

GLOBAL MEDIA CULTURE



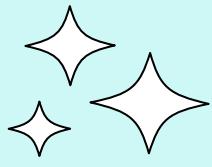
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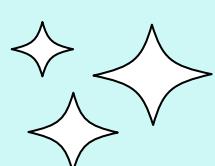
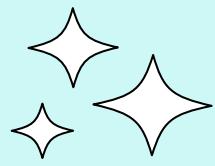


Camille Segundo



Objectives

- Understand and Know how Various Media drive Various Forms of Global Integration
- Know the Dynamic between Local and Global Culture Production



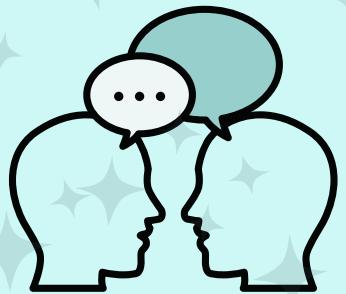
What is Media?

- Media, in its plural form, refers to the communication outlets and tools used to store and deliver information. It covers a wide range of communication methods as well as the number of audiences that it reaches.

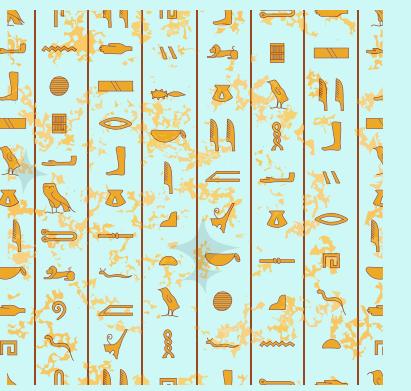


Evolution of Media

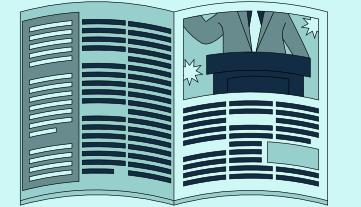
Oral Communication / Oral or Spoken Media



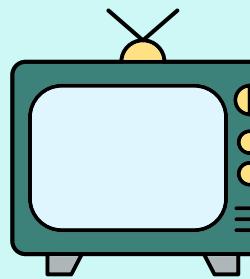
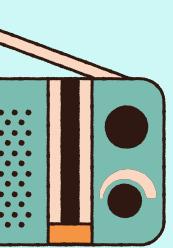
Ancient or Historical Media



Print Media



Electronic Media



Digital Media



Types of Media

- **Oral Communication / Oral or Spoken Media**
 - It refers to the use of spoken language to convey information, ideas, and messages. It is a form of media that predates the concept of writing and includes various forms such as storytelling, speeches, conversations, and verbal traditions.
- **Ancient or Historical Media**
 - It refers to written works or scripts that were created in the past and are found on various mediums such as paper, stones, clay tablets, walls, bones, or fossils. These media provide valuable insights into the history, culture, and language of ancient civilizations.



Types of Media (Cont.)

- **Traditional Media**

- Traditional media encompasses various forms of mass media communication that existed before the advent of the internet. This includes the print media and electronic media.

- **New Media**

- It refers to any form of media that are delivered digitally. From a website, email to mobile phones and streaming applications, any internet related form of communication can be considered as new media.



Roles of Media

Informing

- One of the primary functions of the media is to provide accurate and timely information to the public. Journalists and news organizations gather and report news, keeping people informed about local, national, and international events, politics, social issues, science, sports, entertainment, and more.

Educating

- Media outlets, especially those focused on documentaries, educational programs, and news analysis, contribute to the public's understanding of complex subjects. They provide context, background information, and in-depth analysis to help people make sense of current events and societal trends.

Investigating

- Investigative journalism plays a crucial role in uncovering corruption, wrongdoing, and exposing issues that may otherwise remain hidden. Journalists investigate various topics, including government misconduct, corporate malpractice, environmental problems, and social injustices, serving as watchdogs to hold individuals and institutions accountable.

