



AN EXPLORATIVE ANALYSIS OF MEDIA IMPERIALISM ON WORLD STAGE

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ABSTRACT

Media imperialism is a theory, mentioning that smaller international locations are dropping their identity due to the force-feeding of media from large international locations. The western world by means of the use of distinctive types of media, among them the handiest and impactful is tv transmitting the western values and beliefs to the alternative nations and cultures round the arena. Media has modified the manner we paintings, live, do, enterprise, and even our perspectives and belief towards lifestyles. The Present paper discusses the foundation, concept, emergence of media imperialism and approximately its distinct components. It also discusses the dependency model of communication, media imperialism and culture, which examine the strength and impact of western media, in particular US media. Furthermore, the paper examines the global media growth, international media business enterprise and the coverage of localization adopted by means of these groups to continue to exist in the international locations outdoor their home market-place. This paper additionally very in brief discusses the media imperialism in Indian angle.

KEYWORDS : Media Imperialism, Cultural Imperialism, Dependency Model, Media Conglomerates

Media Imperialism

For nearly half of a century, the cold war divided the world into hostile East-West blocs. This had significant implications for the development of Third World countries, most of them whom wanted to avoid bloc politics and concentrated on the economic emancipation of their populations. The phrase 'Third World' itself was a product of the Cold War, said to have been coined by French economic historian Alfred Sauvy in 1952, when the world was divided between the capitalist First World, led by the US and the communist Second World with its centre in Moscow. The Third world was the mass of the countries remaining outside these two blocs. (Brandt Commission, 1981; *North-South: a programme for survival. The report of the independent commission on international development issues under the chairmanship of wiley Brandt, London :pan books South commission, 1990*). National liberation movements in Asia, Africa and Latin American has altered the political map of the world.

The Non- Aligned Movement, through the Group of 77, established in 1964, began to demand to greater economic justice in such UN forum as UNCTAD and in 1974, the UN general assembly formally approved their demand for the creation of a New International Economic Order (NIEO) and at the same time they argued that the new economic order had to be linked to a New World Information Communication Order (NWICO). In 1975 Helsinki Conference on Security and Co-operation in Europe (CSCE), actually encouraged the demand of Non- Aligned Countries regarding the changes in global economic and informational system. The conference recognized the need for 'freer and wider dissemination of information of all kinds' (Nordenstreng, K.(ed.)1986 *New International Information and communication order source book. Prague: International organization of Journalists*).

Apart from highlighting the structural inequalities in international communication, there were also efforts made among many developing countries, often with financial or technical support from West, to use communication technologies for development. This could take different forms- from promoting literacy and information about healthcare to spreading consumerism. One area which received particular attention from policy makers was television, which given its reach, was considered a powerful medium that could be harnessed for educational proposes, and in the long run, to help change social and cultural attitude of 'traditional' people and 'modernize' societies.

1.1 The demand for a New World Information and Communication Order and McBride Commission

International information system, the NWICO protagonists argued, perpetuated and strengthened inequality in development, with

serious implications for the countries of the South, which were heavily dependent on the North for software and hardware in the information sector. It was argued by Third World leaders that their control of major international information channels, the Western media gave an exploitative and distorted view of their countries to the rest of the world. The existing order, they contended, had because of its structural logic, created a model of dependence, with negative effects on the polity, economy and society of developing countries. Their demands were articulated by Tunisian Information Mimistry, Mustapha Masmoudi, who was later a member of the MacBride Commission. The chief complaints from the long litany of the Third World demands were as follow:

- Owing to the socio-technological imbalance there was a one-way flow of information from 'centre' to the 'periphery' which created the wide gap between the 'haves' and 'have nots':
- The information rich were in a position to dictate terms to information poor, thus creating a structure of dependency with widespread economic, political and social ramifications for the poor societies;
- This vertical flow (as opposed to a desirable horizontal flow of global information) was dominated by Western-based transnational corporations;
- Information was treated by the transnational media as a 'commodity' and subjected to the rules of the market; and last
- The entire information and communication order was a part of and in turn propped up international inequality that created and sustained mechanisms of neo-colonialism. (Mohammadi, A *Small media, big revolution: communication, culture and the Iranian revolution. Minneapolis: University of Minnesota Press.*)

