



**Punjab Technical University**

**DMCAJ/BSCMCAJ-102**

**Global Comparative Media**

**SEMESTER 1**

**Study Material for PTU Students**

## **CAREER OPPORTUNITIES IN MEDIA WORLD**

Mass communication, Advertising and Journalism is institutionalized and source specific. It functions through well-organized professionals and has an ever increasing interlace. Mass media has a global availability and it has converted the whole world in to a global village. A qualified journalism professional can take up a job of educating, entertaining, informing, persuading, interpreting, and guiding. Working in print media offers the opportunities to be a news reporter, news presenter, an editor, a feature writer, a photojournalist, etc. Electronic media offers great opportunities of being a news reporter, news editor, newsreader, programme host, interviewer, cameraman, producer, director, etc.

Other titles of Mass Communication, Advertising and Journalism professionals are script writer, copy writer, production assistant, technical director, floor manager, lighting director, scenic director, coordinator, creative director, advertiser, media planner, media consultant, public relation officer, counselor, front office executive, event manager and others.

## **INTRODUCTION**

This book is aimed to understand and discuss issues relating the Global Comparative Media. Concepts of global media are discussed. The book also focuses on the Global advertising, Global market place, Global campaign, Global media environment and Ethical and legal considerations in global Media. Topics like global electronic media, global print media, and global news media are also discussed in the book.

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## **SYLLABUS**

**UNIT 1. Media:** Media, types of media, concepts of global media

**UNIT 2. Global advertising:** Global advertising, global agencies, global media, choice of global media

**UNIT 3. Global market place:** Global market place, requirement of global market place, types of global markets, doing business abroad.

**UNIT 4. Global campaign:** Global campaign, global marketing environment, global consumer research.

**UNIT 5. Global media environment:** Global media environment, global electronic media, global print media, global new media.

**UNIT 6. Ethical and legal considerations:** Ethical and legal considerations in global media environment, impact of technology.

**UNIT 7. Case studies:** Case studies in Global media.

# UNIT 1. GLOBAL COMPARATIVE MEDIA

## OBJECTIVES

- To understand the concept of global comparative media
- To learn the role of different mass media throughout the globe
- To study the importance of Global market place
- To emphasize the need of codes and ethics in today's media environment

## INTRODUCTION

### 1.1. MEDIA

Our world is undergoing significant changes and the bland are leading the blind. Politicians speak in sound bites while newspaper headlines compress the complexities of the world into clichés. Ours is a world in which television talk-show hosts have replaced political commentators as the principal interlocutors of prime ministerial and presidential aspirations at election time, and a world where sleaze and sophistry have conquest over sophistication and subtlety in the media. Politics and public information about it is increasingly **'packaged'** for ready consumption in a manner more akin to entertainment than instruction or information-hence the advent of a new word **'infotainment'**. Live television brings the dramatic doings of the globe into our living rooms instantaneously. It is a fast world, with fast morals and fast media-and seemingly vast problem.

On the surface, such phenomena as tabloid journalism and **'real-time'** television are harm less attempts to explain a complicated world full of complex issues in a manner which helps the public to understand them better, and in an entertaining and exciting manner, so that informed decisions can be made about the collective well-being. As such, it could be argued modern journalism serves the public well as a force for their democratic **'right to know'**, imparting news and information in ways, which serve their democratic **'need to know'**.

World events demand better, fuller and more conceptualized reporting than they currently receive. So, does an informed citizenship in an increasingly globalize

world. Reducing foreign news coverage to an alleged ‘lowest common denominator’ may well in fact be a recipe for over-simplification to the point of serious distortion and misunderstanding. In reality, does the practice of covering world events in twelve column inches or a three-minute news segment encourage prejudice rather than empathy, national pride rather than international harmony, and emotional rather than rational judgment?

### 1.1. CONCEPTS OF GLOBAL MEDIA

Innovations in communications technology, in addition to driving economic globalization, have also transformed the media world and the spread of information, with important consequences for national as well as global governance. This began with radio broadcasting in the 1940s and has since been extended through television and satellite transmission to give even those in remote places immediate access to sound and images from a wider world. In some countries, new communications systems have even brought people news of domestic events that is not available locally. Direct-dial international telephone and fax services have swelled the trans-border flow of news and other messages. Another important development has been the sharing of information through links between computers around the world.



Exposure through the media to foreign cultures and life-styles can be both stimulating and destabilizing; it can inspire both appreciation and envy. Concern that the authority of transnational media could result in cultural homogenization and could damage indigenous cultures is not limited to non-Western countries. Many people are worried that media images will strengthen the consumerist ethos in societies in the early stages of development. There are questions about distortion and imbalance as the world's news is filtered predominantly through Western prisms and dissatisfaction that information flows from and within the developing world are inadequate. Apprehension about concentration in media ownership is linked to worries that this sector's power to shape the agenda of political action may not be matched by a sense of responsibility. These varied concerns have given rise to the suggestion that civil society itself should try to

provide a measure of global public service broadcasting not linked to commercial interests.

The wider access to information has been healthy for democracy, which gains from a better- informed citizenry, as well as beneficial for development, scientific and professional collaboration, and many other activities. The wide linkages now facilitated can also help pull the world's people closer together. Media images of human suffering have motivated people to express their concern and their solidarity with those in distant places by contributing to relief efforts and by demanding explanations and action from governments. The media's influence on the shaping of foreign policy is considerable in many countries.

Although there has been a spectacular expansion in the reach of some communications media, serious imbalances remain in access to information and in the distribution of even the most basic technology. Two billion people more than one in three individuals in the world still lack electricity. In 1990, Bangladesh, China, Egypt, India, Indonesia, and Nigeria together had fewer telephone connections than Canada, which has only 27 million people. These disparities are repeated in the ownership of communications satellites, the key to media globalization.

### **1.3. Types of media**





Media refers to any kind of format used to convey information. Mass media refers to those types of media that are designed to reach large numbers of people.

**The various types of mass media are:**

- Television (cable network, satellite, etc)
- Radio
- Film & Video
- Print (newspapers, magazines, direct mail, etc)
- Electronic (e-mail, the Web, etc)
- Photography

These days, there are already numerous types of Mass Media. This includes Audio recording and reproduction (records, tapes, cassettes, cartridges, CDs), Broadcasting Media (Radio, Television, Cable) Film (Cinema, DVDs), Digital Media (the Internet, Mobile Phones, Satellite), Publishing or the Print Media (Books, Newspapers, Magazines) and Video games.

The Audio recording and reproduction pertains to the various music and sound media. Back in the day, there are only basic kinds of audio equipments such as microphones, recording devices and loudspeakers. Then, it was followed by tape recorders, and the legendary vinyl LP record. The invention of compact cassettes as well as music cassettes paved the way to the groundbreaking and innovative

form of music entertainment which is still used in this day worldwide. Next, it was followed by Sony's Walkman which further advanced the degree of music entertainment spread. The invention of digital recording and compact disc (CD) produces exceptional quality of sound reproduction.

The most recent developments have been the digital audio/music players such as the MP3 player and Apple's i-Pod. Which allows you to download songs of your favorite artist/s in the Internet in a digital music format and subsequently upload it to your digital music player.

Broadcasting Media includes Radio, Television and Cable as modes of spreading out information to the mainstream. For many decades now, Radio and Television becomes a firm tool of communication and advertising. The constant development of mass media produced Cable TV though to a limited audience only mostly in cosmopolitan homes.

Radio and Television delivers up-to-the-minute news programs and updates, commentaries and various entertainment shows such as music, talks, variety, and the like. While Cable TV is capable of showing soaps, movies, documentaries, sports, lifestyle, cartoons, videos and extra stuff that can entertain the viewers. Film depicts, presents and demonstrates stories or tales of human emotions, lifestyle and exploits. Film is also called motion pictures (or just pictures and "picture"), the silver screen, the cinema, flicks and most commonly movies.

Internet is a powerful type of Mass Media. The world is now a global village because of the internet. You can now obtain countless up-to-date information and services worldwide and you can send up-to-the-minute messages in just a split second through electronic mail (e-mail), online chat, and browsing to loads of web pages and other documents.

Mobile phones are by now a global trend and Often called the seventh Mass Media. Publishing or the Print Media is mundane to us for centuries now. It encompasses books, pamphlets, newspapers, magazines.

Video games are the favorite pastime of people nowadays, young and old alike. Actually, there are various types of games: the Computer game or the PC game which is played on a personal computer, the Console game which is played with the use of a device and a standard television set, Arcade game which is usually played in establishments such as in Internet Cafes, Gaming Centers, and the like

where pay to play or play per use is carried out. And the Video game which is can also be played in mobile phone, PDAs, and advanced calculators.

Those were the different types of Mass Media in this 21st century, the global generation era where digital globalization is taking place perpetually, and the forms of Mass Media is increasingly widespread and expectantly producing new ones.

#### 1.4. MASS MEDIA



Mass media are media, which can be used to communicate and interact with a large number of audiences. Be it the pictorial messages of the early ages, or the high-technology media that are available today, one thing that we all agree upon, is that mass media are an inseparable part of our lives. Entertainment and media always go hand in hand, but in addition to the entertainment, mass media also remain to be an effective medium for communication, dissemination of information, advertising, marketing and in general, for expressing and sharing views, opinions and ideas. Mass media is a double-edged sword which means that there are positive effects of media as well as negative influences of media.

Here are some of the different types of mass media:

**Print Media:** The print media includes newspapers, magazines, brochures, newsletters, books and even leaflets and pamphlets. Visual media like photography can also be mentioned under this sub-head, since photography is an important mass media, which communicates via visual representations.



Although, it is said that the electronic or new media have replaced the print media, there exists a majority of audiences who prefer the print media for various communication purposes. Public speaking and event organizing can also be considered as a form of mass media.

**Electronic Media:** For many people, it is impossible to imagine a life without their television sets, be it the daily news dose or even the soap operas. This mass media includes television and radio. This category also includes electronic media like movies, CDs and DVDs as well as the new hottest electronic gadgets.

**New-age Media:** With the advent of new technologies like Internet, we are now enjoying the benefits of high technology mass media, which is not only faster than the old-school mass media, but also has a widespread range. Mobile phones,

computers and Internet are often referred to as the new-age media. Internet has opened up several new opportunities for mass communication which include email, websites, blogging, Internet TV and many other mass media which are booming today.

*Interesting Facts about Television*

- 1. In year 1926, J.L. Baird first displayed television which had only 30 lines and gave coarse image. Currently the digital signal of the television sends pictures with 1080 lines.*
- 2. A 103-inch plasma TV from Panasonic is the largest plasma TV currently available in the market, costing approximately around \$70,000.*
- 3. By the time the American child reaches 14, on an average they have seen around 11,000 murders on television.*
- 4. The television advertisement first broadcasted on 1st July, 1941 in New York. The advertisement was for Bulova Watch for 20 seconds. It was aired before a game of baseball played between the Philadelphia Phillies and the Brooklyn Dodgers. The cost of air buy during that time was only \$9.*
- 5. In 2008, the cost of 30 seconds advertisement was \$2.7 million in the Super Bowl broadcast. It is the world's most costly airtime.*
- 6. NASA has announced that they have lost all of their original tapes of Apollo 11's TV transmission in August, 2006.*
- 7. The Late Show of Ireland which started in 1962 and The Tonight Show which started in 1954 are the longest running talk show in the world.*
- 8. Sony began selling VCRs in 1970 that was capable of recording the television shows. However, Sony was sued by the film studios for copyright piracy. Later on, the Supreme Court backed Sony.*
- 9. Queen Elizabeth II has launched her own YouTube channel after fifty years when she first addresses for the Christmas to the public of UK.*
- 10. Nearly 36 percent mobile phone users can now watch the video beamed straight in their phones and the trend is still rising.*

## Television

Communication among nations and cultures has received great and increasing emphasis in the last few decades. It is certainly nothing new being as old as the history of men and nations. In most of the old writings we find an emphasis on communication among nations and cultures, and reference to the early concern with spreading information across national borders.

Television is an outgrowth of the communication techniques developed through:

1. The transmission by wire of graphic material
2. The utilization of cathode-ray tube
3. The perfection of the motion picture with its synchronized sound track

**Knowledge is power, and television is one of the latest devices of modern technology.** It is no more an innocent gadget designed to enlighten mankind, but essentially an instrument of power at the disposal of state to mould the life of the people. The small box is not a simple box but the power that modern technology possesses remains concealed in it. **While it speaks words, radiates colors and images, it looks persuasive. Yet, it dictates, it governs and it controls.**

Of all popular media, television illustrates the power of mass communication to inform, educate and influence the public. While industry insiders often deny this power, saying television is just for "entertainment," it is clearly obvious that both adults and children learn a great deal from watching television week after week. Critics complain that television too often teaches negative values - stereotyping, consumerism, and a superficial and trivial approach to life.

## **Radio**

Radio programming and radio journalism is quite different from published journalism this is true both as to news casting as to all other aspects, including radio advertising. Even so, the difference is not greater than those between writing and speaking for public information or entertainment. Radio journalism has come a long way. For example, news reporting over the air has become routine, and television is carrying news reporting into the visual phase as well.

There are many form of radio journalism. One of the most important is the commentary, of which there are two general types-namely the review and the editorial. Commentaries may be created by different types of script material, such as the essay, which permits flexibility of expression and the topic script, which insures naturalness often at the cost of unity and sometimes, of good taste. Besides the important commentaries, radio news may take the form of the spot newscast, dramatized news of various kinds, and the formal or direct newscast, which is reporting as opposed to interpreting and columning. Writing radio script, newscast, radio commercial, copy, etc all should be more 'condensed, terse and telegraphic'. Also all these scripts are conversational by nature.

## Films



The film pattern round the world is markedly different from the pattern of the other media. Some 50 countries are regularly producing feature films and the rest of the world depends on them for supply. Eight countries in Africa have also recently started producing their feature-length films. Other African countries are producing documentary and educational films only. In all countries except those of Eastern Europe, the USSR, Cuba, China and the Korea, film production, distribution and exhibition are run by private commercial enterprises. In a dozen or so countries the state, for cultural and economic reasons, gives financial and other concrete assistance for private commercial production.

Films are cultural artifacts created by specific cultures, which reflect those cultures, and, in turn, affect them. Film is considered to be an important art form, a source of popular entertainment and a powerful method for educating — or indoctrinating — citizens. The visual elements of cinema give motion pictures a universal power of communication. Some films have become popular worldwide attractions by using dubbing or subtitles that translate the dialogue.

Films are made up of a series of individual images called frames. When these images are shown rapidly in succession, a viewer has the illusion that motion is occurring. The viewer cannot see the flickering between frames due to an effect known as persistence of vision, whereby the eye retains a visual image for a fraction of a second after the source has been removed. Viewers perceive motion due to a psychological effect called beta movement.

