

GLOBALIZATION AND MEDIA: CREATING THE GLOBAL VILLAGE

JACK LULE



NAME AN ASIAN MUSICAL GROUP/ARTIST WHO
ROSE TO INTERNATIONAL FAME.

Which Asian country did he/she came from?

Which countries was he/she famous?

How did he/she became famous?

Why did he/she became famous?



ASSUMPTIONS ON THE RELATIONSHIP OF GLOBALIZATION AND MEDIA

- There is an intimate relationship between globalization and media...
- Globalization could not occur without media
- Globalization and media act in concert and cohort
- The two had partnered throughout the whole of human history
- Lule, 2014

Claudio and Abinales,
2018

Lule 2014

MEDIA AND GLOBALIZATION

(Lule, 2014)

GLOBALIZATION

A set of **multiple**, uneven and sometimes overlapping historical processes, including economics, politics, and culture, that have combined with the evolution of media technology to create the conditions under which the globe itself can now be understood as an “imagined community”.

MEDIA

The **multiple** means of conveying something.

Multiple media=Multiple [forms of] globalizations



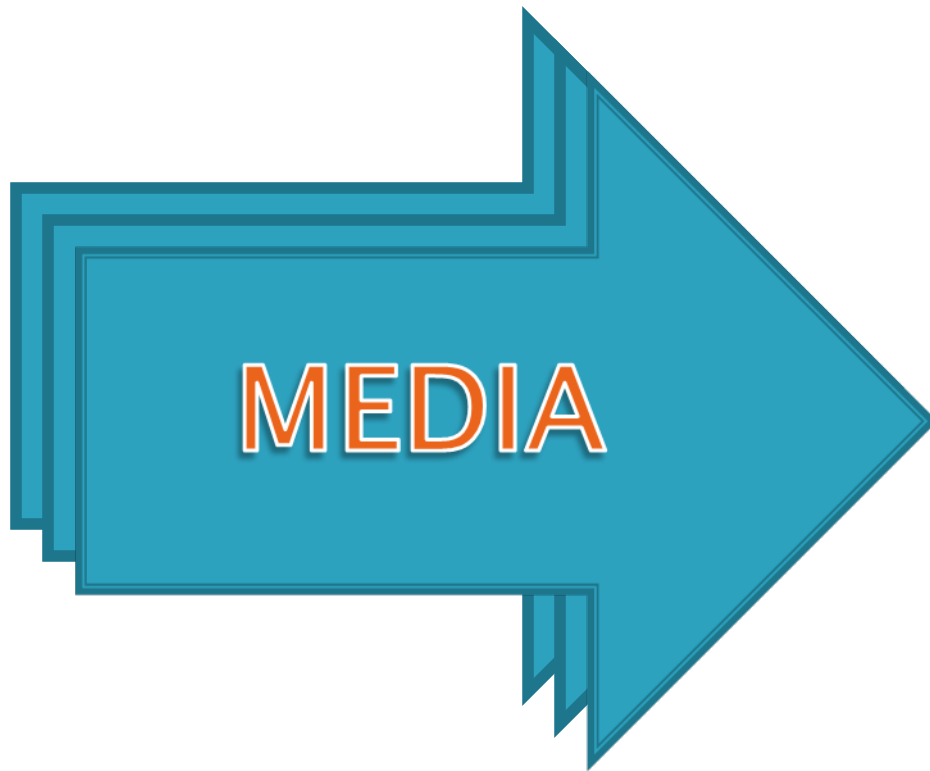
A diagram on a light brown wood-grain background. On the left, a blue rectangle contains the word 'MEDIA' in yellow, oriented vertically. A blue arrow points from this rectangle to a blue starburst shape on the right. Inside the starburst, the word 'GLOBALIZATION' is written in red, split into two lines: 'GLOBALIZ' and 'ATION'. A blue and black diagonal graphic element is in the bottom-left corner.

MEDIA

**GLOBALIZ
ATION**

OF MEDIA

| ORAL | SCRIPT | PRINT | ELECTRONIC | DIGITAL |
|--------|----------------------------|-------------|-------------|-------------|
| Speech | Cave paintings | Books | Telegraph | Computer |
| | Petroglyphs hieroglyphs | Pamphlets | Telephone | Cell phones |
| | alphabets | Magazines | Radio | Internet |
| | Papyrus & parchments | Comics | Tape record | Tablets |
| | Scrolls | Periodicals | Television | Smartphones |
| | codices | | Film | |



Mediascapes

It involve both the electronic capability to produce and transmit information around the world as well as the images of the world that these media crate and dissiminate.

(Ritzer & Dean, 2015:462)



VILLAGE

A human settlement or habitat
which is smaller than a town
but larger than a hamlet.

(International Encyclopedia of the Social Sciences, 19, 5114)



GLOBAL VILLAGE

THE GLOBAL VILLAGE is an idea originally propounded by the Canadian media theorist Marshall McLuhan (1911–1980).

He argued that due to the development and expansion of mass media of communication, the world was becoming village-like.

(Willey–Blackwell Encyclopedia of Globalization, II:839)



VIRTUAL COMMUNITIES

A Technology-mediated social group that is organized around common interests, experiences or convictions. (Wiley-Blackwell Encyclopedia of Globalization, 5, 2147)



Media and Economics

Commercials

Investors

“Electronic
herd”

Oligopoly

transnational media outfits



Media and Politics

Political campaigns

True news and
fake news

TEXT BRIGADES

trolls