This term was first used by Oliver Boyd-Barett in 1977. The word "Media Imperialism" is combination of two words 'media' and 'imperialism'. Media means; the channels which human being use to get information, education and entertainment which include newspapers, magazine, radio, television and internet. The word imperialism used in context of domination of one powerful and well developed country on the other country which in comparison have not used as well as develop their resources to that extend. On the basis of above mentioned we can say that media imperialism is the domination of one fully media equipped and developed country on other country which is less equipped or has no availability of media. This domination is related to the exportation of foreign programs especially for TV which is considered as a most powerful medium among all the Media. Some other terms, "Structural Imperialism", "Cultural Dependency and Domination", "Cultural Synchronization", "Electronic Colonialism", "Ideological Imperialism", and "Economic Imperialism" are used to describe the same basic notion of cultural imperialism through which media imperialism has its origin

because it is believed that culture in itself has an enforced medium information of ideas, attitudes, values and beliefs. Media is considered very powerful medium which influences the culture with predecided goals and objectives.

Media imperialism is usually discussed with reference to the broader theory of cultural imperialism. The term cultural imperialism is popularized by Jeremy Tunstall, who describes a situation in which "authentic traditional, local culture is being battered out of existence by the indiscriminate dumping of large quantities of slick commercial and media products from the US (The Media are American: Anglo-American Media in the World, 1977: p 57).

Media Imperialism and Culture

Western civilization produces most of the people of the media. The relaxation of the sector purchases those productions because it's far less expensive for them to do so rather than produce their personal. Therefore, 0.33 global international locations are watching media filled with the western world's way of living, believing and thinking. People of 0.33 global cultures then start to want and do the equal matters of their nations and ruin their personal subculture. Thomas Guback argued (1984), the powerful U.S. communique industry, together with movies and television as well as news, exerts have an effect on, sometimes quite full-size, over the cultural lifestyles of different nations. These pupils described the international alternate of tv packages and movement photos as one manner go with the flow from the prosperous international locations of the west to the nations of the 1/3 global or from U.S. To rest of the arena. As the bigger media organizations begin to take over, smaller media companies are losing their identity. According to Schiller, the machine of colonization has been changed by using domination of certain strength facilities, their organizations and control over the current international system. Together with Herbert Schiller there have been few researchers who took up the problem of the global information float in various. Schiller's early work spokes approximately dependency model, a Marxist technique to analyze the international float and imbalance emanating from it. His dependency theories stated that imperial powers of the West would really like to have financial facilities of their personal united states of america, and manage all the monetary activities inside the outer edge through the present day devices of mass conversation. Fejas (1981) said that "media imperialism will be utilized in a broader and general manner to describe the manner by which contemporary conversation media have operated to create, hold and make bigger device of domination and dependency on global scale". The terms dominations and dependency are at once drawn from the theoretical interventions of neo-Marxists who sought to think globally and significantly. The dependency version vis-à-vis the connection among developed and developing international locations, and developmental dreams of developing countries: 'dependency model's most important end is that the third international international locations occupy a subordinate role within the global monetary and political which are visible as being established typically in line with the needs of the evolved countries. Oliveira (1986) performed a survey within the Central American nation of Belize. People in Northern Belize, in which television production is non-existent, are in a position to watch tv shows produced within the United States and Mexico. From his interviews regarding television viewing behavior (predominantly Mexican or American indicates), and product preferences, he located that folks that watched greater US suggests preferred extra of US products and much less of those produced in Central America. On the opposite hand, folks who watched greater Mexican suggests preferred Central American products over those produced inside the United States. The take a look at revolves around and the exceptional instance of the dependency model of conversation. According to UNSECO, the seventy five% packages shown within the 0.33 world nations are imported. Another record by way of International Foundation for Development Alternatives (IFDA) has emphasized the centralizing potential of modern-day communication era in that it no longer most effective gives high-

quality electricity to people who manipulate it however also empowers them to influence and form humans's photographs in their fellowmen and ladies and of the world round them. It has given the get right of entry to to knowledge in the direction of cultivation of and fulfillment.