## Photography

**A perceptive writer can observe a scene and describe it keenly, in rich or simple prose.** But few written descriptions can compete for truth with pictures. The correspondence between a word picture and a visible object can never be as close as that between the object and its photograph. Photographs cannot lie, as we get a more realistic idea of the world around us from pictures than from words. Newspapers like the great photographic tabloids have gathered enormous circulations because of their pictorial coverage of the news. Millions of copies of picture magazines like 'Time' or 'Life' are sold all around the world.

Few pictures are actually worth ten thousand words, some have little visual impact, and the world is alive with objects and ideas that the camera cannot explore. Moreover, the experiences of the editors of large newspapers were content for a time to produce a picture-dominated magazine. '*Life*' in the United States or '*India today*' in India is picture magazines, but the editors discovered early that many readers-including some of the staff members were 'flipping through only the most arresting photographs lured the reader's mind'.

## Print Media

Print media or Journalism can be one of the most exciting jobs around. One goes into work not necessarily knowing what you are going to be doing that day. Journalists get to meet powerful people, interesting people, inspiring people, heroes, villains and celebrities. The chance to know something and to tell the world about it is exciting. One also gets chance to indulge a passion for writing and the opportunity to seek the truth and campaign for justice. And then there's the excitement of seeing your byline in print, watching your report on television, or hearing your words of wisdom on the radio.

As a business and trade, Print media involves publishing on a regular basis for profit, with news considered as the primary product. Hence, there is the need to



attract advertisers and readers, through marketing strategies, which focus on circulation and readership.

### **Electronic Media**

It is clear that the Internet is one of the most fashionable areas of computing and mass media. It is the latest medium of communication the world over and also an access to the world of information and knowledge. It is affecting all subjects in Higher Education, not only altering teaching opportunities because of its new perspectives on communication and dissemination, but also opening up exciting new resources for students and lecturers alike.

Modern mass media serve functions very similar to those fulfilled by traditional media in some ancient societies, and some developing countries today. Western media theorists generally identify three major functions of mass media, surveillance of the environment, interpretation of the information and prescription for conduct, and the transmission of heritage.

### **1.5. Concepts of Global Media**

The present era of media convergence demands knowledge and expertise across a diverse range of media technologies and systems. We live at a moment when every important idea, story, brand, image, sound and relationship is apt to travel across every available channel of communication. This spread of media content is fuelled top-down by the consolidation of media industry and bottom-up by popular access to new tools of grassroots media production and distribution.

Yet, there is no moment in human history when a single medium operated in isolation. Each medium has its own affordances, its own market, and its own cultural status. **These different media interact with each other to constitute the communication environment.** Different media interact differently with people across the world.

### **Comparison across borders**

Advanced telecommunications and the worldwide expansion of media markets create an urgent need to understand our emerging ‘**global media culture**’, ‘the cross-pollination of national and international cultural traditions, and the new styles and genres developing in this context.

We can also recognize that the same media technologies operate differently in different national contexts, as they get absorbed into different cultural traditions, economic contexts, and political structures. Thus, it is important to reflect upon the interplay between globalize and localizing forces in defining the contemporary and historic media landscape.

The emerging digital landscape poses significant challenge for those concerned with the notion of global culture. On one hand, these new technologies potentially accelerate long-standing trends towards the world culture, insuring access to international markets. It continuously erodes traditional national identities and cultural values.

On the other hand, the multi-directional character of digital communications in mass media may open the global community to more diverse influences, enabling people to maintain stronger ties to their countries and encouraging stronger global consciousness.

Like the **'information superhighway'**, **'globalization'** is yet another hype term in Information Technology. It assumes that the phenomena of the industries are worldwide, that users of information technologies and mass media make up the majority of the world's population with no obstacles to access anywhere. While millions across the world access the Internet, it is often forgotten that these belong to elite educated groups in the richer countries. By no means is access universal, nor it is affordable to the vast majority of the world's population. Thus, there is indeed a yawning gap between the information-rich and the information-poor, and this gap is growing, since the costs of access are nowhere getting any cheaper or easier.



**Information Superhighway:** It is a broad term used for the many emerging and existing paths for accessing electronic information. They include computer networks, electronic mail, enhanced cable TV systems, electronic shopping and banking, etc. The information superhighway was a popular term used through the 1990s to refer to digital communication system. This term was coined to

describe a possible upgrade to the existing Internet through the use of fiber optic and/or cable to allow for high speed data transmission.

**Globalization:** In its literal sense is the process of transformation of local or regional things or phenomena into global ones. It can also be used to describe a process by which the people of the world are unified. Globalization is a set of processes leading to the integration of economic, cultural, political, and social systems across borders. It is the increasing integration of economies and societies around the world, transcending the boundaries of the nation state, particularly through international trade and the flow of capital, ideas and people, the transfer of culture and technology, and the development of transnational regulations. It is the concept used to recognize the continuing integration of local, regional, and national economies which now form a larger economic. Thus, it is a complex series of economic, social, technological, cultural, and political changes seen as increasing, integration, and interaction between people and companies in disparate locations.



Today, the **Global Village** is mostly used as a metaphor to describe the Internet and World Wide Web. On the Internet, physical distance is even less of a hindrance to the real-time communicative activities of people, and therefore social spheres are greatly expanded by the openness of the web and the ease at which people can search for online communities and interact with others that share the same interests and concerns. Therefore, this technology fosters the idea of a conglomerate yet unified global community. Due to the enhanced speed of communication online and the ability of people to read about, spread, and react to global news very rapidly, this forces us to become more involved with one another from countries around the world and be more aware of our global

responsibilities. Similarly, web-connected computers enable people to link their web sites together. This new reality has implications for forming new sociological structures within the context of culture.

### **Importance**

It is really amazing that how the radio, the television, and the newspaper get all the information, facts and figures from far flung corners of the World? How could all the newspapers, in a very short span of time, gather information? This is where the whole system of news and information gathering and dissemination activities operates.

**Production and distribution of information has become a very complicated and competitive business.** News agencies have performed this role for many years. Since the material is distributed and used by many media establishments, there is concern about the power of these agencies.

Significant changes in communications have occurred in the recent past. These changes have implications for both national and international communication flows. These flows have advantages as well as disadvantages. They have also raised a number of issues concerning politics, economy, and culture in different countries, and prompted them to evolve a framework of communication of their own in keeping with their own needs. It is, therefore, necessary to understand the nature and content of communication flows between and among nations and the organizations that are involved in these tasks.

**There are hundreds of agencies, which are in the business of supplying information to the mass media. These agencies are referred to as news agencies, feature agencies, and syndicates.** The news agencies supply material to suit the print as well as the audio-visual media. The impact of these agencies on what we read and see is quite significant. Therefore, an essential pre-requisite for a student of communication is to understand the background of some of these agencies.

### **Comprehensive list of various choices of Global Media:**

1. Print Media- (newspapers, magazines, etc)
2. Broadcast Media (Television, Radio, Cable, Satellite TV)
3. Video
4. Cinema

5. Outdoor Media (Posters, Hoardings, Banners, Boards, Wall writings, Balloon, Sky writing, etc)
6. Transit Media (Buses, Trains, other transport vehicles)
7. Direct Mail
8. Point of Purchase media
9. Sales Literature (Leaflets, Brochures, Posters, Catalogues, other display materials)

### 1.6. Global Broadcasting

Broadcasting beyond national boundaries has been a parallel activity for many countries along with the development of their domestic systems. **The external services or international broadcasting by different countries are aimed at serving their people settled in other countries, and also to propagated the policies of the respective countries.** Since broadcasting developed in the colonial era, the colonial powers sought through the radio to build stronger ties between themselves and the peoples they ruled around the world. England and Holland were the first to think along these lines. However, it was Adolf Hitler of Germany who saw the potential use of the domestic and international radio for purposes of propaganda. During World War II, the international short wave radio was a weapon to conquer people's minds. Some of the leading broadcasting organizations are:

**British Broadcasting Corporation (BBC):** Authors interested in broadcasting suggests that the British were adept in using, international radio. Broadcasting in the United Kingdom has undergone phenomenal changes since then. Yet, the British Broadcasting Corporation (BBC) occupies a central place in terms of its international reach and influence. The 'BBC World Service' has, always fascinated us in India, and now through satellites, we have the benefit of watching the BBC TV.

BBC is a central institution in the broadcasting system of the United Kingdom. In 1922, several radio manufacturers established the British Broadcasting Company. In 1926, it became a public corporation. It currently operates two national color television networks (BBC-I and BBC-II) and four national radio networks.

BBC draws international news from its correspondents. BBC's international character is based on the fact that it is in the forefront of the United Kingdom's international broadcasting operations. The operations are not commercial, and finance is provided in the form of a special grant approved by the British

Parliament. Consequently, the government is directly involved in the international broadcasting system.

The scope, nature and character of BBC External Services was affected during the Falkland crisis. It was also the target of criticism during the Iranian Revolution and the recent Gulf War. However, contemporary developments indicate that international broadcasting is here to stay.

**Voice of America (VOA):** Another country, which has systematically used and realized the potential of the radio and television in international affairs, is the United States of America.

This realization is traced to the year 1941, when the USA entered World War II. Given the private nature of broadcasting within the country, the Government did not have any broadcasting outlet of its own. However, the private companies had short wave transmitters, which the Government procured on a lease basis. Two government organizations, the Office of War Information and the Council of Inter-American Affairs were responsible for international broadcasts during the period. The private US broadcast corporations did the programme titled Voice of America on a contractual basis.

After the war ended, VOA would have closed down, had it not been for the dawn of a cold war between the USA and the USSR. Therefore, when the United States Information Agency (USIA) was established, in 1953, VOA became one of its divisions. At a time when many countries did not have their own local stations, VOA and BBC could command huge audience bases. When local stations developed, VOA directed its programmes to the politically curious.

Although VOA has grown and expanded considerably, its influence is debatable. Critics argue that the disapproval of the US politics in many lands had its impact on VOA's operation and its influence. On many fronts, the Vietnam War, and the Gulf Conflict, VOA has been criticized.

**VISNEWS:** It is related to the international broadcasting service in the supply of audio-visual material similar to the news agency services. One of the major suppliers of visuals for the TV networks around the world is VISNEWS.

VISNEWS is a London based international TV news film agency owned by a consortium of the BBC, Reuters, Canadian Broadcasting Corporation, Australian Broadcasting Corporation, and New Zealand TV. The service has over 170

subscribers in 95 countries and the largest contributor to the daily Eurovision exchange programme.

## UNIT 2. GLOBAL ADVERTISING

Modern advertising was made possible by the invention of printing, and the subsequent attempts to print notices, posters and bills in large numbers. However, it was the industrial revolution in Europe, combined with large-scale urbanization and mass production of goods, and the growth of the publishing business that made the expansion of competitive advertising possible. The eighteenth and nineteenth centuries in Europe and the United States were witness to massive migration of people from rural to urban areas, there to work in factories and live in crowded unhygienic conditions. The industrial revolution proved to be a success on the back of the working –classes, and the availability of large markets in the ‘colonies’ from where cheap raw material could be bought.

Mass production resulted in the need to market the products as they rolled out of factories. Advertising was hit upon as a powerful tool to stimulate public demand for standardized factory products. Advertising was welcomed by the growing printing and publishing trades as it subsidized their costs of production, this went a long way in keeping the price of newspapers low. By 1861 there were as many as 5,000 newspapers and magazines in the United States, with several of them publishing more advertisements than news or articles. ‘Space sellers’ entered the business world to act as middlemen or brokers between the manufacturers and the press.

**Advertising is providing information, calling attention to, and making known something that you want to sell or promote.**

Advertising is a message designed to promote or sell a product, a service, or an idea. Advertising reaches people through varied types of mass communication. In everyday life, people come into contact with many different kinds of advertising. Printed ads are found in newspapers and magazines. Poster ads are placed in buses, subways, and trains. Neon signs are scattered along downtown streets. Billboards dot the landscape along our highways. Commercials interrupt radio and television programming.

Advertising is a multibillion-dollar industry. In many businesses, sales volume depends on the amount of advertising done. Manufacturers try to persuade people to buy their products. Business firms use advertising to promote an "**image**" for their company. Businesses use advertising to gain new customers and increase sales.

Individuals, political candidates and their parties, organizations and groups, and the government also advertise. The armed forces use ads to recruit volunteers. Special interest groups promote a cause or try to influence people's thoughts and actions. Politicians use ads to try to win votes. And people advertise in newspapers to sell cars, homes, property, or other items. Prior to considering methods of advertising and marketing it is important to ensure that you understand and adhere to local country laws relating to data protection and customer rights concerning privacy and opt-out of various marketing methods. This especially relates to maintaining and using lists and people's personal details, to the use of telemarketing, direct mail, fax marketing, and email. Generally private consumers enjoy more protection than business-to-business customers.

## 2.1 GLOBAL AGENCIES

The Industrial Revolution, which started in England in the middle part of the eighteenth century, reached its peak by the early part of the nineteenth century. Mechanical advances led to mass production. This necessitated mass consumption, which in turn made advertising a real necessity.

Various media most notably newspapers were available. So a new business emerged-that of arranging for space in newspapers. The pioneer in this field was **Volney B. Palmer**, who opened the first 'advertising agency in 1841 in Philadelphia. It was not a complete agency in the real sense. It just dealt with media space. Still Volney Palmer is considered the first advertising man. Although, in the strictest sense he was just a space-selling agent, Palmer charged commission for arranging space for advertisements in newspapers.

The beginning of the 20<sup>th</sup> century marked a new era of professionalism in advertising. Strong foundations were laid by pioneering advertising men who ventured into the field. The first among these pioneers was **Ernest Elmo Calkens** of Bates Agency. His advertisements were full of visuals. The advent of full color printing helped in a big way. Calkens was the first to introduce image advertising.



At this time two other pioneers, **John E. Kennedy** and **Albert Lasker** formed the Lord & Master Advertising Agency in 1905. Lasker's managerial excellence and Kennedy's salesmanship combined well and the agency produced some of the best advertising. Kennedy's style was simple and straight forward and in his advertisements he presented facts and arguments, which a salesman would present personally.

Next came the greatest copywriter of all times-**Claude Hopkins**. After working with many organizations, Hopkins finally joined the Lord& Master Agency. While with this agency, he developed many scientific approaches for creating advertising. He was highly analytical person and introduced many testing methods.

Another important milestone in the evolution of advertising was the introduction of the 'soft sell' approach by **Theoder E. MacManus**. His approach, as opposed to the 'hard sell' approach, was to slowly build up a positive association between the product and the consumers and create a lasting image for the products in the minds of the consumers.

When the First World War was over, new products appeared constantly. This product-boom led to a boom in advertising. The leading agency during this period was **J. Walter Thompson (JWT)**. The husband-wife team of **Stanley Resor** and **Helen Resor** led it. They developed the concept of 'brand names'. The Resor couple was also the first to introduce research in advertising. They were the first to use 'status appeal'. Also they spread their branches in many countries outside the US, including in India.