Roles of Media (Cont.)

Social Commentary

- Media platforms often offer spaces for opinion and commentary on various social, political, and cultural issues. Through editorials, op-eds, talk shows, and online discussions, they facilitate public discourse, allowing different perspectives to be heard and fostering critical thinking and civic engagement.

Entertainment

- The media provides entertainment in the form of movies, TV shows, music, books, video games, and other forms of creative content. Entertainment media offers relaxation, escapism, and cultural enrichment, reflecting and shaping societal tastes, values, and trends.

Cultural Preservation

- Media, particularly in the form of literature, film, and archival recordings, preserves and disseminates cultural heritage. It helps maintain and celebrate diverse cultural identities, traditions, and historical events.

Roles of Media (Cont.)

Shaping Public Opinion

- Media influences public opinion by presenting news stories, information, and narratives in particular ways. Media outlets can shape public perceptions, attitudes, and behaviors through their selection and framing of stories, the emphasis they place on certain issues, and the opinions they express.

Advertising and Commercial Influence

- Media platforms rely on advertising revenue, and as such, they serve as vehicles for commercial messaging. Advertising helps promote products, services, and ideas, influencing consumer behavior and shaping economic trends.

Providing a Platform for Expression

- Media, including social media, offers individuals and groups a platform to express their views, share experiences, and engage with others. It allows for the dissemination of diverse perspectives, fostering freedom of speech and facilitating public participation.

Bridge Builder

- Media can act as a bridge between different communities, fostering understanding, tolerance, and dialogue among diverse groups. By featuring stories that highlight shared experiences, common goals, and human connections, it helps bridge cultural, social, and geographical divides.



Media and Globalization

- Media and globalization are closely connected. Globalization refers to the increasing interconnection between countries, made possible by technology and communication.
- Media, which includes various communication channels, plays a crucial role in this process. It allows for the sharing of information, news, entertainment, and cultural content across borders. News networks and social media platforms connect people globally and influence how we understand global issues. Advertising and marketing have also become globalized through media.



Media and Globalization (Cont.)

- Media ownership by a few big companies can limit different perspectives.
- Challenges like cultural blending, too much information, fake news, and unequal access to technology also arise from the relationship between media and globalization. Despite the complexities, media and globalization continue to change how we communicate, share cultures, and interact globally.



What is Global Media Cultures?

- Global media cultures explores the relationship between media, culture and globalization. It refers to the ways in which we connect and communicate with different entities or groups using various forms of media. These cultures involve the continuous exchange of ideas and values, where fundamental aspects like identity, nationality, religion, behavioral norms, and way of life are consistently scrutinized and pushed beyond their boundaries. Through media, stories can be crafted to support specific ideas, while also serving as the primary tool for transmitting the beliefs, meanings, and distinguishing characteristics of a collective. By encompassing diverse perspectives and embracing a comprehensive approach, global media cultures foster the dissemination of information and facilitate a broader understanding of the world.

The Significance of Global Media Cultures

- Global media cultures are important because they allow people from different cultures to exchange ideas and learn from each other.
- They help us understand diverse perspectives and challenge stereotypes. Through media, we can connect with people all over the world, share our experiences, and learn about different ways of life.
- Global media cultures also play a role in shaping our cultural identity and giving voice to underrepresented groups.
- It can influence our opinions, raise awareness about important issues, and bring about social change.
- It contributes to the economy by creating jobs and driving innovation in industries like film, music, and digital platforms.
- In the simplest terms, global media cultures promote understanding, progress, and economic growth in our interconnected world.