To their aspiration to a better lifestyle. The first and most influential interpretation of an occasion generally tends to determine our opinion forming. Agence France Press, Associated Press and Reuters, 3 important international information groups, have for motives of sources, enterprise and distribution " a quasi-monopoly on offering high definitions of breaking news within the global periphery" (V. Ginneken 1998). In electronic media, CNN is wearing at the task, it has "power to mildew the international public opinion. Its model of world occasions is likely to define the worldwide of thousands and thousands of visitors around the world" (Thuss, 2000). A global economic system, an data outpour, and media monopoly are the driving force behind the brand new world order. Ironically, absent from all this are democratic values, human rights, explanation of intake, recognize and take care of the environment and equality among international locations (Osama El Sharif). Four Global Media Expansion that has changed the Face of Media 4.1 Global Media Organization The manner of media imperialism is incomplete without describing about big media conglomerates or the businesses, which clearly for the sake of their enterprise and for the income making, speeding up the procedure of media imperialism or as a minimum assist whether or not knowingly or unknowingly. When those huge media conglomerates went to different nations they generally adopt the policy of localization this means that they adopt the nearby taste and a way of life according to the neighborhood audience to continue to exist, to earn the profits and to set up themselves inside the respective international locations. According to Farooq Suleria those channels and programs are local in look, however western in terms of income making. Boyd-Barrett (1977) observes that transnational media impact isn't constrained to content, however extends to such things as media regulations, practices, and the shape of media systems. Since the advent of liberalization, and in reaction to the possibilities created by means of the collapse of communism and one-party states, more governments have imported the American programs; this has expanded a worldwide fashion of media privatization and commercialization. Deregulation has performed a vital role in boosting media imperialism from nations with power over countries with much less power.

media has g today grown into a big business. Costs in news gathering and dissemination are increasing every day and this is happening with the growth of media conglomerates because of whom small and marginal units are out of business. Sushma Gandhi in her book "Media Imperialism" said that "As a consequence of communication revolution, the new global communication technology to the electronic media as the nervous system has the far reaching potential in shaping every aspect of our lives.

Today Media growth is taken into consideration as a key element within the evolving worldwide machine. In the worldwide marketplace information production, distribution, storing and retrieval is massive commercial enterprise. The sector probably has the single maximum effect on worldwide transactions in terms in their economic and socio-cultural dimensions". Pakistani media analyst GPSM Hali lists some of 'techniques' utilized by conglomerate media to manipulate their target market, amongst them: repetition of lies, opinions as fact, half of-truths, misleading headlines, biased pics, censorship, wrongful attribution and of course yellow journalism which is in spite of everything a western invention capitalist societies are dominated with the aid of monetary and commercial hobbies. In such societies the energy of media is used to influence or even distort the psyche of the human beings to make them consumption orientated. The conglomerates in turn are serving the hobby of corporate through their powerful hold over the media. They aim to show the 1/3 world nations into dumping grounds for the ones products which might be banned or

constrained within the West. Common examples are pesticides, cigarettes and injurious pharmaceutical products. This situation persists, specially in the advanced international locations along with USA wherein 80% of the media is controlled by using few media conglomerates with big media empires. Some of the famous media moguls are CNN/TIME WARNER BROS, Grahams of Newsweek, Westing House, which also owns NBC; Twentieth Century Fox which also owns Sony; Rupert Murdoch of Australia, who is a whiz phrase in US media; Kerry Packer of Channel 9 who owns 109 magazines. Straubhaar argues that tv's drift and impact need to be checked out no longer only the global stage, but additionally at nearby or geo-linguistic, national, sub-countrywide or even neighborhood stages. At the global degree, a few TV channels take equal content material to a worldwide target audience, which include CNN, whereas others are creating greater locally or locally followed versions of CNN applications. There are minimalist approaches which include cartoon channels dubbing its programs in Hindi for Indian audience, and STAR TV broadcasting Hindi packages. "Many nearby audiences would love to peer programming of their very own languages, address their personal cultures". If the nearby language is shared through geo-linguistic organization, the programming can be imported to different vicinity, including to the regionalization of television application that flows along language obstacles. Satrubhar says there's 'a diffused interaction among the global and neighborhood in tv form and content. Television applications are spreading the message of materialism and consumerism in neighborhood languages and moderating its message to nearby desires and tradition.