During the great depression of the late 1920's, the only agency that was successful was **Young and Rubicam**. Partners John Orr Young and Raymond Rubicam successfully used fresh and original ideas to create unique ads.

Another pioneer to enrich the advertising field was John Caples. He was a vice-president of the **Batten, Burton, Darnstine & Osborn (BBDO)** Agency. Caples was the first to introduce 'brevity' in advertising. He used short words, short sentences and short paragraphs. He also elucidate about the power and importance of the 'headline'.

1930 saw the emergence of radio. This highly affordable and entertaining medium offered tremendous opportunity as a vehicle of advertising. Soon radio became one of the leading advertising media. Although television came in the 1930's only, it took quite some time to become an important medium of advertising.

1960s were the most important decade in the history of advertising saw the emergence of three creative geniuses- Leo Burnett, David Ogilvy and William Bernback.

Burnett, who found the Leo Burnett Agency, introduced 'drama' advertising. His approach was to find the 'inherent drama' in each product and present it in the most believable way. He created fictional characters that told the product's story. The most important of these characters is the 'Marlboro Man' for Marlboro cigarette. Many to reach the average consumer have followed his approach.

Then came David Ogilvy, considered to be the greatest ad man. Ogilvy used the image approach as opposed to the information approach. He used research and always attached an attractive appeal to the brand. **He formed the Ogilvy and Mather agency, which is one of the leading agencies in the world today with hundreds of branches all over the globe.**

William Bernback, founder of the Doyle, Dane and Bernback Agency defined advertising as the art of persuasion. A highly innovative copywriter, Bernback created touching advertising using feelings and emotions.

## **2.2. Changing Agency World**

The advertising industry has seen many changes in the recent times. Agencies have tried to keep pace with the changes in the world of business. Agencies have merged through buying or take-over to form large multinational agencies in the lines of multinational corporations (MNC's). Tie-ups with local agencies have become common.

**Think global but act local** has become the mantra of the ad world. Tie-ups, take over and mergers have led to a situation where the big agencies are in a position to offer not just advertising services but also integrated marketing services. It is not just advertising anymore. It has spread its wings to cover the entire field of marketing communication.

Despite all this, advertising the world over has seen a slump in the recent times. Accountability and effectiveness of advertising are being questioned. More money is being spent on direct marketing and other activities.

However, advertising is here to stay. And so are the ad agencies. And agencies would continue to serve with newer innovations in the fields of creativity, means of payment, structure and client relations.

### **Other Major Advertising Agencies**

**Goodbyes, Silverstein & Partners** in San Francisco serves as lead agency responsible for worldwide brand advertising development. The **Publicis Groupe Worldwide** serve as HP's global agency network with responsibility for products and solutions advertising. **OptiMedia** is named as HP's media agency responsible for all worldwide media placement.

These agencies are considered important on the basis of their strengths in business and consumer marketing, creative strategy and execution, business intelligence and research capabilities as well as their global reach. HP is a leading global provider of products, technologies, solutions and services to consumers and businesses. The company's offerings span IT infrastructure, personal computing and access devices, global services and imaging and printing.

### **2.3. Global Advertising on Upswing**

Global advertising spending is expected to grow at a 5.9 percent compound annual growth rate from now until 2009, with online ad spending projected to grow at a 15.8 percent over the same period. That's according to the latest Global Entertainment and Media Outlook

Overall advertising spending is forecast to grow from \$358 billion in 2004 to \$477 billion in 2009. TV advertising is expected to grow more slowly than online, at a 6.4 percent. However, it remains the largest advertising medium by far and will make up more than half of the overall spend in 2009 at \$186 billion. Digital TV will add to the number of outlets and fuel multi channel advertising, which will be the principal driver of growth in this area.

The faster-growing Internet ad space is expected to end up at \$32 billion globally in 2009, fueled by an expanding broadband subscriber base and ad formats geared to broadband, such as keyword search and full-motion video.

A study finds that the global entertainment and media industry to be in its strongest position since 2000. The report looks at 14 industry segments, including recorded music, filmed entertainment, Internet access and advertising, TV networks and distribution, video games, and eight smaller segments.

"The entertainment and media industry continues to display an extraordinary ability to reinvent itself and create new revenue streams through innovative offerings that barely existed as recently as 2000," Wayne Jackson, global leader of PricewaterhouseCoopers' Entertainment & Media Practice, said in a statement. Improved economic conditions, an advertising upswing, and expanding online distribution of media will be key drivers triggering spending.

New revenue streams led by broadband Internet and wireless technologies are expected to account for a significant portion of total growth in global spending. Total revenue from new spending streams is predicted to increase from \$11.4 billion in 2004 to nearly \$73 billion worldwide by 2009.

Online and wireless video games, online film rental subscriptions, licensed digital distribution of music, and the rapid adoption of ring tones and mobile music downloads are becoming critical components of the industry and driving significant revenues across all regions of the world.

### **Globalization Trends in Advertising Industry**

Dramatic events are a trend towards globalization and a complex concentration of ownership in today's advertising business. Global advertising groups, along with their global advertiser clients, are seeking strategically to align advertiser with the agency in each major national market: the phenomenon of '**global alignment**'.

Agencies are necessarily drawn into the resulting process of consolidation, so much so that it becomes not merely difficult to distinguish between national and international ownership, but almost meaningless. At the same time, there is emerging a greater differentiation of functions amongst agencies, although often coordinated under the one corporate umbrella.

Certain agencies are specializing in media buying — that is, the tactical purchase of advertising time and space on behalf of clients — while 'creative' agencies provide the content to fill them. Others again are positioning themselves as experts in the burgeoning field of Internet advertising. Other current trends include the breakdown of the once-strict boundaries between clients, agencies and media. Advertisers are setting up their own in-house agencies, agencies have acquired their own media outlets, and media are carrying 'news' and 'entertainment' content which has been prepared by agencies for their clients. Thus even the boundary between advertising and editorial or program content is also breaking down. Thus

advertising scrambles to secure its place in the contemporary era of globalization in a deregulated, post-mass media world.

#### **2.4. Choice of global media**

On the characteristics of global advertising, media can be broadly classified into two categories:

- Above the line media and
- Below the line media

Above the line media, include the print media (newspapers and magazines), radio, television, cinema, transit and outdoor media. These are called above the line because advertising agencies get commissions from these media when advertisements are placed in them.

Below the line media include direct mail, point of purchase material, sales literature, exhibitions, etc. advertising agencies do not get any commission for creating ads for these media. In fact, they get a flat fee (not a percentage) called service fee from the clients for planning and preparing advertisements or other publicity material.

#### **Newspapers**

In many countries around the world more money is spent on advertising in newspapers than in any other medium. In the United States, Britain, Australia, France and Germany, newspapers share of advertising is more than 40%. While television is considered to be the most complete and powerful medium, still newspapers are used for advertising to a large extent.

One of the reasons could be newspapers come in large numbers and varieties. We have dailies and weeklies. We have general and specific subject oriented newspapers. Geographic reach wise, newspapers offer many options-from international, national, regional to local newspapers. Also newspapers are published in all major languages.

**Advertising in newspapers has the following advantages:**

- Creative flexibility- newspapers offer great variety and options in terms of size ranging from classified ads to two page spreads. Another area is the placement option. Ads can be placed on the front page, back page, inside pages. Also ads can be in color or black and white.
- Active medium- a sense of immediacy is attached with newspapers. As it covers very current topics and issues, it is considered an active medium
- More information- newspapers provide much more detailed and in depth information than any other media
- Specific pages- newspapers usually have special pages covering specific topics or issues. These special pages cater to the 'needs of specific reader groups. This way a variety of target audiences can be reached through newspapers by placing ads in the relevant place or pages.
- This medium can reach every corner of the globe and every section of the society.

### **Magazines**

Magazines are quite similar to newspapers but offer more color and better production quality. Also there is better reproduction of visuals. Magazines offer greater selectivity of reach, as a great variety of magazines are available reaching different types of readers. A great variety of magazines are published covering special interests and catering to smaller but well-defined audiences. The large circulation of these magazines, form good vehicle for advertisements for a variety of brands.



**Advantages of magazine for advertising are:**

- Audience Selectivity- most magazines reach specific segments of readers like sports lovers, film lovers, and businessmen. Magazines reach men, women and kids. They also reach cake managers, automobiles, doctors, lawyers, etc
- Long shelf life- magazines are the most permanent of all mass media after books. Magazines are kept for long periods depending on their periodicity, which ranges from a week to a year.
- Credibility- magazines are also the most credible of all mass media. This element is automatically transferred on to the advertisements that appear in these magazines. International magazines like the Times, The News Week, others have regional edition published from many countries.
- Specialized network- most magazines are highly specialized in nature. This gives the advertisers the options to prepare advertisements according to the needs and tastes at their target audience

- Color and gloss- most magazines are very colorful and glossy. Color and the glossy nature add authority and appeal to the advertisements published in magazines.

## **Radio**

Radio is a mobile medium as one can take it anywhere and also listen to it while doing something else like doing household works or driving. Though some years ago, many people thought that radio was dying as a major mass medium, but it made a tremendous comeback. Radio's share of advertising total had been tremendous in recent years. Radio offers two basic advantages- ubiquity and immediacy. Also the use of human voice helps listeners identify with radio.

### **Radio as a medium of advertising has the advantages:**

- Personal medium- radio is regarded as one to one vehicle for information and entertainment. Radio communicates directly to each listener. The ads are mostly personal in nature. Also the use of spoken word makes radio communication conversational and informal
- Selective nature- radio reaches narrow audience demographically.
- Low cost- radio ads comparatively cost much less than other media. Rates for spots at certain timings are very low.

## **Television**

Television is also called the 'idiot box' as it offers everything on a silver platter. It shows, it tells and there is the element of motion. Thus the viewer does not have to think and so the name idiot box.

There is no doubt that television is the most powerful and persuasive medium also it has become a part of our lives and is a very important aspect of many people's daily routine. It is not a mere mass medium. In many countries it has become part of the culture.

Television reaches every nook and corner of the globe and most people own television set. Thus, the growth of channels and large variety of programmes has lead to individual viewer ship and growth of advertisements being shown on television.



**Advertisers spend huge amount on television advertising because of the following advantages:**

- **Impact-** television advertisements have strong impact on the viewers because of the interaction of sound and sight. This is well supplemented by the element of movement. The level of audience involvement generated by television ads is so high that these are often considered to be highly interactive and persuasive sales persons. Television also allows a lot of creative flexibility as one can combine sight, sound, motion, color, drama, etc. television has tremendous dramatic capacity and it can turn ordinary products into something important, exciting and interesting. It also helps in creating a positive association
- **Influence-** for most of us television is an important source of news, entertainment, and education. Television, as a medium, has a lot of prestige. And we tend to believe what we see on television. The same is true for television ads. Also the high level of involvement and high impact makes television very influential as a medium of advertising
- **Cost efficiency-** television is considered the most effective medium of advertising. Millions of people watch the same popular programmes regularly. It also reaches those people who are not reached by other media-particularly the print media. This mass audience coverage in turn makes television cost effective also. While television ad rates are very high, the vast reach compensates this high cost. High coverage cost effectiveness and maximum creative possibilities have established television as the most important and effective medium.

### **Cable & Satellite TV**

The initial purpose of cable television was to improve reception in certain areas like mountainous region and large cities where the quality of television signals was not good. However, soon it was employed as an alternative medium of entertainment and information. With increased popularity, cable television has now grown into one of the major media.

The advantage of satellite television is that it reaches large number of homogenous audiences. Also satellite television offers class selectivity as most of the television channels have specific programming. Like MTV and channel V reach music lovers.

## Cinema

Cinema is the most powerful medium in terms of sheer visual power. It offers even greater impact than television. The most important features of cinema are the large screen, multi-track music and the absence of distractions. People get to see the ads on the larger than life silver screens. The multi-track music adds to the impact of ads.



And the final feature is that there is no distraction. The viewers go to cinema halls to watch films and so they pay a lot of attention on what is being shown. Most movie theatres accept filmed commercials. These are shown before the film begins and during the interval. These ads are similar to TV commercials. But these are longer and better produced. Cinema ads are usually 45 seconds to 60 seconds long compared to 30 second long TV commercial.

### **The advantages on advertising on cinema are:**

- The cinema audience is usually young. This provides an opportunity for manufacturers to advertise selected products.
- Cinema offers advertisers sound, color, movement and far better sound and picture quality than TV. Research shows that the recall of a commercial seen in the cinema hall is considerably higher than the ones seen on TV.

## **Outdoor Media**

Outdoor advertising is a big industry. Reminding the consumers is however one of the functions of outdoor advertising. It also announces and helps in creating awareness.

Another feature of outdoor advertising is simplicity. There are quite a few types of outdoor media like posters, hoardings, boards, neon signs, glow signs, wall writing, balloons, etc. but the element of simplicity is always there. Most of outdoor advertising is created around strong creative outdoor concepts. This helps in better acceptance of messages. Also the inherent simplicity and strong graphic treatment helps in the understanding and retention of messages.

Outdoor media provide very high levels of coverage. Outdoor advertising is comparatively cheaper.

### **Its main advantages are:**

- The mobile population is exposed to outdoor ads.
- Outdoor ads reinforce the other media which deliver advertising messages to people at home
- One of the most important advantages of outdoor ads is in their frequency of exposure
- Outdoor ads have superior quality of visuals outdoor ads offer long-term presence. The dominant visual impact of outdoor ads helps in better reception and retention of messages.

## **Transit Advertising**

Also known as transport advertising, this forms the other out of home advertising option. It offers a wide range of options, which include buses, trains, and other vehicles. Transit advertising shares a lot of similarities with outdoor advertising. In both cases the emphasis is on visual treatment and there is not much of printed material. However, the biggest difference is that transit ads are mobile and outdoor ads are stationary.



Placement of print ads on buses and other vehicles and in bus shelters and train stations--is an important medium for reaching an audience of all ages, backgrounds and incomes. You are not just addressing riders with these "moving billboards." You are

reaching families and professionals in their vehicles, students shopping or right on campus, and tourists finding their way around town.

The advantages are:

- Long exposure- the average transit ride being 20 to 30 minutes, people are exposed to the messages for a longer time
- Repetitive value- many people take the same route and thus are exposed to ads repeatedly
- Eagerly read messages- as most transit rides become boring, people read the messages and also the recall is very high
- Low cost- transit ads cost much less than any other medium
- Creative flexibility- transit ads like outdoor advertising offer more creative flexibility. Special effects and colors effects can be achieved at very low costs.

## Direct Mail

This form of advertising, as the name suggests, includes all forms of advertising sent directly to prospective customer through mail. It has become a highly popular medium in the recent times. And direct mail ranks third after TV and newspapers in the US in terms of advertising expenditure.

Direct mail advertising comes in a variety of formats like sales letters and brochures to hand written postcards. The message in direct mail advertising can be just one line or it can run into dozens of pages.

