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ROLE OF ELECTRNIC MEDIA IN THE GLOBALIZATION OF CULTURE

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Abstract

Human history depicts that man always endeavored to build relations with other human beings as well as societies. Because of technological advancement and improvements in means of communication, the speed to build relationships with other nations or people has been increased which gives birth to globalization. Advanced technologies of means of communication for example internet and satellite television have joined the people globally. Media is playing a role in the emergence of global culture and urban regions of the world have a resemblance and cosmopolitan culture is emerging. The whole world has been transformed into a global village. The media process of homogenizing the World Cultures is continuing. This study revolves around the media as an agent of globalization of culture. This research explores how media has played a role in the transformation of world cultures into global cultures. The study is qualitative in nature so, qualitative methods are used for data collection. It is analytical and descriptive in nature. For the analysis of data analytical model is used. Secondary data is used for research. A different point of view is taken from previous studies. This technique is supported to construct an objective approach to the problem and to derive a conclusion to give recommendations.

Keywords: Globalization, Media, Global Culture, Means of Communication

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Introduction

In 1961 the term globalization become part of the dictionary as well as started to use in the academic circle. Firstly the term globalization was mostly used to explain economic activities globally but later it started to use in other fields like political, social, and cultural areas. Because of technological advancement in information technology, the world become more mutually dependent than ever. In this connection, electronic media is played a very important role. It is seen as the major reason for changes taking place in society and the globalization of culture. As Knight (1999) defines globalization as the flow of values and ideas across national boundaries.

According to Tomlinson (1991), globalization is multifaceted connectivity that represents an increasing and multifarious network of interdependency and collaboration that exemplify contemporary social life. No doubt global cohesiveness is augmented by information technology (Rantanen, 2005), especially electronic media. As a result of the convergence of the era of post-industrialization and globalization, the induction of modern technology in communication(Castells,1998) like electronic media strengthens the process of globalization of culture.

Significance of the Study

It is without a doubt said that globalization of culture has been turned into a theoretical magnet that attracts researchers from different subjects as well as interdisciplinary configurations like communication & cultural studies, anthropology, Political science, International relations, anthropology, sociology, literature, and geography, etc. Advancement in Information technology has now opened the opportunities and even possibilities of global culture. Electronic media like the internet, satellite, cable, and TV are far-reaching away from cultural borders.

World entertainment companies form the opinion and perception of common citizens anywhere they live. This propagation of beliefs, customs, and values is inclined to the globalization of culture. International communication has the position of interlocutor in this discussion for the reason that media especially electronic media has a significant position in the procedure of globalization. Because electronic media is unquestionably one of the important agents of globalization of culture the influential power of electronic media in the hybridization of culture is an important point of d**iscussion for researchers.**

Objective of the Study

The study explores the influence of electronic media on the

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globalization of culture.

Research question

Based on objective following research question is posed.

How electronic media is playing its role in the globalization of culture?

Literature Review

Mirza (2009) discusses the globalization of media and the tendency to unite different societies globally. He explains the meanings of interdependence and globalization. According to him, development is not only because of their growth instead it is their connections to globalization. In this study, the writer describes that no doubt US media is perform a significant role globally and only a few companies control the media system at the global level. And TV, cable, and satellite were common for Americans, Europeans and Canadians now are introducing across the globe. Media is a major source of transfer of information and cultural imperialism. It explains the problems related to the power of media capability to interfere in the way of events and influence their results.

The study of Guilherme, (2010), highlights how globalization has influenced cultures in different parts of the world.He critically evaluates the anthropological background of globalization and investigates cases of cultures of societies that were influenced by globalization. This study examines the development of organizational cultures in the background of multiculturalism through the case study of managers in Brazil doing jobs in China. This research further depicts diverse secondary data to give the cultural interpretation of the national culture of Portugal.