Towards Localization

In developing countries like India, the cross-border channels started out changing their approach to reach audiences past a small city elite population which watched their overseas-originated English programs. STAR changed into the first to start including Hindi subtitles for Hollywood films (Thuss 2000). In 1996 STAR Plus started telecasting domestically-produced programs in Hindi and English. Thuss noted that STAR TV network boasted a coverage of localization, however, he additionally argues that 'this change of heart changes into now not due to any admire for Indian languages or culture on the a part of massive media conglomerates, but the sheer common sense of market stress- localizing the product to attain a much wider consumer base and increase advertising and marketing revenue'(Thuss2000). It in reality shows that to enter within the dwelling rooms of target market localizing of programs is the simplest way. Big media conglomerates like Li ka Shing, Ted Turner, Disney are buying the shares of neighborhood businesses and slowly turning them the channels which might be the carbon replica of their origin us of a with the exportation and adaption of overseas applications. In the past years international operators have understood that variations to nearby taste make their make the most even extra a hit. The performance of music station, MTV, at the Asian markets is a superb living proof. In order to accommodate with neighborhood flavor a few 20% of MTV programming is Asian. This includes the promoting of Thai and Chinese pop superstar. MTV's products can be locally custom designed, but its top orientation remains to provide advertisers a profitable market for consumer merchandise and to entice customers, specifically younger ones, to look at its applications and within the system impact their taste, life style and moral values (Sushma Gandhi). In 2002, Hong Kong based Blaise D'Sylva, CEO, Greater China and North Asia for Starcom Media Vest, said the American and European media proprietors could increasingly more have to put up more versions or sections in local languages whilst advertising their guides in Asia if they need to develop their target audience and sales. Osakue Stevenson Omoera and Elo Ibagerein 2010 did a take a look at in Nigeria concerning the media imperialism which drawn the belief that 70 % content of Nigerian tv was located overseas and 60p. Nearby programs are non secular packages which might be relayed for the call of local content. In India UTV is getting smaller by way of Disney considering that 1996 to dub its packages in Hindi and ultimate year Disney spends 38\$million to shop for UTV shares in order that Disney thru UTV can function its enterprise in India with

direct presence and control. As the French and Richards say, "current proof from country wide and local tv practices in lots of Asian international location points to the significance of nearby programming, ethnic and cultural difference, and using local languages and dialect in influencing program preference"(2000). India and China are the largest markets within the global. It is not the global shape that performs the important role in humans's lives, but it's far the local context that shapes human beings's regular lives. By the act of interpretation, worldwide messages emerges in a neighborhood context, and thereby using 'localize the exogenous, and lead them to applicable for their day by day lives. The different parallel manner to this localizing of worldwide messages is the expression of local cultures in a worldwide surroundings leading to an invigoration of neighboring cultures.

Conclusion

The global media market is dominated by huge media conglomerates, most of them are based in the United States. Domination of the first world countries' programs is found worldwide, slowly and steadily it is influencing as well as destroying the media system and culture of third world countries. These media conglomerates are targeting the media backward countries to establish their setup. It is found the adoption in the programming style and format, content, production and distribution. Multinational production and marketing in the control of large corporations and multilateral media flows will establish their own patterns of dominance and dependency. These media moguls provides technical assistance to setup the structure of programming and help them importing the foreign programs at cheaper rates. They adopt the localization policy, according to the taste of local culture, to survive in these countries also. But their ultimate goal is to earn more and more profit. In India only, there are more than five hundred television channels among them more than forty-five percent channels are foreign channels which broadcast foreign content only according to their culture, value and beliefs which directly or indirectly influence the mindset of people.

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