**Its advantages are:**

- Selectivity- direct mail advertising helps advertisers communicate directly with the people most likely to buy.
- Intensive coverage and extensive reach- advertisers can reach all the people they want through direct mail
- Flexibility- the creative flexibility of direct mail can be limited only by the advertiser's lack of imagination or budget.
- Control- advertisers have a lot of control over the quality and reach of the messages
- Personal impact- advertisers can personalize direct mail to the needs wants, and whims of specific audiences.
- Exclusivity- direct mail ads don't compete with others for attention

## **UNIT 3. GLOBAL MARKET PLACE**

### **3.1. Global finance and market place is now a thick network, with multiple circuit breakers.**

For all the talk these days of jittery traders, we live in a time of implacable serenity in the global markets. Consider the death of Saudi King Fahd, which sent oil prices to record highs, and his replacement by fellow octogenarian King Abdullah, who faces a live terror threat in the world's pivotal oil state and a highly uncertain succession battle for his own position. Two days after the funeral, most world equity markets were surging to new highs. China's recent move to delink the Yuan from the dollar could foretell a Chinese retreat from financing America's consumption binge, a key driver of recent global growth.

So what's going on here? In each of the cases above, the answer from analysts was that the markets had already "priced in" the downside of the event in question. The implication is that Wall Street and the world markets are increasingly well prepared to handle surprises and potential shocks because they now rest on a firm foundation of risk management and regulation.

### **3.2. Marketing Media**

Marketers have heralded a major shift in the way products and brands are currently marketed to consumers. Rather than marketing a product or brand on its rational or functional attributes, such as touting a car's horsepower, agility or smooth ride, marketers now sell brands on their experiential or emotional dimensions, such as the sensations offered from driving the car brand. This shift towards '**experiential marketing**' has not only affected the advertising end product of executions, the advertising research process, but has also spurred new modes and models for advertising media planning.



### 3.3 Types of Global Companies

1. International Firms
2. Multinational Firms (multi-domestic)
3. Transnational Firms (global)

**Global and Multi-domestic strategies are different regarding the:**

- ✓ Market participation
- ✓ Product offering
- ✓ Location of value-added activities
- ✓ Marketing approach
- ✓ Competitive moves

**Strategies for entering international markets are:**

- ✓ Exporting
- ✓ Licensing agreements
- ✓ Joint ventures
- ✓ Direct investment

**Product and Promotion Strategies are:**

- ✓ Extend
- ✓ Adapt
- ✓ Invent

### **Branding Across Borders**

The concept of boundary-less branding comes as a result of globalization. The economic cycle can be fragmented into three parts-in the first phase, countries were moving out to different parts of the world. Then in the second phase, i.e. in the post-World War II era, MNCs were moving out, taking their own people wherever they moved. The third era is the current one, wherein companies operate in a fully flat world, with enterprises across the world moving to different parts of the globe, both Eastern and Western. And wherever they are going, they are sourcing talent from local countries.

Today, employers look for a global workforce, so that wherever you come from, you can be seamlessly stationed anywhere in the world. So when the audience is global, a company's branding business model should transform to the extent that the core of the message remains universal, but the way of communicating the same alters according to local standing.



**'Think global, act local'** is a critical strategy for most global companies and modifying one's core business culture and practices to suit a new market is the key

to survival. So, to be able to reach out to relevant audiences- be it consumers, employees, partners or customers, companies need to put things in a way that they are comfortable with and in a form which is acceptable. **Every brand has had a local alignment.**

### **3.4. Doing Business Abroad**

Globalization, the expansion of intercontinental trade, technological advances and the increase in the number of companies dealing on the international stage have brought about a dramatic change in the frequency, context and means by which people from different cultural backgrounds interact.

Cross cultural solutions to international business demands are increasingly being viewed as a valid and necessary method in enhancing communication and interaction in and between companies, between companies and customers and between colleagues.

Cross cultural consultancies are involved in aiding companies to find solutions to the challenges cross cultural differences carry.

International and national businesses are ultimately the result of people. As with incompatible software, if people are running on different cultural coding, problems can occur. Cross cultural consultancies therefore concentrate their efforts on interpersonal communication.

Different cultures and cultural backgrounds between a highly diverse staff base brings with it obstacles, challenges and difficulties. Cross cultural differences manifest in general areas such as in behavior, etiquette, norms, values, expressions, group mechanics and non-verbal communication. These cross cultural differences then follow on through to high level areas such as management styles, corporate culture, marketing, HR and PR.

In order to overcome potential pitfalls, specialist attention is required in the form of a cross cultural consultant. As one would approach a doctor for a medical diagnosis or an accountant to examine finances, cross cultural consultants offer the expertise, experience and know-how to diagnose problems and provide solutions to interpersonal cultural differences.

Within companies there are many facets in which cultural differences manifest. Some key areas which cross cultural consultants deal with include, but are not exclusive to, the following:



Cross Cultural HR: HR covers a wide range of business critical areas that need cross cultural analysis. Consultants may offer advice on a number of areas including recruitment, relocation, international assignments, staff retention and training programmes.

Cross Cultural Team-Building: in order to have a well functioning business unit within a company, communication is critical. Cross cultural consultants will provide tools and methods to promote staff integration, reduce cross cultural conflicts and build team spirit. This is essentially done through highlighting differences and building on strengths to ensure they are used positively.

Cross Cultural Synergy: international mergers, acquisitions and joint-ventures require people from different cultural backgrounds to harmonies in order to succeed. Cross cultural consultants counsel on group mechanics, communication styles, norms, values and integration processes.

Cross Cultural Awareness Training: working with colleagues, customers or clients from different cultural backgrounds, with different religions, values and etiquettes can occasionally lead to problems. Cross cultural awareness training is usually a generic introduction into a culture, country, region or religion. The aim is to equip the trainee with the adequate knowledge to deal comfortably with people from different cultures, avoiding misunderstandings and mistakes.

Cross Cultural Training for Expatriate Relocation: staff that travel overseas need to understand the cultural basics of the host country or region. Knowledge of the country's history, culture, laws, traditions, business practices and social etiquettes all help to minimize the impact of culture shock and hence smooth their transition overseas.

Cross Cultural Negotiations: equipped with their knowledge of the two or more cultures that can be meeting around the negotiation table, a cross cultural consultant advises on areas such as negotiation strategies, styles, planning, closure and etiquette in order to increase the chance of a successful outcome, free from misunderstandings, suspicions and general cross cultural communication breakdown.

Cross Cultural PR Consultancy: brand image, public relations and advertising are all areas companies must be careful of when moving out of the national context. Tastes and values change dramatically from continent to continent. It is crucial to understand whether the brand name, image or advertising campaign is culturally

applicable in the target country. Cross cultural consultants examine words, images, pictures, colors and symbols to ensure they fit well with the target culture.

Cross Cultural Language Training: Language training is an area where little investment is made by companies, but where the business advantages are great. Linguistic knowledge goes a long way in bridging cultural gaps and smoothing lines of communication. Cross cultural consultancies provide language training to business staff, molding their learning to the business environment in which they work.

In conclusion, clearly the role and expertise of cross cultural communication consultants is important for today's international business. The potential pitfalls cross cultural differences present to companies are extensive. In essence a cross cultural consultant's primary objective is integration. This integration, between colleagues, clients and customers is crucial for business success. Equipped with experience, knowledge and above all objectivity, a cross cultural consultant creates bridges of understanding and opens lines of communication.

**Following organization assist companies for doing business in other countries:**

### **US Chambers of Commerce**

American Chambers of Commerce Abroad is voluntary associations of American enterprise and individuals doing business in a particular country as well as firms and individuals of that country who operate in the United States. AmChams are formed to advance the interests of American businesses overseas. Currently, 92 AmChams in 80 countries are affiliated with the US Chamber of Commerce. Along with pursuing trade policy initiatives, AmChams make available publications and services, as well as sponsoring a variety of business development programs. Through four regional organizations in Asia, Europe, the Gulf Countries, and Latin America/The Caribbean, AmChams represent the concerns and interests of the business community at the highest levels of government and business in the trade policy development.

### **International Trade Center**

International Trade Center, ITC, works with developing countries and economies in transition to set up effective trade promotion programs for expanding their exports and improving their import operations. This covers six key areas: product and market development, Development of trade support services, Trade

information, Human resource development, International purchasing and supply management, and Needs assessment and program design for trade promotion. In all of these services, ITC gives particular attention to activities with the least developed countries.

### **United Nations Conference on Trade and Development**

United Nations Conference on Trade and Development, UNCTAD, was established in 1964 as a permanent intergovernmental body, is the principal organ of the United Nations General Assembly dealing with trade, investment, and development issues. Its primary directive is to maximize trade, investment, and development opportunities for developing countries and assist them in their efforts to integrate into the world economy on an equitable basis.

### **Global Edge**

Global Edge is a global business knowledge web-portal that connects international business professionals worldwide to a wealth of information, insights, and learning resources on global business activities. By serving as a gateway to specialized knowledge on countries, cross-border business transactions, and cross-cultural management, Global Edge responds to a real interest expressed by an increasing number of global virtual professionals. It also creates a virtual community of both executives and academics with like interests.

### **International Business Forum**

The International Business Forum provides information about business opportunities in the international marketplace. It is intended for companies wishing to export or expand into foreign markets as well as for those interested in acquiring products or services from other countries.

### **Academy of International Business**

The Academy of International Business is the leading global community of scholars for the creation and dissemination of knowledge about international business and policy issues. The AIB transcends the boundaries of single academic disciplines and managerial functions to enhance business education and practice. The objectives of the AIB are to foster education and advance professional standards in the field of international business.

### **Center for International Business and Travel**

The business directory provided here is extensive; it contains important links to government and legal information. Trade shows, conferences, and leads are a unique feature of this site. Additionally, a venue for communication is provided for business students and executives in the form of message boards; newspapers and airline tickets are also available.

### **United States Council for International Business**

Founded in 1945 to promote an open world trading system, now among the premier pro-trade, pro-market liberalization organizations, an active membership base of over 300 multinational companies, law firms, and business associations, provides unparalleled access to international policy makers and regulatory authorities. It facilitates international trade through harmonization of commercial practices, Issues and guarantees ATA Carnets that allow temporary, duty-free imports overseas for trade shows, commercial samples, and professional equipment.

### **The State Department Site on International Business**

The Bureau of Economic and Business Affairs (EB) formulates and carries out US foreign economic policy, integrating US economic interests with our foreign policy goals so that US firms and investors can compete on an equal basis with their counterparts overseas. It implements American economic policy in cooperation with US companies, US government agencies and other organizations. Under the direction of an Assistant Secretary, the bureau negotiates agreements with foreign governments and advances US positions in such international organizations as the International Monetary Fund and the World Trade Organization. EB officers work with the World Trade Organization to establish fair rules of international trade, lead US negotiations on bilateral civil aviation treaties, negotiate bilateral and regional investment treaties in partnership with USTR, combat bribery in international commerce, and coordinate issues related to economic sanctions.

## **UNIT 4. GLOBAL CAMPAIGN**

‘Media-mix’ or ‘multi-media communication’ is frequently used as concepts in explaining the media communication. Persuasion is considered to be the most vital activity in communication for development. Endeavor has been made, to explain the aspect of persuasion and persuasiveness of mass media and it has been said that

change agents make efforts to influence people to alter their attitudes and behaviors toward their existing way of living. **Media campaigns are aimed towards their environment and to motivate them to accept and implement recommended practices that will provide them greater benefit economically and socially.**

Global methods for Persuasion and publicity are therefore essential for flourishing of any global campaign. Persuasion act involves change agents at the source or sender end and target people at the receiver end. Change agent applies various method of communication in persuasion. They may meet individuals personally and persuade them to accept new idea. They may meet individuals in groups to discuss them on the needs for adoption of recommended practices or may invite people to attend exhibitions or demonstrations or convey the messages repeatedly through different mass media.

Dorwin Cartwright, on the basis of the findings of his experiment on sale of War Bonds during World War II in USA, concluded that more than one medium made the campaign on influencing people to see more possible ways to one goal. Channels of interpersonal communication carry the idea further discuss, interpret and often talk back.

**4.1. A Global Campaign** that is intended to appeal to a wide spectrum of persons and bring about decisions for adoption among persons, usually gains by using a number of channels, both media and interpersonal. Mass media are efficient at carrying information and interpersonal channels are likely to carry influence.

Each medium has its own characteristic, capability and efficiency for carrying out global media campaigns:

- **Radio** is important in developing awareness and interest about new ideas and efficient in providing reminders about information already communicated.
- **Television** is capable of demonstrating skills, methods and effectively related to the campaign.
- **Print** is unparalleled in providing in-depth analysis and enables the readers to preserve information for future reference.
- **Cinema** is efficient in demonstrating the development and effect of campaign developments.
- **Folk media** are forceful in creating popular impact on the audience for adopting these global campaigns in their lives

- **Formal personal channels** (change agents who have already adopted the media campaign) are important for creating detailed acquaintance of the people with the information through face-to-face contacts.
- **Informal personal channels** (opinion leaders) are efficient in influencing the community on acceptance of the campaign.

### **New Information Technologies**

Throughout the world, new information technologies are making it possible for the information 'have not's to catch up and plug in to this increasingly globalized and accessible system, whether it be in Thailand, the fastest growing mobile communications market in the world in 1995, or in places like Hong Kong and Singapore which have joined the top ranks of the world's economic centers. Despite the costs involved, and the electrical power needed to drive the technology, expenditure needed for communication is in fact comparatively cheap, or certainly affordable, and is becoming more so.

As one scholar has pointed out, this situation may help 'the poor to move beyond being simply a passive audience. Cheaper and more accessible technologies allow individuals and groups to become their own message makers. Alternative communication networks link together, grassroots and policy groups throughout the globe, working on environmental, peace and relief efforts and forging together interests and activists into a new global civil society.

### **4.2. Global market environment**

The post-second world war era was marked by revolutionary technological advancement in the field of the telecommunications. The information explosion provided the impetus for this technology to disseminate news and information across national boundaries. The electronic and computer systems have vast potential for information storage, retrieval, and delivery. Thus, it revolutionized the media in the developed world in Europe, North America, and Japan. With the introduction of the communication satellites in outer space, the TV, and the radio, the impact of information revolution could be felt in the remotest villages in the Himalayas and the Sahara.

The scientific and technological revolution led to the borderless outflow of information to the Third World countries, and the advanced industrialized nations, grasping the scope of this technological advancement, have set up control over information flow.

Over 5.5 billion people on this planet own over one billion radio receivers and 500 million television sets. The world receives information from 150 major news agencies, 30,000 radio and television stations, and 8,200 daily newspapers with a total run of 446 million copies a day. This global picture hides major regional imbalance.

For instance, there are only 4.5 newspapers per 100, and one television set for 3,000 Africans. This is several times less than the corresponding figures for the Europeans and Americans. What is worse is that eight African countries publish no newspaper at all, 113 have only one each.