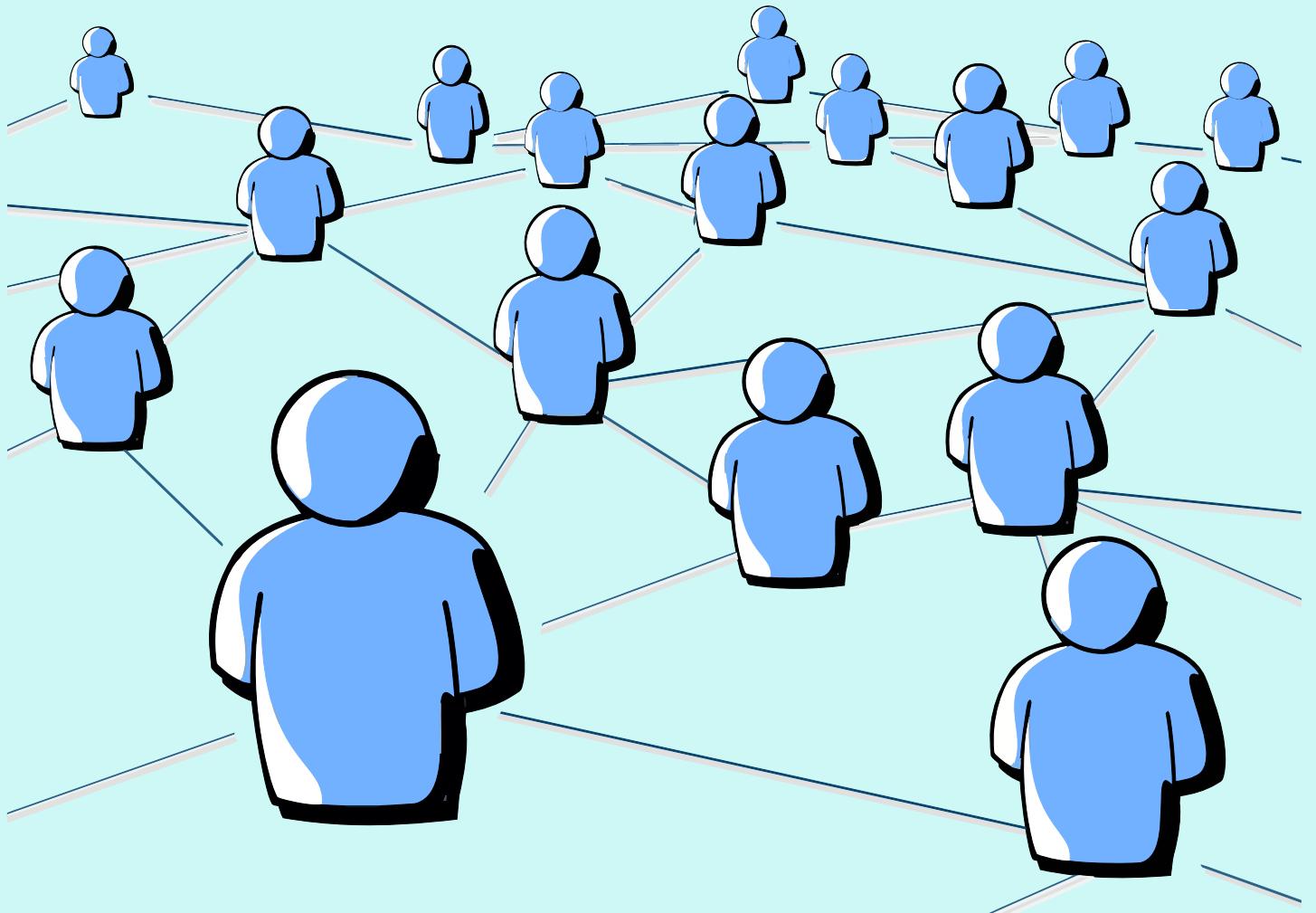
Culture

- It refers to the social behavior, institutions, and norms found in human societies, as well as the knowledge, beliefs, arts, laws, customs, capabilities, and habits of the individuals in these groups. Culture is often originated from or attributed to a specific region or location.



Global Media

- Global media refers to the media outlets and platforms of communication, that reach and influences worldwide. This includes traditional forms of media such as television, radio, and newspapers, as well as modern platforms like social media (e.g., Facebook, YouTube, Twitter). It refers to media outlets and platforms that have a worldwide reach, surpassing national boundaries. Its objective is to cater to a diverse global audience, offering content that appeals to different cultures and regions.



