

Mass Media, Communication and Globalization with the Perspective of 21st Century

Prof. Ghulam Shabir
Ph.D (Pak), Post-Doc(U.K)
Chairman, Department of Media Studies, The Islamia University Bahawalpur, PAKISTAN
ghulam.shabir@iub.edu.pk

Ghulam Safdar
M.Phil (Researcher), Department of Media Studies, The Islamia University of Bahawalpur
safdarsting@gmail.com

Tanzeela Jamil
M.Phil (Researcher), Department of Media Studies, The Islamia University of Bahawalpur, Pakistan
tanzeelajamil@yahoo.com

Sumaira Bano
M.Phil (Researcher), Department of Media Studies, The Islamia University of Bahawalpur, Pakistan
banojournalist@gmail.com

Abstract

This paper aims to explain the role of three factors i.e. mass media, communication and globalization in the twenty first century where the concept of mass society has become possible. The question is that how these three are interlinked and how they affect each other in present era. The integration of communication technologies have wired the globe in this way that the individual lives in an omnipresent condition. The information age is dominating every sphere of life as homogenization of heterogeneous societies of the world is evolving over time and international boundaries are removed by the electronic highways. Developed countries with modern technological instruments and resources are applying their methods to modernize the rest of the world that are depended on developed countries. The competition has been started between different societies of the world due to these three factors which needs to be overlooked that has created the unrest in the world through information revolution.

Keywords: Mass media, communication, globalization, twenty-first century, information age, homogenization.

1. Introduction:

Communication is the social process that produces changes in the knowledge, behavior and attitude of an individuals and groups through providing genuine and technical information. True two way communications is the product of twenty first century. The global television experienced with live image broadcast with the dawn of new millennium via 300 satellites channels in each of world 24 time zones to the audience. At the beginning of twenty first century, the flow of data across borders has grown rapidly, expanding international commerce which is being possible through the invention of new technologies with that millions of people can communicate with each other in real time across national boundaries through voice, text and picture. Communication is sharing information or producing entertainment by speaking, writing etc. New information technologies like satellite, mobile phones, faxes, scanners, voice mail have not only revolutionized the information transmission and receiving process but the emergence of the internet and world wide web have radically intensified the spread of communication and created information society (Sharma, 2004).

“By media we mean the channels, the mean or forums using for disseminating information, providing entertainment with time motto to create awareness among the masses” (Mehsood, 2006). Mass media are diversified and large scale communication devices for Information transmission to the large audience which includes newspaper, books, radio, magazines, television and internet etc. Mass media are designed technologies for the mass society to produce mass communication which is the end product of more than one person. We all are exposed to the media text to some extent as being part of the radio audience in the morning as we get ready for school, college or work, watching breakfast television or reading newspaper, listening to music on MP3 players, logging on to read our mails and surf the web, sharing photos and texting friends on our mobile phones or glimpsing advertising hoarding as we travel to school, college and work throughout the day consciously and unconsciously, exposed to different media products.(Rayner & Wall, 2008)

In the twentieth century, the advance in technology has grown media influence in economic, political, cultural and social level. The telegraph was first medium of information, than the radio, the film, the newspaper, magazines, television and now the internet. Mass media prepare the stage of development for individuals of the

society by keeping in view their interest and needs, depending on the type and structure of political and economic system in which media functions. Small entrepreneurs have started their independent companies by the use of internet, According to Gauntlet (2000), many entrepreneurs have become millionaire by developing “Free” websites that are visited by the people. Advertiser attract towards these websites because they enable them to target very specific group defined by age, through search engines and directories such as yahoo or Google.

The democracy is virtually everywhere in the world in the twenty first century. If something happen in a civilized and democratic society, the information about the incident spread all over the world in just matter of sounds. The Berlin wall’s destruction was transmitted live around the world (Sharma, 2004). “Globalization refers to the both time-space compression of the world and the intensification of consciousness of the world as a whole”. (Robbertson, 1922), that is, the ever increasing abundance of global connections and our understanding of them. The world is shrinking because of globalization which is increasing multidimensional economic, social cultural and political global connections and our awareness of them including the global production of the local and the localization of the global.