The television is non-existent in nearly 30 Asian, African and Latin American nations. Further, 18 African and 16 Asian nations have no news agencies of their own. Asia, Africa and Latin America, where about two-thirds of the world population lives, account for only 5% of the world television sets, and 12% of world's newspapers.

This statistical detail gives us an insight into the truth. The figures clearly provide us a feeling of the extent of the disparities that exist, and the dominance of the north in the field of information, thus making the countries in the south dependent on them.

### **Need for self-reliance**

Self-reliance in news and information distribution, both in disseminating news to the outside world, or in getting news and information from various places in the world, for internal consumption, is essential for the following reasons:

1. To provide the media a national identity and personality
2. To facilitate the analyses of the world events not from the perspective of the west but from the national perspective
3. To foster better understanding among the developing countries, which is far more essential now than ever before
4. To prevent the unwarranted entry of foreign and alien ideas, cultures, and life-styles, that always tend to contribute to shaping public opinion in favor of foreign countries, particularly of the west, and
5. To provide an objective account of the news and developments that was considered newsworthy by the indigenous media.

## **Media Trends and International Relations**

With the end of the cold war between the Soviet Union and the United States of America, there seems to be a new, more relaxed and more cooperative environment prevailing in the world politics. But the situation is very deceptive. Developments in the US, on the domestic front, and their balance of payment position, and in Russia, on the political and economic front, have dampened the dominant outlook presented at the beginning of the current decade. The fight to influence the developing countries has ended. Most of the communist countries are now desperately trying to get aid and cooperation possible for reconstructing their own countries.

In India, the new economic policy has been formulated and is being implemented now. The economy is opening up for the participation of the foreign companies. But this is not shaping up as planned, already there are misgivings, internally, and fears expressed about the stability of the country by the foreign investors. Ironically, in such a fluid situation, the experts from both the west and third world countries, like India, are discussing such issues –like environment protection, AIDS, etc to salvage mankind from being wiped off form the face of the earth.

All these issues are reflected in the television and radio programmes. Satellite communication has wired the whole earth. People sitting in any town in any country can hook their TV sets to the satellite and watch programmes of their choice. Due to spread with which things are happening, decades or even centuries could be compressed in a few years time.

The media of the Third World does realize this change in the national and international political and economical spheres. Exchanges of the TV programmes, especially educational programmes, are quiet frequent, though the flow is still imbalances, because more western programmes are seen on the TV screens of the Third World countries. The truth remains that despite the large-scale changes brought about by technology, imbalance persists in the media and coverage of the developed west vis-à-vis the developing countries of the Third World.

### **4.2.1. Role of the Global Organizations**

#### **UNESCO**

UNESCO is an agency of the United Nations. All UN member states have a right to belong to it. It describes itself as an ideal organization. In November 1945, representatives of forty-four nations met in ‘war-scarred’ London, in a quest for



peace. The then Prime Minister of UK, Clement Atlee, and the American poet, Archibald Macleish together coined the striking message:

**‘Since wars begin in the minds of men, it is in the minds of men that the defenses of peace must be constructed’.**



This is in the forefront of UNESCO’s constitution, and it is also the key to UNESCO’s activities, from its early days. UNESCO has been concerned both with the development of the media and also the development works in the Third World Countries.

For UNESCO, it is necessary to understand that the purpose of the organization is to contribute to peace and security by promoting collaboration among the nations through education, science and culture. To realize this purpose, UNESCO has sought to ‘collaborate in the work of advancing mutual knowledge and understanding of peoples, through all means of mass communication, and to that end recommend such international agreements as may be necessary to promote the free flow of ideas by word and image.

UNESCO plays an important role in the introduction and expansion of mass media, especially the television, in many developing countries. Over the years, UNESCO’s activities in communication have changed from what has been described as an ‘ad hoc’ attempt to develop mass communication media to integrated programmes in which the communication package is regarded as a

whole approach. Efforts in this direction are the preparation of national models and establishing documentation infrastructures.

The role of UNESCO became more significant in the context of the demand by many developing countries for a better deal from the developed countries. The first step in this direction was a call for the establishment of a New International Economic Order (NIEO). It was realized that the NIEO couldn't be independent from socio-cultural factors, apart from political and economic factors. The fifth conference of the Heads of State or Government of the non-aligned countries and General Conference of UNESCO crystallized the idea of a New International Information and Communication Order (NIICO). The report of the international commission for the study of communication problems, '**many voices one world**' better known as the **Mac bride Report**, is a landmark document in this direction.

### **The Mac bride Report**

The most important outcome of the NIICO debates of the 1970s was the formation of the international Commission for the study of Communication Problems as per the decision of the 1976 general conference of UNESCO. The 16-member commission comprised experts representing world's diverse ideological, political, economical and geographical zones.

Popularly known as the MacBride commission, it met eight times at the UNESCO headquarters in Paris for facilitating discussion among its members. In addition, it organized four round table discussions in Sweden, Yugoslavia, India and Mexico, received some one hundred background papers from professionals and scholars around the world, and investigated the new order issues thoroughly than any previous forum had done.

Its final report, published in **Many Voices, One World**, stands out as a complete source of information on communication in today's and tomorrow's world:

- The commission viewed communication as a basic social need of individuals, communities and nations with an inseparable relationship with politics, as an economic force, with decisive influence on development, as an educational tool, and as an integral part of culture. Thus, any change in any aspect of communication within and among nations would call for changes in all these aspects of communications,
- The issues of imbalance and inequalities were fully recognized by the commission. Attributing the imbalance to a historical process of unequal

growth of nations and complex political, economic and socio-cultural realities, the commission supported the view that 'free flow' was nothing more than 'one-way free flow' and also that the principle, on which it was based, should be restated so as to guarantee 'free and balanced flow'. It identified imbalances in flow between the developed and developing countries.

- The commission took note of imbalance in the flow of news through the instruments of technology. The developed world, which have access to modern technology, have had both positive and negative influence on the political, economic, Socio-cultural fabric of their home regions and other nations, which have come to depend on them for their news and information needs.
- Cultural imperialism was being practiced through control of communication infrastructure, news circulation, cultural products, educational software, books, films, equipment and training.
- The commission concluded that the primary factor in imbalance and inequalities was an economic one. It said that the one way-flow in communication is basically a reflection of the world's dominant political and economic structures, which tend to maintain or reinforce the dependence of the poor countries on the rich nations.

### **International Telecommunication Union (ITU)**



ITU was founded in Paris, in 1865, as the International Telegraphic Union to co-ordinate and monitor the development of the telegraph, which was a new invention. With the development of the other systems, particularly the wireless radio, the name was changed to its present, the International Telecommunications Union.

In 1947, ITU entered into an agreement with the United Nations (UN) and thereby became a specialized agency for telecommunications. The ITU Secretariat is in Geneva, and works at various levels. The supreme body in ITU is the Plenipotentiary Conference. Basically, through various administrative conferences ITU makes decisions regarding its various functions. The four permanent organizations of ITU and the General Secretariat, the International Frequency Registration Board (IFRB), The International Telegraph and Telephone Consultative Committee, and the International Radio Consultative Committee

**The main functions of ITU are to:**

1. Allocate frequencies to avoid interference
2. Co-ordinate efforts to eliminate interference
3. Foster the creation of telecommunication in newly independent or developing countries
4. Undertake studies in the area of telecommunications

On one hand, ITU has to promote telecommunications development taking into account a host of factors-political, technological and economical. On the other hand it has to manage a vital resource, the electromagnetic spectrum.

### 4.3. Global Consumer Trends

Data monitor has identified the 10 global consumer behavioral mega-trends and the 5 rules governing trends that will determine successful marketing strategies. These 10 mega-trends are age complexity, gender complexity, life stage complexity, income complexity, convenience, health, sensory, individualism, homing and connectivity. There have been changes in values, attitudes and occasions behind each of the mega-trends across Europe, North America, Latin America and Asia-Pacific

Growing economic wealth and changing values and attitudes are driving to increased '**income complexity**' with well off and consumers spending on anti-luxury and less well-off consumers seeking luxury on a budget. Today's youth in particular has an increased desire for personal control with the availability of more lifestyle choices. Manufacturers are responding to this through innovative forms of customization and personalization in product design.

Connectivity describes consumer's growing importance of creating a lifestyle that is rich in relationships and experiences. This mega-trend is taking on renewed importance in societies that have become more individualistic. Changing attitudes and a desire for a greater sense of belonging and interconnectedness is driving this.

Global consumers continue to report problems with maintaining a work-life balance. Pit-stopping behaviors such as workplace consumption and consuming on the move have become more pronounced. Snacking has evolved into a trend towards light meals, where consumers seek more filling and substantial meals to facilitate their 'flexi-eating' habits.

Trends concerning boomeranging children, extended singleton and extended time spent as older consumers have all become more pronounced across the globe.

Manufacturers must recognize that consumer lifestyles are becoming more changeable and therefore be more flexible in the way they target consumers according to life stage assumptions.



Manufacturers and retailers need to be aware of counter-trends and the '**polarizing effect**' because for every trend there is a counter trend, which present untapped growth opportunities as well as potential threats. Overall, to be successful in the coming years, a product or service should ideally be founded on several of the mega-trends.

## UNIT 5 . GLOBAL MEDIA ENVIRONMENT

### 5.1. Global media

A wide range of media is used as means of reaching the consumers with the advertising message. Though media do not play any active or direct role in advertising, but still they are an important part of advertising. In fact, most of the

Global Media of Advertising—particularly the mass media—depend on advertising to a great extent for their revenues.

The different media used for advertising have got different characteristics and they reach different audiences. Advertisers use only those media, which reach their target audiences. This matching of media and audience is called **media planning**.

The various media have different objectives. These are basically ‘service’ organizations and try to fulfill the needs of their customers (readers, listeners, viewers, or travelers). Each medium tries to design itself to be more and more attractive to its consumers. Larger the audience of a medium more advertising revenue it earns. Advertising revenue is a major source of income of mass media.

Today each medium, be it a newspaper, magazine, radio, or television has an advertising department. This department is responsible for selling advertising space and time.

The broadcasting industry consists of radio and television stations and networks that create content or acquire the right to broadcast prerecorded television and radio programs. Networks transmit their signals from broadcasting studios via satellite signals to local stations or cable distributors. Broadcast signals then travel over cable television lines, satellite distribution systems, or the airwaves from a station's transmission tower to the antennas of televisions and radios. Anyone in the signal area with a radio or television can receive the programming.

Radio and television stations and networks broadcast a variety of programs, such as national and local news, talk shows, music programs, movies, other entertainment, and advertisements. Stations produce some of these programs, most notably news programs, in their own studios; however, much of the programming is produced outside the broadcasting industry. Revenue for commercial radio and television stations and networks comes from the sale of advertising time. The rates paid by advertisers depend on the size and characteristics (age, gender, and median income, among others) of a program's audience. Educational and noncommercial stations generate revenue primarily from donations by individuals, foundations, government, and corporations. These stations generally are owned and managed by public broadcasting organizations, religious institutions, or school systems.

Establishments that produce filmed or taped programming for radio and television stations and networks—but that do not broadcast the programming—are in the

motion picture industry. Many television networks own production companies that produce their many shows.

## 5.2. Global Print Media

The computerization of editorial staff and journalists has caused big changes in the gathering and production of news. Although it frightens some journalists, and it has brought up bitter resistance from print union representatives, the truth is that computers were responsible for a huge development in presswork. The new technology made it possible for journalists to type their articles, type copy and enter it directly into a computer system has completely changed this profession. Similarly, the manual composition of pages carried out by the editing supervisor and carried out by copy producers is being substituted by computer assisted page composition. **As a result of the automation of printing sequence, the number of staff in the print industry, from journalists to graphic artists or photographers, has been considerably reduced.**

These new technologies have penetrated the press marked very deeply because of the need, common to every newspaper, to go to press as late as possible in order to print the most up-to-date news and keep manufacturing costs down. Production has become more streamlined, but an entire breed of print workers is on the verge of extinction as a result.

However, the deployment of the new technologies has undoubtedly had a positive effect. Editing abroad has led to the creation of completed news pieces with a better integration of pictures and words. It is no longer the norm to send scrambled kits of unassembled parts back to base for transmission three days after the event. The advantage of the new ways of working is clear: reporters are able to fully author their own work and produce a script in conjunction with pictures that they can use.

Some journalists admit to having a streak and worried about the headlong rush into the newer and the faster technology. Many journalists insist that the need to be right, and accuracy should not be sacrificed in the rush to be on air first.

Direct news supply by satellite television and computer networks, the explosion of information and the increasing communication autonomy of the people suggest that **media is becoming redundant and its traditional function is being eroded with the advance of the ‘information society’.**

### 5.3. Global Electronic Media

While there has been a continuous effort to establish news and information distribution systems in the world, the recent global changes have had a deep impact on the information scene. This has especially to do a lot what the Third World efforts to usher in alternative information flow through electronic media, between and among themselves, on one hand, and with the developed world on the other hand.

The west has been for a long time using the concept of ‘freedom of information’ as an ideological weapon, and successfully deploying it to deflect the Third World from its pursuit of a new world information and communication order.

In matter of broadcasting the Western powers insist upon the ‘open skies’ policy, which they claim to be consistent with the principles of freedom of information. On the face of things, this seems a plausible argument. The metaphor of open skies seems to connote a situation of an unfettered information exchange of knowledge flowing freely across the national boundaries.

On the contrary, the same Western countries, in a different forum-the multilateral trade negotiations, popularly called GATT (General Agreement on Tariff and Trade)-show a complete disinclination towards free trade by imposing heavy tariffs to protect their own products. However, they link their intellectual property rights, by using Super 301 against countries like India and China.

These developments call for a greater unity among the Third World countries to come out of the dependence and dominance in the ‘field of information, and promote self-reliance. So, any emergence of alternative information systems should be understood in this changing world scenario and current concepts of a ‘uni-polar’ world dominated by the West, particularly the USA.

The existing world information order provides an opportunity to the richer nations to use the scarce global natural resources, such as the radio and satellite frequency range, and exclude the poor nations from using the same. For instance, the radio frequency range and the geo-synchronous orbital slots for parking communication satellites are both natural Western monopolies today. Added to this, an attempt is made through the ongoing GATT talks to impose stronger form of monopoly control over the content of information flows.



## Television News Globalization

The growth of the agency sector of the television news industry is the result of many interconnected factors resulting from the globalization of television news. Several examples are evident. The BBC World Service Television and CNN International now broadcast globally around the clock, and Rupert Murdoch's News Corporation and General Electric and Microsoft's MSNBC are likely to join them.

