Skype. They made a social media app called "Flat Earth Social", and it became a community. Their leaders gained fame through it, getting up to millions of views on YouTube (Behind the Curve, 2018).

Fig.4. Imaginary diagram of flat earth
Fig.5. The logo of "The Flat Earth Podcast"

A Role of Media in PROPAGANDA

Success of Top Gun, the movie

Top Gun is probably one of the most successful propaganda movies the USA has produced. Investigate journalist Tom Secker once wrote in his book "National Security Cinema: The Shocking New Evidence of Government Control in Hollywood": It's about the rehabilitation of the military's image in the wake of numerous failed wars (MacLeod, 2022). The U.S. Department of Defense and Paramount Pictures have made a production agreement, which was easy to find on the internet: The U.S. Marine Corps agrees to provide Marine soldiers, a flight simulator training for the actors, actual military jets for flight scenes in exchange for the agreement that the U.S. military will overlook every scene of the movie. The script was edited and amended at the DoD's discretion. According to the US Navy, they had gained a 500% higher recruitment rate in the year after the film was released.

Fig.6. United States Army poster, known as "Uncle Sam" poster
Fig.7. The poster of the movie "Top Gun", starring Tom Cruise

The Role of Media

Once sang Frank Sinatra, "If I can make it there, I'll make it anywhere" A massive industry related to media has created an image that North America is the representative of the world: As if English is the standard language, and being acknowledged in North America is the ultimate goal. So, if most North American media represent the world, how well do they represent cultural diversity and different groups of people?



Fig.8. The cover of Frank Sinatra's album "New York, New York"

A Role of Media in Cultural Diversity

Cultural Appropriation

Cultural appropriation is (mis)appropriation of not properly acknowledged elements of one culture or identity (mostly from a minority) by members of a dominant culture. "Our costumes", and "Cultural Appropriation: The Act of Stealing and Corrupting" are the headlines of articles published in the Sydney Morning Herald and Huffington Post.



Diversity and Inclusion

Consumers, not only Americans but also from all over the world, might spend \$10 billion more, if film and TV projects were more racially diverse, according to a report by McKinsey&Co (A management consulting firm of Hollywood). Netflix hired more people of color and women as their top executives, alongside their new hire - a head of diversity and inclusion(Shaw & Green, 2022).



Fig.9. An American rapper, Nicki Minaj, dressing as a Chinese Character "Chun-Li" in a Japanese video game "Street Fighter"
Fig.10. The logo of Netflix, Fig.11. Characters with diverse cultural backgrounds from an American video game "Apex Legends", Fig.12. A Hollywood movie, The Mummy (1999), represents Egypt's cultural, and historical legacy as a horrific myth to a group of white American scholars

World's Presenter of Media, North America

Numerous Awards are given every year in North America. Alongside them, money and fame flow. Everybody knows that being acknowledged in the biggest media market is the shining glory one could ever hope for as an entertainer.



The Academy Awards

Winning Oscar leads to a meaningful boost to one's career and ticket sales. Barry Jenkin's "Moonlight" made 2.3 million more the weekend after winning the award, and Bong Joon-ho's "Parasite" boasted a successful expanded resale, also after winning the best picture award, according to Washington Post.

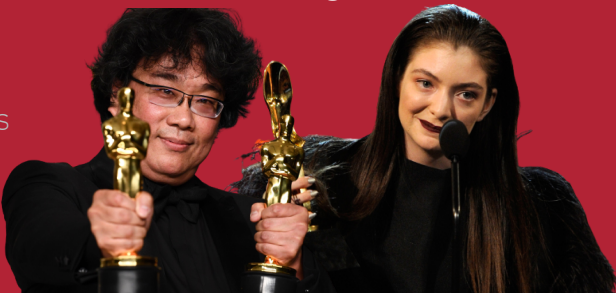


The Billboard Music Awards

Billboard Music Awards are the most watched music awards in the whole world. Among all the other advantages that North America has, such as technology and the English language, capital contributed the most to make it possible. Here is the (not completed) list of sponsors of Billboard Music Awards 2014, whose advertisements were on air with the broadcast: Chevrolet, Citi, Las Vegas Convention, Samsung



Fig.13. The logo of the Academy Awards
Fig.14. The logo of Billboard Music Awards
Fig.15. Barry Jenkins, the director of the Academy winning movie "Moonlight"
Fig.16. Bong Joon Ho, The director of the Academy winning movie "Parasite",
Fig.17. Lorde, A singer from New Zealand who won the best new artist award in 2014



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