McGrew refers globalization to the multiplicity of linkages and interconnections between the states and societies which build the modern world system. It describes by the process in which events, decisions and activities in one part of the world can come to have significant consequences for individuals and communities in distant parts of the globe (McGrew, 1992). The modernity and post modernity are the most important periods for globalization in relation to media and communication because the industries of media and communication are leading sectors in facilitating globalization. According to most art historian, modernism was a movement that started in the late nineteenth century and ended around the 1960s. So post modernism is a term that is used to characterize the type of society and culture that has developed in western societies since the 1970s and into the beginning of the twenty first century (Barker, 1999).

The globalization has redefined international communication in many ways. First, it has opened previously closed markets to conglomerate media corporations across the world. Second, the diffusion of high speed internet and bandwidth has altered the nature of international news content availability. Finally, the combination of globalized media conglomerates and the internet/digital revolution has changed the operations of global journalism and mass communication across the world (Pavlik, 2001).

2. Role of Mass Media in creating Information Age:

Information age is resulted with the convergence of information technologies and sophisticated communication systems which indicated the evolution from industrial age manufacturing, through service based production, to an information society. Media has saturated our lives, the term “Media Saturation” describes the ways in which the media today saturate our lives and dominated our experiences to the extent. In today’s world media hardware is seemingly becoming smaller and more personalized for example MP3 players, Mobile phones with digital or video cameras or wristwatches with television receivers inside them (Barker, 1999).

Since the 1980s the global reach of media corporations like Time Warner, Viacom, Disney, News Corporations, Bertelsmann and Sony has strengthened, the world has experienced unparalleled levels of potency in the international movement of investment and marketing and also in the global reach of information, knowledge and communication. Wilber Schram (1964) in his book “Mass Media and National Development” saw a mass media as a “bridge to a wider world”, as a vehicle for transforming new ideas and models from the North to South and within the South, from urban to rural areas. The word broadcasting implies a few to many model where a small number of broadcasters transmit programs to a mass audience of perhaps more than 30 million people all watching or listening to the same event, at the same time, participating in the same experiences.

Mass Media are seen as being modern and up-to-date or even post modern. Modern society is unimaginable without the mass media. The viewers at home can receive live up-to-the minute news reports from remote parts of the world because of the increasing use of video satellite phones by the television news reporters (Barker, 1999). Research by Gunter et al (1994) showed that 70% of the public get their information about world news through television and about 20% through newspapers while 40% of the public said that they get their local news through newspaper as compared to about 35% through television. The modernization of media can be seen through the convergence of communication, computing and telephonic technologies. Reacting to a television program (broadcasting) through an online (telecommunication) websites that measures viewer responses and votes (computing) is the basic form of convergence (Hartley, 2011).

Communication is meaning generated interaction between two systems or organisms by means of mutually identified signals. The invention of computer is most significant in the history of technology. During the past 30 years computer have been the basic agent of change in technology which act as the engine of the information age. Electronic appliances such as cash machines, cash registers to digital computers, CD players, videogames, faxes and smart mobile phones have a computer at its heart (Koelsch, 1995). The information age is moving toward a new phase. Multimedia computers can manipulate images and videos easily. For example, The

Jurassic Park's movies, realistic dinosaurs and the terminator's liquid metal nemesis have fascinated us (Gorman & Mclean, 2009).

The digital information adaptability has created a particular type of industries. Broadcasting and telecommunication service industries have traditionally operated in domestic markets with industries centered on standardized service delivered to mass markets. . Electronic highways are replacing concrete highways. Rather than drive automobiles we bank at home, order merchandize at home, work at home, obtain news and mail at home because we have video and teleconferences.

3. Communication Diffusion and impacts via technology and Globalization

Communication is dramatically changed by new technologies, in the twentieth century we have experienced the effects of the telephone, radio, film, television, high-speed printing xerography, desktop publishing and electronic mails. Media technologies have made communication more observable and universal. New media technologies have carried people into prospective contact. Innis Harold (1950), in his theory of technological determinism mentioned that the radical advancement in technology is first applied to the process of communication. The forms of social organizations, stages and characteristics of the society are determined by the medium of the time. The computer, internet, telecommunications with their advance functions, cable television, and satellite communications are shaping societies differently and giving more intercultural and inter-societal connectivity in current times (Narula, 2006).