STAR TV (owned by News Corporation), South Africa's M-Net, and other satellite services, with more soon to come, provide a wide range of these and other news channels in areas that previously had no television news at all. National public broadcasters are generally in decline worldwide, the result of many forces, including comparison by their audiences to these slick and timely international services. **Television news has thus moved from being mostly a publicly owned service to being mostly a privately owned service.**

The rapid spread of cable and satellite technologies has given rise to many fledging news operations, most multinational in character. The process can be seen as but one aspect of the globalization of television. Following on the heels of CNN's growth in Europe was an attempt to provide a European flavor to news: Euro news. The problem has been defining European flavor. Euro news is French media conglomerate *Generale Occidentale*. It broadcasts news video only, without news anchors, narrated in five different languages. It has had several years of financial difficulty, and has been criticized for an inability to please its ideologically diverse audience and for its impersonal approach to news presentation.

The third British newscaster, Sky News, has a European news service reaching 33 European countries and may be joined in offering a European news service by the BBC or ITN. But if these developments in pan-European news broadcasting exemplify globalization, the 'counter-tendencies to the process of globalization' are also emerging. These are primarily the cultural and linguistic barriers to transnational broadcasting, which abound in the European television market. The result has been the rapid development of several single-language news channels, aimed at specific regional or national audiences.

## 5.4. Global News Media

The new phenomenon of global instantaneous news reporting, particularly by television, has distorted the foreign policies of the Western countries in the

aftermath of the Cold War by forcing military intervention in such areas such as former Yugoslavia, Somalia or Cambodia, while at the same time preventing that intervention from becoming effective by imposing arbitrary constraints on the level of force used and on the willingness to risk taking casualties and inflicting them.

Whether the media are really this significant is in fact questionable, but the very existence of such complaints is not just a recognition that an important player has indeed arrived in the international arena. This was the Global News Media.

It is frequently said that prior to the advent of the mass media, diplomacy was the sport of kings and it had little to do with public opinion. Similarly, in 1866 when The Times lauded the achievements of those responsible for laying the first trans-Atlantic cable under the banner 'Shrinking World' it identified three principal likely beneficiaries: Governments, mercantile interests and the newspapers.

The modern media has proved to be considerable means of selling the war and sustaining public support for it. As a newspaper baron Lord Northcliffe puts it: *'God made people read so that I could fill their brains with facts, facts, facts- and later tell them whom to love, whom to hate, and what to think.'*

The establishment of the League of Nations in 1919, with its dedication to 'open covenants, openly arrived at', combined with extension to franchise which made it near-universal, and the growing competition which newspapers were subjected to as principal source of news, first from radio and then from cinema newsreels and later television, all contributed to the advent of a new, more public, era for the foreign-policy-making process.

Subsequently, with the advent of sound film, politicians and statesmen could be seen and heard speaking directly to cinema audiences around the world. Radio penetrated the very walls of people's home. Once-distant places and peoples became more familiar, as news appeared from anywhere and everywhere by a variety of new media in ways that one could only marvel of.

### **News Media today**

Late twentieth-century enlightened global citizens are against pollution and terrorism, against violation of human rights, against repression and inhumanity, against pollution and nuclear proliferation. These are now the yardsticks by which heroes and villains in the Global News designated.

The main miscreant in deepening of global crisis is acquisitive behavior and consumerist attitude, by the powerful and deadly combination of media, technology and the market. Images and messages today are the outputs of creative talents, using the most advanced information technologies in their production and distribution for marketing goals. **Today, the news media needs politics and the politicians need the news media.**

### 5.5. Global News Agencies



**Reuters:** This news agency takes its name after its founder, **Paul Julius Reuter**. As the employee of the Havas agency and through his friendship with a well-known physicist of his time, Carl Fredrich Gausess, he came to know the advantage of the electric telegraph.

Around 1850, he set up a carrier pigeon service. When he moved to the UK, in 1851, he opened a telegraph office near the London Stock Exchange. Initially, his services were confined to commercial information. When he was able to persuade more newspapers to subscribe to his service, he diversified into other areas. Historians suggest that his first major breakthrough came in 1859, when he sent a dispatch for shadowing a war in Italy. Since then the agency has expanded and is regarded as a global news agency.

**Reuters** supplies news to its media clients such as other news agencies, newspapers, the radio and television stations under various categories. These include general and economic news, news pictures and the TV news. Information is collected from around 160 exchanges and markets. It has a network of about 1200 journalists, photographers and cameramen, who operate through 100 bureaus in different parts of the world.

Reuter's agency built a reputation in Europe for being the first to report news scoops from abroad, such as Abraham Lincoln's assassination. Almost every major news outlet in the world now subscribes to Reuters' services, which operates in over 200 cities in 94 countries in about 20 languages. The last surviving member of the Reuters family founders, Marguerite, Baroness de Reuter, died at age 96 on 25 January 2009, after having suffered a series of strokes.



**Associated Press (AP):**

The impetus to provide speedy transmission of news was given by the

telegraph invented by Samuel **F.B. Morse**, in 1844. The telegraph enables many small town newspapers in the US to get their news. It is in this context that the meeting of the leading New York publishers, in 1848, gains significance. Although a decision was made to start a news agency, the name, Associated Press, was not used till about 1860. It is said that the newspapers, which formed the Associated Press, were able to demonstrate their enterprise during the Mexican War.

Associated Press has since expanded its operations to include economic and financial international news service called **AP-DJ** (Dow Jones). This service is run in conjunction with Dow Jones Inc, publisher of the **Wall Street Journal** and with **Telerate** a major US computer based financial data service.

Associated Press took a concrete form, in 1900, as a modern news gathering association. In 1848, six leading newspapers of New York City launched a cooperative effort through the creation of the Associated Press of New York. It was founded by the newspapers to share the cost of telegraphing the news brought by ship to different ports in the US. Competition and rivalry was very much evident in the formative years, which was overcome by AP. Yet, AP was unhappy that its news exchange contracts of 1893 with European news agencies had restricted its entry into the British Empire area. Reuters was controlling the area, with Havas (French Agency) and Wolf (German) controlling other areas. Although it was unable to establish foreign bureaus before World War I, it could not sell news abroad. The long struggle, which ended in 1934, resulted in the creation of the AP World Service, in 1946. Kent Cooper, as the AP traffic chief, is credited with establishing AP as a world service.

AP with its wide communications network using advanced technology has bureaus in more than 100 countries. Its 5000 plus correspondents and a host of stringers cater to about 1300 newspapers, 3400 broadcasters in the US and 1000 private subscribers.



**United Press International (UPI):** The growth of AP spurred the rise of competitors. Edward Wyllis Scripps, the founder of the famous Scripps chain of newspapers in the US, formed the United Press Association, in 1907. One of the reasons for starting this association was the closed membership policy of the ‘Associated Press’. Scripps is on record in trusting AP over all others. Further, AP was interested in serving the big morning newspapers, while Scripps was publishing the evening newspapers. Running his

own news service was therefore, attractive.

Initially, Scripps started two regional news services to cater to his own newspapers. At the same time, there was another association, the Publishers’ Press Association formed in 1898 by the non-AP eastern newspapers. In 1907, Scripps merged his United Press Association with the Publishers’ Press Association to form the United Press Association. This association could enter areas, which AP could not due to contractual limitations. Therefore, UPA’s influence grew.

UPI claims to have an overseas electronic strength of about 200 journalists overseas distributed in Europe, Latin America, Asia and Australia. Unlike the AP and the Reuters, UPI has not diversified much into specialized economic services. However, its broadcast related services are considered to be a specialization.



**Agence France Presse:** AFP is a post-war successor to the Agence Havas founded in 1835. The French newspapers control the agency by having the maximum representation on its board of directors. Although AFP is described as an unsubsidized autonomous organization, in effect, the

French government and various agencies under its control subscribed to AFP, and provided good support. Through a wide network of bureaus within the country and abroad, AFP is regarded as one of the major global news agencies. AFP is important in another sense, and that is its history. As already mentioned, it was a successor of Havas, it grew out of a translation agency, which sold the translations to various newspapers. Two of its employees, Paul Julius Reuter and Bernard

Wolff, started news agencies in the UK and Germany. All the three countries, France, UK and Germany were leading European empires. Accordingly, the news agencies, Havas, Reuters and the Wolff took control of large segments of the world for news coverage. Many writers argue that this laid the foundation for a close relationship between communication and empire building.

AFP has more than 10,000 newspaper and 70 agencies as its subscribers. Its operations are in more than 150 countries with a network of 110 foreign bureaus. Its daily output is about 3,350,000 words contributed by 170 full time correspondents and more than 500 stringers.

### **Media Globalization and Corporate Expansion**

Media globalization has been a natural extension of corporate expansion on an international scale. Post World War II reconstruction through organizations such as the World Bank, helped to spread globalization through financial investment. In 1974, UNESCO published a study by researchers and noted that, "The study demonstrated that a few Western nations controlled the international flow of television programs, with the United States, the United Kingdom, France, and the Federal Republic of Germany accounting for the largest shares". According to MacBride and Roach (2000), media globalization gained further momentum in the 1980's, when a prevailing policy of deregulation of media in many developing nations along with openness to private investment occurred. It was also noted that this trend of free-market deregulation occurring in the eighties and the nineties, in the cable and digital satellite systems around the world.

In the mid-1980's privatization and deregulation gained momentum in Europe, in the cable and telephone industries, through foreign investment from companies. Some nations have only recently allowed foreign investment in communications industries. Critics of media globalization have long held that the United States is far too powerful and that it exercises cultural imperialism over smaller nations by overwhelming them with movies and television programs produced in the United States. There has been international reaction to charges of cultural imperialism by certain nations "including Canada, Spain, and France have placed quotas on the amount of foreign material that can be carried on their broadcasting systems".

While Viacom, Disney, and AOL Time Warner are U.S. owned, many non-U.S.-owned companies dominate the roster of the largest media groups: News Corp. (Australia), Bertelsmann (Germany), Reed-Elsevier (Britain/Netherlands), Vivendi, and Lagardere/Hachette (France), and Sony Corp. (Japan).

## 5.6. Effects of Media Globalization

Researchers have noted a variety of effects resulting from media globalization. According to researcher George Gerbner, the most successful television programs are no longer made for national consumption but rather for international distribution. Gerbner further noted that content is affected by the desire to increase the marketability of international television program distribution. Programs that contain violent material are considered to "travel well" according to Gerbner. In contrast, comedy programs which may be quite successful in the United States do not necessarily do well in other countries. Comedy is culturally defined, and what is deemed funny by one cultural group may in fact be offensive to another. In comparison, violent material has a very simple story line of good versus evil. It is universally understood and in many ways culturally transparent.

Robert Mc Chesney is a media historian and political economist. In a recent article by Mc Chesney (2005), he criticized multinational corporations in a number of ways. First, that the global media market is dominated by eight multinational corporations which also dominate U.S. media. Second, multinational corporations are becoming increasingly horizontally integrated, meaning that these companies both create content and own publishing companies or broadcasting networks, and are able to distribute their own product. Third, international deregulation and free-market policies have created a climate that has been conducive to foreign investment in media. Fourth, that the World Trade Organization is threatening local culture by encouraging foreign investment in local media.

Fifth, there is a well defined second tier of media conglomerates which are increasingly competing on the international level through foreign investment, mergers, and acquisitions. Half of these corporations are based in North America while the others are based in Western Europe and Japan. Sixth, merger mania seems to be the rule of day when it comes to multinational corporations. Seventh, Mc Chesney concluded that the effect of the spread of multinational media corporations has resulted in cultural imperialism, a loss of local cultural identity. Mc Chesney summarized the motivation of multinational media corporations as such, "The global commercial-media system is radical in that it will respect no tradition or custom, on balance, if it stands in the way of profits."

## Effects of Globalization



Globalisation is the new buzzword that has come to dominate the world since the nineties of the last century with the end of the cold war and the break-up of the former Soviet Union and the global trend towards the rolling ball. The frontiers of the state with increased reliance on the market economy and renewed faith in the private capital and resources, a process of structural adjustment spurred by the studies and influences of the World Bank and other International organisations have started in many of the developing countries. Also Globalisation has brought in new opportunities to developing countries. Greater access to developed country markets and technology transfer hold out promise improved productivity and higher living standard.

But globalisation has also thrown up new challenges like growing inequality across and within nations, volatility in financial market and environmental deteriorations. Another negative aspect of globalisation is that a great majority of developing countries remain removed from the process. Till the nineties the process of globalisation of the Indian economy was constrained by the barriers to trade and investment liberalisation of trade, investment and financial flows initiated in the nineties has progressively lowered the barriers to competition and hastened the pace of globalisation.

**Globalization means increasing the interdependence, connectivity and integration on a global level with respect to the social, cultural, political, technological, economic and ecological levels.**

### Advantages of Globalization

- Goods and people are transported with more easiness and speed
- the possibility of war between the developed countries decreases
- free trade between countries increases
- global mass media connects all the people in the world



- as the cultural barriers reduce, the global village dream becomes more realistic
- there is a propagation of democratic ideals
- the interdependence of the nation-states increases
- as the liquidity of capital increases, developed countries can invest in developing ones
- the flexibility of corporations to operate across borders increases
- the communication between the individuals and corporations in the world increases
- environmental protection in developed countries increases

**Effects of globalization can be enlisted as:-**

- enhancement in the information flow between geographically remote locations
- the global common market has a freedom of exchange of goods and capital
- there is a broad access to a range of goods for consumers and companies
- worldwide production markets emerge
- free circulation of people of different nations leads to social benefits
- global environmental problems like cross-boundary pollution, over fishing on oceans, climate changes are solved by discussions
- more trans-border data flow using communication satellites, the Internet, wireless telephones etc.
- international criminal courts and international justice movements are launched
- the standards applied globally like patents, copyright laws and world trade agreements increase
- corporate, national and sub-national borrowers have a better access to external finance
- worldwide financial markets emerge
- Multi-cultural spreads as there is individual access to cultural diversity. This diversity decreases due to hybridization or assimilation
- international travel and tourism increases
- worldwide sporting events like the Olympic Games and the FIFA World Cup are held
- enhancement in worldwide fads and pop culture
- local consumer products are exported to other countries
- immigration between countries increases
- cross-cultural contacts grow and cultural diffusion takes place
- there is an increase in the desire to use foreign ideas and products, adopt new practices and technologies and be a part of world culture
- free trade zones are formed having less or no tariffs

- due to development of containerization for ocean shipping, the transportation costs are reduced
- subsidies for local businesses decrease
- capital controls reduce or vanquish
- there is supranational recognition of intellectual property restrictions i.e. patents authorized by one country are recognized in another

### **Advantages of globalization in the developing world**

It is claimed that globalization increases the economic prosperity and opportunity in the developing world. The civil liberties are enhanced and there is a more efficient use of resources. All the countries involved in the free trade are at a profit. As a result, there are lower prices, more employment and a better standard of life in these developing nations. It is feared that some developing regions progress at the expense of other developed regions. However, such doubts are futile as globalization is a positive-sum chance in which the skills and technologies enable to increase the living standards throughout the world. Liberals look at globalization as an efficient tool to eliminate penury and allow the poor people a firm foothold in the global economy. Simultaneously, the world population also increased. Thus, the percentage of such people decreased from 40% to 20% in such developing countries. Globalization is the rapid increase in cross-border economic, social, technological exchange under conditions of capitalism.