The study by Chang, and Yu-li, (2000), consists of a survey of media workers who were working in Headquartered of a global satellite television broadcast in Asia. This survey was based on the opinion of workers about the globalization of television broadcasting. This research examines the influence of Western base global broadcast organizations on local powers in Asia. This study further examines the effects of contact between Asian local forces of culture and Western broadcast organizations on Asian Culture. This study further highlights the impact of interactions between local and world media organizations on their programming strategies.

The study of Sedigheh, (2008), explains the globalization of culture and analyzes the role of media and its influence on identity crisis consequential from this procedure. This study highlights the basic idea of the procedure of

globalization and its impact, challenges, intimidation, and advantages and describes the connection between globalization and media in developing states. The scholar explains that the power structures in the modern era are these two processes one is globalization and the other is the information era . The connection between these concepts alters the standards of communications which in return generates new identities at an individual as well as societal level. According to the results of the study, those societies which have no capacity with modern methods of communications and infrastructure and are not capable to race with the modern techniques of communications and exchange of information face socio-political and culturally bad effects and receive un -repairable damages.

Theoretical Framework

The dominant role of the electronic media in the globalization of culture discusses in perspective of communication of theory believes that the media particularly electronic media has influential impact over audiences. Main theoretical concepts in international communication adheres to a notion in strong media influences on cultures. According to cultural imperialism theory and communication theory. People all over the world are deeply influenced by media messages mostly coming from the western developed sates.

Research Methodology

This study is only limited to Electronic Media as an agent of the Globalization of Culture and its conclusion may be limited to the influence of media on the globalization of culture. So, there is no guarantee of the application of the findings of this study to another dimension of globalization

Data Collection and Nature of Data

The researcher has used a secondary type of data for this study. Electronic as well as print sources are used. Books, research articles, published Reports, previous studies, and editorials of International and National Newspapers and magazines are reviewed that have Provided Sufficient Valuable information.

Data analysis and Interpretation
To provide support for the investigation of the electronic media as an agent of globalization of culture review of the literature was done that supported in to build an analytical framework for research as well as assisted in the fulfillment of objectives like

a. It is provided support to build research design.
b. It is identified as related research.
c. It highlighted research gaps in previous studies.

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d. It added some dimensions to the questions of the study to be investigated (Marshall & Rossan, 1999).

The analytical method of research is used for this research and analysis integrative review is adopted which is a type of review in which the researcher on the problem under study describes and summarizes the present status of knowledge and explains a different point of view. Generally, it is combined with a context review or may be published as a research paper for the help of researchers (Neuman, 2011). Because for analysis literature review is necessary so, for the present research many books, research papers, published reports, and documents were reviewed.In the light of the following steps data analysis is done (Creswell, 1998).

1. Arrangement

2 Review of literature

3. Explanation,

4. Classification,

5. Interpretation

6. Illustration

A details background study is done on Electronic media as an agent of globalization of culture and electronic and library sources are used during the research process. Analysis of data helped to draw conclusions about electronic media as an agent of globalization of culture.

Delimitations of Study

This study is only limited to Electronic Media as an agent of the Globalization of Culture and its conclusion may be limited to the influence of media on the globalization of culture. So, there is no guarantee of the application of the findings of this study to another dimension of globalization.

Globalization

The term globalization is a multifaceted concept and it encompasses political, economic, social, and cultural cohesiveness and interdependence across boundaries. This is defined by scholars differently. According to Anthony Giddens(1990), The escalation of global social ons connects far-away regions in such a way national policies are prepared under the influence of incidents happening miles far away and vice versa. One another scholar defines it

interconnectedness of the global economy (Gilpin, 2001).In brief words in all languages, the word globalization represents the inclination to integrate the world into a single system (Aziz, 2002). Mary C Waters describes Globalization as a social procedure in which hurdles of physical boundaries in social and cultural planning become less important. While Alan.L.Mittleman explains globalization as having the following dimensions

- As an increasing import and export of goods and production because of advancements in communication and means of transportation.
- As a result of the lessening of space and time incident that happened in one region of the world has consequences for other parts of the world.