Recent developments have not occurred in segregation but are the product of late nineteenth and early twentieth century's innovation in communication technologies which played important role in the emergence of global communication networks. Communication technologies interconnect people into network of ideas, information, e-commerce and communities. From print to the interactive era, media has grown to unprecedented power and pervasiveness; everyone is author, designer, publisher, journalist and media producer. According to Brain Arthur (2009) new technologies follow an evolutionary logic, where each new technology is built out of combination of existing technologies in a series of steps that follow the evolutionary logic of variation, selection and detention.

In the history of communication, radio took 40 years to reach an audience of 50 millions, television took 15 years to reach the same number of viewers but the WWW took just over three years to reach its first 50 million users (Naughton, 1999). In 1995, 20 million users used internet, by 2000 the number rose to 400 million; there was just 400 websites in the world in 1993-by 2000 there were 200 million websites. Revolution in communication technology has made it possible. Data transfer costing \$150,000 in the 1970 was just 12 cents in 1999, while the speed of microprocessors has doubled every 18 months (UNDP, 2001) By 2006, the internet was a global medium because of the fastest growing tool of communication from just 3 percent of the world's population in 1995, by 2005 it was reaching more than 15 percent, nearly a billion people, although 90 percent of these lived in the industrialized countries (OECD, 2005: UNESCO, 2005b). This breakdown as: North America 30%, Europe 30%, Asia pacific 30% with Sweden having the highest penetration rate 74%. Other countries with high access rate including Hong Kong 71%, Denmark 69% and United States 69 % (Thussu, 2006).

New media is resulted through the fruits of convergence where telecommunication, computing, ICTs (information and communication technology) and media began to overlap and integrate as a part of the globalization (Flew, 2008). The world has become "global village" due to information and technological advancement. The term first used by Marshall McLuhan in 1962 in his book "The Gutenberg Galaxy" that the phenomenon of the world is shrinking in term of cultural, economic and political integration in cross boarder societies which have created the mindset of village like where people can easily communicate with the help of electronic highways. Marshall McLuhan (1964) calls media "extension of a man". Media expands people ability to communicate, to speak to others far away, to hear messages and to see images that would be unavailable without the media.

Globalization is the extension of cross-border economic ties, leading to greater integration of societies and economies around the world. According to Terry flew the components of globalization are: The internationalization of production, trade and finance, the rise of multinational corporations, reduction in cross border tariffs upon flows of goods and services, the deregulation of financial markets and the rise of internet based e commerce, the international movement of people, the development of emigrant communities and the increasingly multicultural nature of national societies. International communication flows delivered through telecommunication, information and media technologies such as broadband, cable, satellite and the internet which facilitate the transnational circulation of cultural commodities, textile image and artifacts. The global dissemination of idea, ideologies and keywords such as so called exports of western values, democracy, the war on terror, fundamentalism, feminism, environmentalism, the use of overt programs of Public relations or spin by government corporations and nongovernmental organizations which aimed at shaping opinion at international, national and local levels. Globalization in other means is taken as westernization which is transmitting modern approach of the west toward the traditional societies in cultural dimensions; this can be seen as McDonald

Culture, Music, tourism, and fast food chains in various countries. American media networks such as MTV and Hollywood extended their influences across the American borders. According to Jhonson, in 2004 MTV calculated about 80 percent viewership of MTV from outside the United States (Dixon, 2009)

New York Times columnist Thomas Friedman in his book, *The World is Flat* (2005) argues that globalization has made the world flat along with variety of factors. He argues in this flat world knowledge based industries can be assisted from one place in the world, for example, United States based software company can hire software engineers from Russia, customer sales representative from India, accountants from Singapore and Marketing Firms from California. The basic concepts of the world economics, politics and culture are reshaped and reanalyzed by this flattening of the world because of separate forces including the fall of barriers, open sourcing, and internet browsing, out sourcing, off shoring, supply chain logistics, the availability of information and digitization.

4. Conclusion

Media and communication are at the centre of our everyday life. It is concluded that twenty first century can be taken as networked century as we are connected with the media like an extension because we want to be well informed to strengthen our economies nationally as well as internationally which demonstrate the image of globalize world. Mass media contributes to a transformation in the cultural and social value of the masses as media act as an agent of change in the development and socialization process and brought the world closer. The Future points toward communication driven economy, where economic opportunities are not limited by the time, distance or geography due to technological inventions. We live in a media rich environment where world is presented by the media where almost everybody have virtual access to media and choices in content.

