Globalization And Media

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**Introduction**

Globalization is a process by which various societies, cultures, and economies interact through a global network of communication. The impact of globalization is diverse and has influenced different aspects of our society. It is considered as an integral part of bringing change and development in the livelihoods of people. Earlier it was considered as an economic aspect that influences the trade activities carried out between different countries. However, globalization lately emerged the concept of cosmopolitan culture worldwide. It stated that globalization not only influences the financial capability but has a strong impact on cultural diversity as well (Rantanen, 2004). This paradigm shift was highly influenced by media which played a significant role in bridging the gap between countries. It not only provided the necessary information across the world but also inspired the standard of living of masses.

Globalization increased access to foreign commodities and provided a variety of products to emerging consumers. The free trade policies have initially made it easy for companies to target population across the borders. On the other hand, Media provided an effective means of communication like television, internet, etc to showcase the new trends to the consumers which increased the demand for such goods. It has played an important role in reaching the maximum number of audience and shaping the mindset of the public. In simple words, media has accelerated globalization with increasing acceptance of economic, technological and cultural differences (Lule, 2017). Similarly, globalization has escalated the access to the comprehensive range and broadcasting of media across the globe. Globalization has a major influence on media, and resultantly impacted the masses. The most evident impact of globalization is extensive communication which has helped to convey information easily and make people come closer globally.

**Thesis Statement**

Globalization is highly dependent on media for disseminating information but there are other interconnected factors such as economic, political, and cultural factors that play an important role in the process of globalization. This paper tends *‘to analyze the role of media in globalization; influencing the global culture through social, economic and political factors'.* The study will evaluate different factors contributing to the evolution of globalization by media and will examine the way it has impacted people lives across the borders.

**Discussion**

Globalization is the process of interaction with the international world which entails the exchange of products, information and technology, trade, and even employment opportunities across the borders. Globalization primarily focused on economic indicators for national interest, however, the increasing role of media has resulted in the globalization of cultures and social values as well. Media has performed an evolutionary process in the transformation of societies and their values. It has connected people across the world where they can exchange their social and cultural norms. The increasing role of media has influenced the lifestyle of people, therefore, the growing concern is whether such dependence on media in the process of globalization is positive or negative.

**Media Positive for Globalization**

Many researchers claim that media has a positive impact on globalization. It provides opportunities for people to experience new trends. It has made communication easier and faster with the help of the internet. People can easily access throughout the world. Some of the major achievements of globalization include quality education, job opportunities, access to international companies and products and development of tourism.

**Role of Online Education**

Media has a strong role in educating the masses across the borders. People highly depends on media for all sorts of information related to new trends and events which highly influence their opinions. The educational choices are based on the scope in the international community which is made accessible through media by providing online education.The transfer of education from traditional ways to the internet was indeed a revolution in the media (Rantanen, 2004). The digital media is freely accessible and transforming the nature of consumer behavior. Computerized technology has reduced the cost of communication by widening access to local consumers. Castells (2000), a philosopher of cyberspace stated that the *“Internet has revolutionized international information exchange’* by providing the information across the borders (Castells, 2000).

**Increase in Jobs Opportunities**

Media provides people with occupational opportunities such as online jobs and businesses as well. Students can search for jobs online and search for the right opportunities. They apply online for the right postings and get selected. Students are heavily active on their social media accounts such as LinkedIn, where they share their profile which is easily accessible to the companies. Similarly, it has made the recruitment process easier for the firms to select the right candidates for their jobs. By evaluating the LinkedIn profiles and online Cvs of the individual, it is easier for companies to select the right people for a particular job. The media has played a great role in *the ‘individualism of contemporary reality'* with consumers utilizing the media according to their own will and create innovative content (Rantanen, 2004).

**Access to International Companies**

Globalization has made it easier for the world to connect through media with international companies. It ensures that people can access products in any country. The economic globalization has encouraged free capital flows, cross-border transaction and diverse blending of technology. It has made it easier for international companies to work with local people. It also encourages to start entrepreneurship and order products from different countries online and sell them locally. The trend has caught much attention in recent times and people are importing various international branded products and selling them locally. It is beneficial for both the public to have large choices available as well as for the companies to have a larger consumer market (Landow, 2006). This has strengthened the business activities of diasporic people in connecting with like-minded people.

**Development of Tourism**

Media has increased tourism throughout the world, people can move freely through online booking in different countries and explore new places. The speedy progress in the field of transportation has converted this world into a ‘global village’ where people have easy access to any part of the world. Globalization has reduced the costs of connection to the world, and leading to a stronger integration. It also transfers and exchange the ideas and values from one culture to another, and reduce the hatred and cultural differences. Media has decreased racial differences among different groups and educated the people of accepting diversity (Lule, 2017). The ethnic differences between African Americans, where a greater threat to the countries stability, it was through the social change that took place over media and gained the attention of the international community.

**Political role**

Media is considered an important platform for social movements and fascinating the abilities between groups. The mobilizations of NGOs, civil society and political parties significantly shape the future of states. In recent times, media has a major role in providing awareness to people about their rights, the use of votes, and connecting to the elected representatives. Media scholars are capable of the development of ‘media democratization' by providing and disseminating the information to local people. Many scholars believe that democracy is achieved through the active role of media, otherwise, people would be still living in the era of colonialism. Media has given people the right to fully express their ideas and perceptions about current affairs (Gordon, 2000). The representatives are held accountable to respond to the general queries of people. The Obama government is one of the greatest examples of democratic government which came into power because of the movements of people.