### **The Global Media Giants**

A specter now haunts the world: a global commercial media system dominated by a small number of super powerful, mostly U.S.-based transnational media corporations. It is a system that works to advance the cause of the global market and promote commercial values, while denigrating journalism and culture not conducive to the immediate bottom line or long-run **corporate interests**.

The global commercial system is a very recent development. Until the 1980s, media systems were generally national in scope. While there have been imports of books, films, music and TV shows for decades, the basic broadcasting systems and newspaper industries were domestically owned and regulated. Beginning in the 1980s, pressure from the IMF, World Bank and U.S. government to deregulate and privatize media and communication systems coincided with new satellite and digital technologies, resulting in the rise of transnational media giants.

Nothing symbolizes the success of Capitalism more than its mass media. The media today has arguably penetrated every household in the world, in one form or another. Journalists across the Western world pride themselves in reporting objectively on global events and regard an independent media as one of the pillars of a democratic society which accounts the state.

The Western world has argued for decades that a critical aspect of a functioning democracy and a developed nation is for society to be well-informed in order to participate effectively in that democracy. One of the most important ways that many people are informed of affairs, whether global, national or local, is through their respective mainstream media. In a world of increasing globalization, the media has become even more important. It has the possibility of spreading information to places where in the past it has been difficult to project diverse views in.

Most people gather their view of the world from the media. It is, therefore, important that mainstream media be objective and present accurate and diverse representations of what happens around the world. However, over the last few decades, we have seen various factions across the world with self-interests that have been able to successfully manipulate the media for their advantage. This is a phenomenon encapsulated by former owner of The Washington Post, Kathrine Graham, in a speech to the CIA, *"We live in a dirty and dangerous world. There are some things the general public does not need to know about and shouldn't. I believe democracy flourishes when the government can take legitimate steps to keep its secrets and when the press can decide whether to print what it knows."*

A closer examination of the global media illustrates that it is not one homogenous entity pursuing a uniform method in disseminating their views. On the contrary, there are a small number of large factions which compete with one another to increase their respective audiences and commercial gains. Since the 1980's, there have been numerous mergers and buyouts of media and entertainment companies. The global media has since become more concentrated in terms of ownership and, with this, the influences of advertisers and owning companies both have a powerful clout on how the media shapes itself and society.

In 2007, there were only eight mega media companies dominating American media. It is from these that the majority of people received news and information. US media giants are also global players:

- \* Disney
- \* AOL-Time Warner
- \* Viacom
- \* General Electric
- \* News Corporation
- \* Yahoo!
- \* Microsoft
- \* Google

Yahoo!, Microsoft, and Google are more recent media companies compared to the other "traditional" five players. Most of these companies are in the global elite of media companies too. In 2007, nine corporations (mainly American) dominated the media world:

- \* AOL-Time Warner
- \* Disney
- \* Bertelsmann
- \* Viacom
- \* News Corporation
- \* TCI
- \* General Electric (owner of NBC)
- \* Sony (owner of Columbia and TriStar Pictures and major recording interests),
- \* Seagram (owner of Universal film and music interests).

This monopoly over the world's media was aptly summed up in a review of the changes that took place in the media industry over the last decade.

*"In 1983, fifty corporations dominated most of every mass medium and the biggest media merger in history was a \$340 million deal. In 1987, the fifty companies had shrunk to twenty-nine. In 1990, the twenty-nine had shrunk to twenty three. ... In 1997, the biggest firms numbered ten and involved the \$19 billion Disney-ABC deal, at the time the biggest media merger ever. ... In 2000 AOL Time Warner's \$350 billion merged corporation was more than 1,000 times larger than the biggest deal of 1983."*

The global media is dominated by a small number of powerful, mostly US-based, trans-national media corporations. This concentration of ownership has led to a system that works to advance the cause of the global free market and to promote commercial values. Such a system is a relatively recent development. Until the 1980's media systems were generally national in scope. Whilst there has always

been the import of books, films, music and TV shows for decades, the basic broadcasting systems and newspaper industries were domestically owned and regulated. Beginning in the 1980's, pressure from the IMF, World Bank and US Government to deregulate and privatize media and communication systems coincided with new satellite and digital technologies, resulting in the rise of trans-national media giants.

The two largest media firms in the world, Time Warner and Disney, generated around 15% of their income outside of the US in 1990. By 1997, this figure was increased, nearing the 30% - 35% mark. Both firms expect to conduct the majority of their businesses abroad within the next decade.

The global media system is now dominated by a first tier of nine giant firms. The five largest are:

- \* Time Warner
- \* Disney
- \* Bertelsmann
- \* Viacom
- \* News Corporation

Besides needing global scope to compete, the rules of thumb for global media giants are two-fold.

Firstly, expanding and becoming larger so that they dominate markets and render competitors incapable of buying them out. As an example, firms such as Disney and Time Warner have almost tripled in size this decade.

Secondly, to spread their firms interests in numerous media industries such as film production, book publishing, music, TV channels and networks, retail stores, amusement parks, magazines, newspapers etc. The overall profit for the global media giant can be vastly greater than the sum of its media-parts. A film, for example, would also generate a soundtrack, a book, and merchandise, and possibly spin-off TV shows, DVDs, video games and amusement park rides. Firms that do not have conglomerated media holdings simply cannot compete in this market.

The first tier in the list above is rounded out by TCI, the largest US cable-company that also has US and global media holdings in scores of ventures. The other three, first-tier global media firms are all part of much larger, industrial corporate powerhouses such as General Electric, owner of NBC; Sony, owner of Columbia & TriStar Pictures and major recording interests; and Seagram, owner of Universal

Film and music interests. The media holdings of these last four firms conduct between \$6-9 billion in business every year. While they are not as diverse as the media holdings of the first five global media giants, these four firms have global distribution and production in areas where they compete. In addition to this, firms such as Sony and General Electric have the resources to make deals to rapidly expand if they so desire.

Behind these firms is a second tier of some three or four dozen media firms that conduct between \$1-8 billion per year in media-related businesses. These firms tend to have national or regional strongholds or to specialize in global niche markets. Approximately half of them originate from North America, including the likes of CBS, The New York Times Co., Hearst, Comcast and Gannett. The majority of the remainder originates from Europe, with but a handful based in East-Asia and Latin America.

Below the global giants in the media food chain is a second tier of corporations that fill regional or niche markets. Some of these firms are as large as the smaller global companies, but lack their world-wide reach. A few second-tier companies may attempt, through aggressive mergers and acquisitions of like-sized firms, to become full-blown first-tier global media giants; others will likely be swallowed by larger companies amassing ever greater empires.

## U.S.

- Westinghouse \$5 billion
- Advance Publications \$4.9 billion
- Gannett \$4.0 billion
- Cox Enterprises \$3.8 billion
- Times-Mirror \$3.5 billion
- Comcast \$3.4 billion
- McGraw Hill \$3 billion
- Reader's Digest \$3 billion
- Knight-Ridder \$2.9 billion
- Dow Jones \$2.5 billion
- New York Times Co. \$2.5 billion
- Tribune Co. \$2.2 billion
- Hearst \$2 billion
- Washington Post Co. \$1.8 billion
- Cablevision \$1.1 billion
- DirecTV (Owned by General Motors)

- DreamWorks

### **Canada**

- Thomson \$7.3 billion
- Rogers Communications \$2 billion
- Hollinger

### **Latin America**

- Cisneros Group (Venezuela) \$3.2 billion
- Globo (Brazil) \$2.2 billion
- Clarin (Argentina) \$1.2 billion
- Televisa (Mexico) \$1.2 billion

### **Europe**

- Havas (France) \$8.8 billion
- Reed Elsevier (Britain/Netherlands) \$5.5 billion
- EMI (Britain) \$5.4 billion
- Hachette (France) \$5.3 billion
- Reuters (Britain) \$4.1 billion
- Kirch Group (Germany) \$4 billion
- Granada Group (Britain) \$3.6 billion
- BBC (Britain) \$3.5 billion
- Axel Springer (Germany) \$3 billion
- Canal Plus (France) \$3 billion
- CLT (Luxembourg) \$3 billion
- Pearson PLC (Britain) \$2.9 billion
- United News & Media (Britain) \$2.9 billion
- Carlton Communications (Britain) \$2.5 billion
- Mediaset (Italy) \$2 billion
- Kinnevik (Sweden) \$1.8 billion
- Television Francais 1 (France) \$1.8 billion
- Verlagsgruppe Bauer (Germany) \$1.7 billion
- Wolters Kluwer (Netherlands) \$1.7 billion
- RCS Editori Spa (Italy) \$1.6 billion
- VNU (Netherlands) \$1.4 billion
- Prisa Group (Spain)
- Antena 3 (Spain)
- CEP Communications (France)

### Asia/Pacific

- NHK (Japan) \$5.6 billion
- Fuji Television (Japan) \$2.6 billion
- Nippon Television Network (Japan) \$2.2 billion
- Cheil Jedang (Korea) \$2.1 billion
- Tokyo Broadcasting System (Japan) \$2.1 billion
- Modi (India) \$2 billion
- Asahi National Broadcasting Co. (Japan) \$1.6 billion
- Toho Company (Japan) \$1.6 billion
- PBL (Australia) \$750 million
- TVB International (China)
- Chinese Entertainment Television (China)
- Asia Broadcasting and Communications Network (Thailand)
- ABS-CBN (Philippines)
- Doordarshan (India)
- Chinese Central Television (China)

## UNIT 6. ETHICAL & LEGAL CONSIDERATIONS

### 6.1. Ethical and legal considerations in global media environment

The recent flurry of code writing suggests that editors and news staffs are taking issues of ethics seriously. The process of drafting and redrafting and debating and implementing the codes has good therapeutic value in and of itself. Even better, newspapers with clearly enunciated principles and stated values, combined with strong ethical decision making skills, can better serve their readers and the public interests. Therein lays an essential connection to the credibility in global media.

1. Newspaper codes of ethics, like most professional institutions, should try to serve at least two important functions: **Public Relation and Education**. A good newspaper promotes ethical thought and behavior within the newspaper organization, showing newcomers where the landmines are and reminding veterans of the newsroom's values and norms.
2. The first obligation of any media organization should be credibility to the public a large and not to any other person, business, or special interest.



Employees should avoid any activity that would impair their integrity or jeopardize readers' trust in them.

3. Conflict of interest including matters such as independence and personal behavior of the staff, ethical newsgathering, source-reporter relationship, confidentiality, manipulation and alteration of photographs should be dealt according to the law and order situation of the particular country.
4. Matters of the Internet are also dealt in the ethical policy of any country because of use of new technology in global media. Code of ethics states: apply high standards for accuracy and attribution to anything one finds on the net. Also one shouldn't present other people's ideas or writing and pass them off as one's own. With the explosion of the Internet, we have more access to more information from more sources, but we have to resist the temptation to use it without attribution.
5. A reporter who pledges confidentiality to a source must not violate that pledge.
6. Clear line should be maintained between advertising and news. Also care should be taken when cooperating with government and other institutions on public journalism projects, as often these efforts are worthwhile and in the reader's interest. But they can also compromise on the freedom and independence of the editorial staff.
7. Do not describe a person by race, religion or ethnic background unless it is pertinent to the story. Do not quote racial, ethnic or religious jokes. In description of crime suspects, do not use racial or ethnic characterization. Be careful dealing with sensitive issues.

Ethicists say that reliance on codes is the halfway point between devotion to gut instincts and the application of ethical reflection and reasoning. Blind obedience to rules is about blind obedience to authority or unquestioned tradition. Carefully written codes highlight and anticipate ethics in media world and inspire media persons about unique roles and responsibilities.

### **Code of Ethics for Journalists**

The primary function of newspapers is to communicate to the human race what its members do, feel and think. Journalism, therefore, demands of its practitioners the widest range of intelligence, or knowledge, and of experience, as well as natural and trained powers of observation and reasoning.

1. **Responsibility-** it is the right of the public's right to know events and the purpose of distributing news and enlightened opinion is to serve the general

welfare. Journalists who use their professional status as representatives of the public for selfish other unworthy motives violate a high trust.

2. **Freedom of press-** freedom of the press is to be guarded as right of people in a free society. It carries with it the responsibility to discuss, question, and challenge actions and utterance of the government, public and private institutions.
3. **Ethics-** Journalist must be free of obligations to any interest other than the public's right to know the truth. Gifts, favors, special treatments can compromise the integrity of journalists.
4. **Accuracy & Objectivity-** trust is the ultimate goal of the journalist. Objectivity in reporting the news is another goal, which serves as the mark of an experienced professional. There is no excuse for inaccuracies or lack of thoroughness.
5. **Fair Play-** journalists at all times should show respect for the dignity, privacy, rights, and well-being encountered in the course of gathering and presenting the news. The news media should not communicate unofficial charges affecting reputation or moral character without giving the accused a chance to reply. Journalists should be accountable to the public for their reports and the public should be encouraged to voice its grievances against the media. Open dialogue with the readers, viewers, and listeners should be fostered.
6. **Pledge-** journalists should actively censure and try to prevent violations of standards as adherence to this code of ethics is intended to preserve the bond of mutual trust and respect between journalists and the public.

### **Standards for Motion Pictures**

Motion picture producers recognize the high trust and confidence which have been placed in them by the people of the world and which have made them a universal form of entertainment. General principles are:

1. No picture shall be produced which will lower the moral standards of those who see it. Hence the sympathy of the audience shall never be thrown the side of crime, wrong-doing, evil or sin
2. Correct standards of life, subject only to the requirements of drama and entertainment, shall be presented
3. Law, natural or human, shall not be ridiculed, nor shall sympathy be created for its violation

### **Standards for Advertising**

The term advertising is used to mean all forms of motion pictures advertising including in the following: press book, still photographs, newspapers, magazines and trade paper advertising, radio, television, and others.

1. Print advertising and illustrations should not misinterpret the message
2. Advertising shall not depict any indecent or undue exposure of the human body
3. Advertising demeaning religion, race or national origin shall not be used.
4. Cumulative overemphasis on sex, crime, violence and brutality would not be permitted.
5. Salacious posture and pictures should not be part of any advertising form

### **Broadcasting Codes**

Members of the Radio Television News Directors Association agree that their prime responsibility as journalists-and that of the broadcasting industry as the collective sponsor of news broadcasting-is to provide to the public they serve news service as accurate, full and prompt as human integrity and devotion can devise.