The process of vertical integration of the media industries and the convergence of both media and the technology have resulted the concentration of media power in the hand of few large transnational companies, with indication of global democracy. Media have identified as a “super peer” who is replacing traditional socializing agents characterized by the internationalization of television programming, cell phone technology and worldwide internet access has connected the world in an unprecedented way that describes the globalization of media. Societies of the world are running toward the technology oriented programs to develop their infrastructure and networked their connections to approach one another. The homogenization is being created in the world by mixing the diversities of different nations through media contents which has shaped the world realities. This has been done through the convergence of media and communication technologies that has changed the view of the world by the easy access of electronic signals to everyone and anyone can manipulate things and objects and can diffuse it to others.

References

- Alexander, A. Hanson, J (1996). *Taking sides, clashing views on controversial issues in mass media and society*. Unites States: McGraw-Hill.
- Arthur, B (2009). *The nature of technology: what it is and how it evolves*, New York: Free Press.
- Barker, C. (1999). *Television, Globalization and cultural identities*. Buckingham: Open University Press.
- Bhargava, G (2004). *Mass Media and information revolution*. Delhi: Chawla offset Press.
- Dixon, K. V. (2009). *Understanding the implications of global village*. Retrieved from Student Pulse Website: <http://www.studentpulse.com/articles/61/>
- Flew, T (2005). *New Media: An introduction*. 3rd Ed. Melbourne: Oxford University Press.
- Friedman, T. L (2005). *The world is flat: A brief history of the Twenty-First century*. New York: Farrer, Straus & Giroux.
- Gorman, L & McLean, D. (2009). *Media and society into the 21st century: a historical introduction*. Singapore: Wiley-Blackwell Publications.
- Golan, G. J., Johnson, T. J., Wanta, W (2010). *International Media Communication in a Global Age*. London: Routledge.
- Hartley, J (2011). *Communication, cultural and media studies: the key concepts*. New York: Routledge.
- Koelsch, F (1995). *Info media revolution: How it is changing our world and your life*. United States of America: McGraw-Hill.
- McGrew, A. G. et al. (1992). *Global politics: Globalization and the nation states*. Cambridge: Polity Press
- McLuhan, M (1962). *The Gutenberg Galaxy: The making of typographic man*. Canada: University of Toronto Press.
- McLuhan, M (1964). *Understanding Media: The Extensions of Man*. New York: McGraw-Hill.
- Mehsood, N (2006). *Mass communication: an introduction to information revolution, theories, skills and practices*. Islamabad: Higher education commission.
- Narula, U (2006). *Communication Perspectives, cultural diffusion: Dynamics and challenges*. India: HAR-

ANAND Publications Pvt Ltd.

- Pavlik, J. V. (2001). *Journalism and New Media*. New York: Colombia University Press.
- Rayner, P., Wall, P (2008). *AS Media Studies: An introduction for AQA*. London: Routledge, Taylor & Francis group.
- Schramm, W (1964). *Mass Media and National Development*. Stanford, CA: Stanford University Press.
- Sharma, D (2004). *Mass communication, theory and practice in the twenty-first century*. Delhi: Deep & Deep Publications.
- Thusssu, D.K. (2006). *International communication: Continuity and change*. London: Hodder Education.
- Walkosz, B. J., Jolls, T & Sund, M.A (2008). *Global/local: media literacy for the global village*. London: Ofcom.

The IISTE is a pioneer in the Open-Access hosting service and academic event management. The aim of the firm is Accelerating Global Knowledge Sharing.

More information about the firm can be found on the homepage:

<http://www.iiste.org>

CALL FOR JOURNAL PAPERS

There are more than 30 peer-reviewed academic journals hosted under the hosting platform.

Prospective authors of journals can find the submission instruction on the following page: <http://www.iiste.org/journals/> All the journals articles are available online to the readers all over the world without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. Paper version of the journals is also available upon request of readers and authors.

MORE RESOURCES

Book publication information: <http://www.iiste.org/book/>

Academic conference: <http://www.iiste.org/conference/upcoming-conferences-call-for-paper/>

IISTE Knowledge Sharing Partners

EBSCO, Index Copernicus, Ulrich's Periodicals Directory, JournalTOCS, PKP Open Archives Harvester, Bielefeld Academic Search Engine, Elektronische Zeitschriftenbibliothek EZB, Open J-Gate, OCLC WorldCat, Universe Digital Library, NewJour, Google Scholar