**Language and Globalization**

Media has been significant in bridging the gap between different ethnic and cultural groups, however, it has also influenced the transfer of language from one country to another. People are capable of speaking different languages while there is one global language English which is followed as a medium of connection worldwide. Media has made it easier for people to learn and speak languages outside of their country (Fairclough, 2007). The different programs and movies help people accept other languages.

**Media Negative for Globalization**

Media has its share of a negative impact as well, the critics of globalization believe that media has increased hatred and conflict among people. It also has increased the tendency of bullying and hate speech in the media as a result of globalization. The critics of globalization referred to the offensive statements on international platforms and the emergence of ethnic and racist hatred in the globalized world is widely prevailing. Moreover, people largely believe what is presented on media which most of the time leads to miscommunication. The indifferences are thus not very well accepted by the majority of people which arises conflicts and other issues.

**Loss of Cultures**

Globalization is a global trend that is not only related to lowering economic barriers but has much influence on the culture as well. Through the transfer of different industries and technology, space has been open for transfer of culture in the same markets as well. Globalization is perceived to be largely influenced by Western culture and is perceived to be spreading the same modernization patterns through media. The outcomes of this transfer are referred to as heterogenization, where western cultures collide with the local culture. However, people being much fascinated by the new trends tends to forget their values and adopt new trends and fashions. The proponents of media and globalization are responsible for local cultural loss across the globe (Rantanen, 2004).

**Effect of the Internet on Children**

Researchers indicate that the most popular programs on television are not in national interest anymore and reflect international distribution. Television tends to increase the marketing those programs which pay them huge amount irrespective of the fact that they are not representing the right values. Robert Mc Chesney, a media historian states that *‘the multinational corporations are using media to serve their interests only'.* Also, the foreign investment in local media is threatening for the local children. They tend to provide discounts by watching a certain number of shows, which made the children addicted to the whole seasonal show (Pelzer & Vergeer, 2009). Children are becoming addicted to increasing information on media and losing physical exertion. The unpredictable trends in our future generations is a threat to productivity and growth in the future. It is very important for nations to control what type of information and trends are shaping in their surroundings to have a positive impact on media.

**Effects on the Economy**

 Globalization encourages free trade, increase foreign investments, develops export and imports which boost the economic capacity of a country. However, many economists are of the view that globalization has helped the industrialized nations to boost their economies. These nations have achieved higher economic growth with increase productions by purchasing cheap raw materials from underdeveloped countries and turned them into manufactured goods. The developed nations then sell the manufactured goods at high prices which is only beneficial for their country. It is believed that the industrialized nations have achieved development at the expense of the underdeveloped world. This is a huge loss to the local industries, where people don't buy local products and considered them low quality (Hafez, 2007). With the help of media, international brands are easily accessible online and people can buy through online orders. Also, with free trade, there are no regulations on the number of foreign goods coming into your country. Thus, people trust international products more than local brands.

**Projection of Violence**

Media tends to increase the incidence of violence, especially among religious groups. The conflicts among different countries are highly glorified on media which increase the tensions between the conflicting parties. Another country exploits one country and these incidences are highly showed on media to boost hatred and fight. Such incidence happened in the Syrian Crises, the Palestine issue, the Kashmir conflict, which blames one country and bashes their image to the international community. The critics of globalization believe that the situation and relationship between states were better when there was no globalization (Early, 2010). However, it is evident that not globalization itself, but media transfer the wrong information that creates conflicts.

**Wrong Use of Social Media**

Due to easy access to different sites, there is no check and control on what majority of people follow on social media. The ratio of people watching pornography has largely increased in the past. People spending their leisure time in such activities tend to develop behaviors, researches show that such individuals become frustrated and indulge in sexual harassment. Physical and mental violence is a result of watching the wrong sites (Dashora, 2011).

**Conclusion**

Globalization and media are strongly related, some believe that if there would be no media, there would have been no globalization. Although political globalization has taken place quite early, it was social and cultural globalization shared recently through media. It has connected people across the borders, which has enabled them to enjoy global trends and products. Globalization has provided more benefits than losses, people have got educated, and performing different jobs. Social media is freely available to everyone and each of us can easily access whatever we want. However, it depends on the intellectual capability of each person that how blindly they follow and believe each news on social media.

The advantages of media on globalization are much greater than the disadvantages. Millions of people daily get benefitted through different mediums of globalization. However, people need to focus on how they use social media platforms. In a specialized world, people need to research before any unpleasant information shared on social media. They should form their views based on the evidence rather than following a random fight on social media. This will decrease the conflicts between people, and individuals will learn to accept realities rather than focusing on doubts. The world is strongly dependent on media and globalization which has taken place as a result of connecting through the world. Globalization and media hence interconnected, influencing lifestyles all around the globe.

The world today is highly influenced by media regarding information, however, it is evident that media is a product created by people. Globalization and media are not abstract and is considered a human-shaped technology. Still, people are so dependent on both these mediums due to its increasing influence on peoples lives. It is important to consider that we can control certain aspects of media, which is harmful to ourselves as well as our country. Media and globalization are beneficial if you take advantage of it in a positive manner eliminating the negative consequences.

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