Media Culture

- Media culture refers to the collective beliefs, values, practices, and behaviors that are influenced by and intertwined with the media. It refers to the way people consume, interpret, and engage with media content, as well as the impact of media on societal norms, popular trends, and cultural practices. Media culture is a reflection of the relationship between media and society, as it shapes and is shaped by the media environment and its influence on individuals and communities.

Difference between Media, Global Media & Media Culture

- The distinction between the three is that media refers to the communication means and platforms used to transmit information, news, entertainment, and content to a large audience. It includes television, radio, newspapers, magazines, books, films, internet platforms, and social media. Global media, on the other hand, refers to the worldwide media outlets and platforms that target diverse cultures and regions. It transcends national boundaries and has a significant influence on public opinion and cultural perspectives. Media culture, meanwhile, refers to the collective beliefs, values, practices, and behaviors influenced by and intertwined with the media. It reflects how people consume and interpret media content, as well as the impact of media on societal norms, trends, and cultural practices. Media culture is a dynamic relationship between media and society that shapes and is shaped by the media environment and its influence on individuals and communities.

Global Integration of Various Forms of Media

Economics:

- Global advertising and marketing: Media platforms allow companies to reach a global audience and promote their products or services across borders. Global advertising campaigns and marketing strategies contribute to the integration of markets and economies worldwide, as consumers become aware of and access products from different regions.
- Financial news and information: Media outlets provide extensive coverage of global financial markets, investment opportunities, and economic trends. This information influences investors and facilitates global economic integration by fostering a better understanding of international markets.

Global Integration of Various Forms of Media (Cont.)

Politics:

- Information dissemination and political discourse: Media, including television, radio, newspapers, and the internet, play a significant role in disseminating political information and shaping public opinion globally. News outlets and social media platforms can influence political discourse, facilitate international dialogue, and drive global integration of ideas and causes.
- Global news coverage: Media outlets provide coverage of international events, diplomatic relations, and political developments around the world. This coverage enhances global awareness and understanding, contributing to political integration and cooperation.

Global Integration of Various Forms of Media (Cont.)

Education:

- Online learning platforms: Digital media, including websites and online courses, have revolutionized education by providing accessible and flexible learning opportunities. Online platforms enable people from different countries to access educational resources, engage in virtual classrooms, and learn from international experts, fostering global educational integration.
- Language learning: Media plays a role in language learning and promoting multilingualism. Through television shows, movies, and online language courses, individuals can learn languages spoken in different parts of the world. This linguistic diversity enhances cross-cultural communication and integration.

Global Integration of Various Forms of Media (Cont.)

Culture, Fashion, Arts, and Music:

- Cultural exchange: Media platforms allow for the sharing and exchange of cultural ideas, traditions, and art forms across borders. Through movies, music, literature, and social media, people can explore and appreciate diverse cultural expressions from around the world, fostering cultural integration and understanding.
- Global entertainment industry: The entertainment industry, including movies, music, television shows, and online streaming platforms, contributes to global integration by transcending cultural boundaries. Popular entertainment content from one country often gains international popularity, leading to shared experiences and interests across diverse cultures.
- Fashion and trends: Media, especially digital and social media, significantly influence global fashion trends. Fashion shows, magazines, blogs, and influencers contribute to the dissemination of fashion styles and trends worldwide, promoting a sense of global interconnectedness.

Global Integration of Various Forms of Media (Cont.)

Migration:

- Media as a migration tool: Media platforms provide information and resources for individuals considering migration, facilitating global movement and integration. News reports, online forums, and social media can inform individuals about opportunities, challenges, and experiences related to migration, leading to increased global mobility and integration.

Global Integration of Various Forms of Media (Cont.)