1. The primary purpose of broadcast journalists-to inform the public of events of importance and appropriate interest in a manner that is accurate and comprehensive
2. Broadcast news presentation is should be designed not only to offer timely and accurate information, but also to present it in the light of relevant circumstances,
3. News should be selected on the criteria of significance, community, and regional relevance, appropriate human interest, and service to defined audiences. It excludes sensationalism or mis leading emphasis in any form. Promotional or publicity material should be sharply scrutinized before use in news broadcasting.
4. Broadcast journalists shall at all times display humane respect for the dignity, privacy and the well-being of persons with whom the news deals
5. Broadcast journalist should present all news, which will serve the public interest. In places like the court, the broadcast journalists shall conduct themselves in dignity and keep broadcast equipment as unobtrusive and silent as possible.

## **Press and Social responsibility in the USA**

The Hutchins report was the first scientific study of the press in the USA and first scientific formulation about its responsibilities. This report became the basis for the social responsibility theory. The Hutchins Commission Report said that the freedom of the press was in danger in the United States, 'because in the hands of a few gigantic business units, the media of mass communication vital to the life of our democracy, have failed to accept the full responsibility to the public'. The commission observed that freedom of the press in America was in danger because 'those who controlled' the press did not facilitate the communication of a wide spectrum of ideas.

The American view of responsibility as contained in the Hutchins Report required that:

- The press accept certain responsibilities towards the society
- These responsibilities can be discharged by giving a true, accurate, objective and balanced picture of the world
- The Press should regulate itself, though within the context of law and other social institutions
- The press should reflect the pluralistic character of the society
- The press should play a positive role in regulating crime, violence and social conflict
- The press should be accountable to the society as well as to employers and the market
- The press should work for public good

## **Global Journalism Ethics**

Global journalism ethics aims at developing a comprehensive set of principles and standards for the practice of journalism in an age of global news media. New forms of communication are reshaping the practice of a once parochial craft serving a local, regional or national public. Today, news media use communication technology to gather text, video and images from around the world, with unprecedented speed and varying degrees of editorial control. The same technology allows news media to disseminate this information to audiences scattered around the globe.

Despite these global trends, most codes of ethics contain standards for news organizations or associations in specific countries. International associations of journalists exist, and some have constructed declarations of principle. But no global code has been adopted by all major journalism associations and news organizations. In addition to statements of principle, more work needs to be done on the equally important area of specific, practice guidelines for covering international events. An adequate global journalism ethics has yet to be constructed.

## **6.2. The Global Media Debate**

Since at least the 1970s, a global media ethics has been part of controversial attempts to establish a “new world information order”. These international movements have included broad “media” issues that, albeit important, are not a primary focus of journalism ethics per se, e.g., the equal distribution of computer technology in the world.

Developing nations and/or UN agencies such as UNESCO have led such movements. None to date has been successful. In the late 1900s, the movement was opposed by governments and news organizations in the United States and Britain. They feared that non-democratic powers might use a global ethic to justify limits to freedom of expression and of the press. The dream of a set of principles for equitable and responsible dissemination of information worldwide has not died.

### **Why a global ethics?**

There are at least two reasons:

- (1) Practical: a non-global ethic is no longer able to adequately address the new problems that face a global journalism, and
- (2) Ethical: new global responsibilities come with global impact and reach.

Both reasons are grounded in the fact that news media now inhabit a radically pluralistic, global community where the impact of their reports can have far-reaching effects -- good or bad. News reports, via satellite or the Internet, reach people around the world and influence the actions of governments, militaries, humanitarian agencies and warring ethnic groups. A responsible global ethic is needed in a world where news media bring together a plurality of different religions, traditions and ethnic groups. One responsibility is to report issues and events in a way that reflects this global plurality of views; to practice a journalism that helps different groups

understand each other better. Reports should be accurate, balanced and diverse, as judged from an international perspective. A biased and parochial journalism can wreak havoc in a tightly linked global world. Unless reported properly, North American readers may fail to understand the causes of violence in Middle East, or a famine in Africa. Biased reports may incite ethnic groups in a region to attack each other. A narrow-minded, patriotic news media can stampede populations into war. Moreover, journalism with a global perspective is needed to help citizens understand the daunting global problems of poverty, environmental degradation, technological inequalities and political instability.

### **New stage in Journalism ethics**

Since the birth of modern journalism in the 17th century, journalism has gradually broaden the scope of the people that it claims to serve -- from factions to specific social classes to the public of nations. The journalistic principle of “serving the public interest” has been understood, tacitly or explicitly, as serving one’s own public, social class or nation. The other principles of objectivity, impartiality and editorial independence were limited by this parochial understanding of who journalism serves. For example, “impartiality” meant being impartial in one’s coverage of rival groups within one’s society, but not necessarily being impartial to groups outside one’s national boundaries. Global journalism ethics, then, can be seen as an extension of journalism ethics -- to regard journalism’s “public” as the citizens of the world, and to interpret the ethical principles of objectivity, balance and independence in an international manner.

## **CASE STUDY**

### **Case studies in Global media**

Case study method involves research in the subject and this research should involve close examination of the history, present status, and interactions of a media institution. An intensive study of the public broadcasting station in a large urban community is an example of the use of case methodology. Most case studies are exhaustive investigations that yield a comprehensive view of the institution under study. The purpose of researchers in developing a case method approach can be many.

For example, if the purpose is to determine the particular characteristics of a newspaper’s growth over the past 10 years, the scope of the study may include the

examination of every aspect of the newspaper's production and dissemination. On the other hand, if the purpose is to establish the management policies that have influenced a decline in subscriptions, the scope of the study may be limited to specific factors or to a selected segment of the company.

**The person employing case methodology should follow five guidelines for effective research:**

1. Give your objectives. State what units of study, characteristics, and relationships will direct your study
2. Design your study. How will the units be selected? What sources will be tapped for data? What collection procedures will be followed? What protections for data sources, if necessary, will be granted?
3. Collect your data. Organize the data into coherent information about your unit of study.
4. Analyze your data. What is their significance? What do they show about your unit?
5. Report your findings and discuss their implications.

## **SUMMARY**

Our world is undergoing significant changes and the blind are leading the blind. Politicians speak in sound bites while newspaper headlines compress the complexities of the world into clichés. Ours is a world in which television talk-show hosts have replaced political commentators as the principal interlocutors of prime ministerial and presidential aspirations at election time, and a world where sleaze and sophistry have conquest over sophistication and subtlety in the media. Politics and public information about it is increasingly **'packaged'** for ready consumption in a manner more akin to entertainment than instruction or information-hence the advent of a new word **'infotainment'**. Live television brings the dramatic doings of the globe into our living rooms instantaneously. It is a fast world, with fast morals and fast media-and seemingly vast problem.

The present era of media convergence demands knowledge and expertise across a diverse range of media technologies and systems. We live at a moment when every important idea, story, brand, image, sound and relationship is apt to travel across every available channel of communication. This spread of media content is fuelled top-down by the consolidation of media industry and bottom-up by popular access to new tools of grassroots media production and distribution.

Like the ‘**information superhighway**’, ‘**globalization**’ is yet another hype term in Information Technology. It assumes that the phenomena of the industries are worldwide, that users of information technologies and mass media make up the majority of the world’s population with no obstacles to access anywhere. While millions across the world access the Internet, it is often forgotten that these belong to elite educated groups in the richer countries. By no means is access universal, nor it is affordable to the vast majority of the world’s population. Thus, there is indeed a yawning gap between the information-rich and the information-poor, and this gap is growing, since the costs of access are nowhere getting any cheaper or easier.

Innovations in communications technology, in addition to driving economic globalization, have also transformed the media world and the spread of information, with important consequences for national as well as global governance. This began with radio broadcasting in the 1940s and has since been extended through television and satellite transmission to give even those in remote places immediate access to sound and images from a wider world. In some countries, new communications systems have even brought people news of domestic events that is not available locally. Direct-dial international telephone and fax services have swelled the trans-border flow of news and other messages. Another important development has been the sharing of information through links between computers around the world.

### **GLOBAL COMPARATIVE MEDIA AT A GLANCE**

- **The Global Village: International and Comparative Media Systems**
- International Media Systems
- Global Print Media – Newspapers
  - General or financial
  - *The International Herald Tribune*
  - *USA Today International*
  - *World Paper*
  - *The Financial Times of London*
  - *The Economist*
  - *The Wall Street Journal*
- International Media Systems
- Global Print Media – Wire Services
  - International flow of news dominated by global wire services
  - *Reuters*



- *Associated Press*
- *Agence France Presse*
- *ITAR-TASS*
- *New York Times Syndicate*
- *Los Angeles Times Syndicate*
- International Media Systems
- Global Print Media – Magazines
  - *Reader's Digest* – 49 editions in 200 countries
  - *Time* (International) – 190 countries
  - *Newsweek* (International) – ½ M readers
  - *Cosmopolitan* – 41 countries
  - *Popular Mechanics* (Spanish version)
    - Latin America
  - *Business Week*
- International Media Systems
- Global Broadcasting
- Shortwave or partnerships with local FM
- 150 countries broadcast internationally
  - BBC World Service
  - Voice of America
  - Radio China International
  - Deutsche Welle (“German Wave”)
  - Radio France International
  - Growing rapidly: global news, sports, and music channels (CNNi, CNBC, BBC World, MTV, ESPNi)
- International Media Systems
- Film and TV
- Internationally, USA dominates
  - Box office (½ revenue of average film)
  - Videocassette and DVD (\$20B+ in 2004)
  - TV programs (non-prime-time)
  - TV program format licenses (*Jeopardy*, *Temptation Island*)
- Cross-border spillover
- World Media Online
- Web radio stations
- Newspapers and magazines
  - *New York Times* ❖ *Le Monde*
  - *Die Welt* ❖ *London Times*
  - *Asahi Shimbun* ❖ *Sydney Morning Herald*
  - *Asia Week* ❖ *Beat*

- *Tokyo Journal*      ❖ *Art Bin*
- Email and newsgroups enable informal exchange of news and culture
- WWW access not globally accessible
- Comparative Media Systems
- Authoritarian Theory
  - 16<sup>th</sup> Century England
  - Parallel with development of printing press
  - The ruling elite guides the low-intelligence masses
  - Public dissent and criticism are a threat
  - Compliance of the press through
    - Licensing
    - ❖ Censorship      ❖ Exclusive printing rights
    - Punishment of government critics
- Comparative Media Systems
- Libertarian Theory
  - Diametrically opposed to authoritarian beliefs
  - Matched freewheeling, rugged early America
  - Assumes people are intelligent creatures
  - Government exists to serve the individual
  - Citizens need to hear all sides of an issue
  - Government serves best when it serves least
  - The press should be free from control
  - Four theories of the Press (1956)
- Comparative Media Systems
- Social Responsibility Theory
  - Press has right to criticize government
  - Press also has responsibility to preserve democracy
    - Properly informing the public
    - Responding to society's needs and interests
  - Press not free to do as it pleases
  - Government may regulate press in the public interest (*example: FCC and broadcasting*)
  - Many Western nations use this approach
- Comparative Media Systems
- The Communist Theory
  - Media are owned by the people (represented by the state)
  - The purpose of the media is to support the Marxist system and achieve the goals of the state
  - Works best in a tightly controlled society

- Example: use of spillover by BBC, VOA, CNN, and others into Communist countries
- Comparative Media Systems
- The Developmental Theory
  - Government can mobilize the media to serve national goals in economic and social development
  - Goals include:
    - Information must be managed by the government
    - Primarily used in non-democratic developing countries
    - Losing ground to the social responsibility approach
- Role of the media in various countries
  - Developmental – develop and build; support government; provide technical information
  - Communist – propaganda, persuasion, and education
  - Social responsibility – inform, entertain, government watchdog and adversary, consumer support, free marketplace of ideas
- Economic Differences
- Comparative Media Systems
- Economic Differences
  - USA – advertising, little government support
  - Western Europe
    - Some indirect subsidies
    - Scandinavia – direct support of newspapers by political parties
    - U.K. – BBC is state-charted, independents sell advertising
  - Communist – direct support by government, plus advertising
  - Less-developed countries – *developmental journalism*
- Examples of Other Systems
- Japan
  - *Social responsibility* model
  - 127M people; literacy nearly 100%
  - 120 newspapers with 69M total circulation
    - Yomiuri Shimbun ❖ Asahi Shimbun
  - Several news and business magazines
  - Nippon Hoso Kyokai patterned after BBC; yearly license fee imposed on all TV sets
  - 5 commercial channels and 2 cable
  - Pioneers in DBS and HDTV
  - Media-rich overall
- Examples of Other Systems
- Mexico

- *Developmental* model
- 106M people; literacy rate 90%
- 300 daily papers with 10M total circulation
  - Excelsior (Mexico City)
- 200 magazines, best-known is Vanidades (Televisia)
- Government has controlled media through
  - Supply of newsprint ❖ Broadcasting permits
  - Bribing journalists
- Radio and TV based on U.S. system
- Produces *telenovelas* for Latin America
- Significant media content flow to USA
- Examples of Other Systems
- China
  - *Communist* model
  - 2000 newspapers with 200M circulation
  - Several national newspapers
    - People's Daily ❖ Xinmin Evening News ❖ China Daily
  - 100 financial newspapers; 10,000 magazines
  - Rural population relies on radio
  - 650 radio stations reach 95% of population
  - TV penetration at 90%
  - Limits on imports, foreign news, satellite dishes
  - Internet penetration 7%

## QUESTIONS FOR PRACTICE

1. What are the main types of global media?
2. Discuss the present state of global Advertising. What is the role of global advertising agencies?
3. What is the present state of global marketplace?
4. Write short notes on: 1) global print media, 2) global electronic media 3) global news media.
5. Discuss the Ethical and legal considerations in global media environment.
6. What has been the impact of technology on global media?
7. What were the findings of the Mac bride Report?
8. Define global media.
9. What are the various types of media in the world today?
10. Name the concepts of global media.
11. Explain in brief global advertising.
12. How does one choose global media?

13. What types of global markets are there today?
14. Why is a global market place needed?
15. How does one devise a global campaign?
16. What is the role of marketing environment for a campaign to go global?
17. What do you understand by global new media?
18. How does media environment globalize a product?
19. Briefly state the impact of technology on globalization.
20. What are the distinct features of global electronic media?
21. Discuss in brief the importance of ethics in global media environment.
22. What are global agencies?
23. Explain the concepts of global media.
24. Discuss the role of global agencies in marking an advertisement or product global.
25. What are the implications of doing business abroad?
26. Discuss in detail the types of global markets.
27. How does one develop a global advertisement campaign?
28. What are the intrigues and challenges faced by global campaigning?
29. Effective communication is a key to success in the global marketing environment. Comment.
30. What are the various ethical and legal considerations in global media environment?
31. Discuss any one case study in global media.
32. Language can be a barrier in building a global brand and hence, visual elements are imperative. Comment.
33. What are the considerations and pitfalls in global consumer research?
34. How is global consumer research conducted?

### **SUGGESTED READING**

1. Understanding Global Media by Terry Flew ( Published by Macmillan)
2. Understanding global news: a critical introduction by Jaap van Ginneken
3. Bridging the gaps in global communication by Doug Newsom ( Blackwell Publishing)