Technology:

- Technological advancements and media infrastructure: Media and technology are closely intertwined. Technological advancements in media infrastructure, such as satellite communications, internet connectivity, and mobile devices, have made information more accessible, accelerated the pace of global integration, and reduced the barriers to global communication and collaboration.
- Digital platforms and innovation: Digital media platforms, including social media, websites, and streaming services, have created opportunities for global collaboration, innovation, and entrepreneurship. These platforms enable individuals and organizations from different parts of the world to connect, share ideas, and work together, driving global technological integration.

Global Integration of Various Forms of Media (Cont.)

History:

- Historical preservation and documentation: Different forms of media contribute to the preservation and documentation of history and cultural heritage. Written media, such as books, manuscripts, and inscriptions, provide valuable historical records that can be studied and shared across generations. Similarly, media technologies like photography, film, and digital archives allow for the capture and preservation of historical events, artifacts, and traditions. By safeguarding and disseminating historical information, media promotes a collective understanding of the past, fostering a sense of shared global heritage and integration.

Advantages of Global Media Culture:

- Media culture tends to be highly influential, with content creators using platforms like YouTube, Instagram, and TikTok to inform their audience about product or service reviews, impacting the buying process.
- Media culture provides up-to-date information in real-time, enabling individuals to stay informed about the rapidly changing world.
- Media culture allows for connecting individuals on a large spectrum, bridging geographical distances and facilitating global connections.
- Access to diverse perspectives in media culture fosters understanding, empathy, and global awareness.
- Democratization of information through media culture enables individuals to have a voice and share their experiences.
- Media culture offers educational opportunities through online resources, tutorials, and e-learning platforms.

Disadvantages of Global Media Culture:

- Misinformation can easily spread through media culture due to various outlets and platforms, leading to communication disconnect and confusion.
- Privacy diminishes as media culture continues to grow, raising concerns about data privacy and surveillance.
- Originality may be at risk among creators, as the pursuit of popularity can undermine the need for uniqueness and lead to the appropriation of ideas without proper credit.
- Filter bubbles and echo chambers can form in media culture, limiting exposure to diverse perspectives and hindering critical thinking.
- Constant exposure to media, especially social media, can contribute to mental health issues and a distorted perception of reality.
- Information overload and decreased attention spans are challenges in media culture, making it difficult to filter and process vast amounts of information.

Local Cultural Production

- Local cultural production refers to the creation of cultural products and expressions within a specific, identifiable locality, reflecting the feelings of appropriateness, comfort, and correctness of ordinary people in that locality

Global Cultural Production

- Global cultural production, on the other hand, refers to the creation of cultural products and expressions that transcend local boundaries and are influenced by elements from various places.

Dynamic Relationship between Global Local Production

- This refers to the relationship between the creation of culture within specific localities and the creation of culture that is influenced by elements from various places.
- This relationship is complex, interdependent and has evolved over time, shaped by factors such as trade, migration, and technology.
- Global and local cultural production constantly interact and influence each other, leading to cultural hybridity, syncretism, and the emergence of new cultural expressions.

How Global Influences Shape Local Cultures

- Global cultural production has a significant impact on local cultures.
 - Through globalization and advances in communication technology, global cultural products, such as movies, music, fashion, and media franchises, are widely disseminated.
 - Global influences shape local cultures by introducing new ideas, styles, and practices.
 - Local communities often adopt and adapt global cultural elements, integrating them into their own cultural expressions.
 - For example, the popularity of Western music genres like hip-hop or pop has influenced local music scenes worldwide, resulting in unique fusions and interpretations.

How Local Cultures Influence and Challenge Global Trends

- Local cultural production also exerts influence on global trends.
 - Local cultures bring diverse perspectives, alternative narratives, and unique artistic expressions to the global stage.
 - Local cultural products that gain international recognition challenge dominant global narratives and offer fresh perspectives.
 - For instance, the rise of K-pop from South Korea has challenged the dominance of Western pop music and inspired global fandoms.
 - Local cultures often assert their authenticity and resist homogenization, preserving their traditions and identities in the face of globalization.

Thank You for Listening!!