In brief, we can define globalization as it is the interconnectedness of people of the world into a single society (Parker, 2005& Crawford, 2003) whereas happening in one area of the world has an impact on other parts of the world.

Culture

Culture is a basic concept in Sociology and anthropology. Tylor defines culture as a set of knowledge, beliefs, art, traditions, law, and all abilities that man receives as a member of society. Culture defines the actions of people in society like dressing, and food, which delineates their socio-economic-political and religious traditions and morality and distinguishes societies from each other (Wiseman,(1966). Culture is identifiable, or latent socially hereditary mode of the connotation that is symbolized systematically and that comes into being as the result of elucidation of the world and that strengthen the beliefs, moral values, and practices by the community at a specified level of analysis(Geertz, 1973& Turner, 1974). Culture is completely erudite, passing out traditions, Knowledge as well as behavior. It consists of the thoughts, traditions, and values of a group of people (Schaefer, 2002).

Globalization of culture

As explained previously language, traditions, beliefs, traditions, art, music, literature, dress, food, etc. are the ingredients of culture that are affected by globalization differently. Arjun Appadurai described five scapes and cultures of many societies that have been influenced by them.These are given below:

- Ethnosccape: Flow of people
- Technoscape: Technology across the national boundaries.
- Financescape: Flow of currency
- Mediascapes: Mass media technology
- Ideoscapes: Images specially political and ideological dimension

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He further described through above mentioned means cultural diffusion has happened in all parts of the world. In the past culture was the product of a lesser amount of contacts and seclusion. But with the development of modern means of communication especially electronic media has reduced cultural dissimilarity and promoted homogeneity of culture(Baber& Benjamin, R.1992). This similarity of culture enhances this political approach that micro-interaction will bring the world close instead of macro interaction. In this connection, civil society is playing a significant role to unite the world culturally as compared to the state (Held et al., 2000).

During post Cold War period cultural issues began to be discussed by different scholars for example Fancies Fukuyama wrote End of History and Samuel P. Huntington's Clash of Civilization. In the context of globalization, a debate is started on the topic of cultural globalization and the augmented role of media for its growth or restriction. Some scholars considered this concept as a tool for the promotion of world integration and democracy that established on global culture labeled as a "global village."

According to McLuhan (1968, 1964), this happened because of the promotion of modern means of communication in which electronic media is top of the list.But some scholars do not agree with this notion and have the opinion that globalization has not endorsed universal political and economic unity (Rajaei, 2001). Instead of this cultural globalization has demolished the national distinctiveness. For example, Fukuyama criticized the concept of cultural globalization and said that nations are trying to preserve their separate identities and culture instead of foreign economic pressure. No doubt countries are under the influence of globalization but because of more dominant ingredients of national cultures, which refuse to accept the homogeneity resulting from political and economic philosophies.

Opponents have the opinion that globalization will give birth to domination and the preeminence of foreign culture. National culture will be replaced by a global culture that is dominated by the culture of powerful countries of the world that are economically advanced and have modern communication technology. Tomlinson a scholar describes that the cultural globalization that we are observing nowadays is not the consequence of human actions and experiences rather it is the demonstration of the supremacy of some overpowering culture.

A group of scholars has the above-mentioned ideas about the globalization of culture Stress that attempts to label Western culture as a global culture will lead to obdurate cultural gaps instead of the emergence of global (Skelton & Allen, 1999) culture. No doubt globalization has affected the values ingrained in big religions and cultures of the world and basic ideas about life like good and bad, right or wrong, and individual relations with society all are changed under the

influence of globalism.

Hybridization

Hybridization means the blending, amalgamation, mixing, and combining of cultures. Another perception of globalization is cultural hybridization. This notion helps to understand the crossing point o globalization and localization as a vibrant procedure and amalgamated product of customs and forms of culture. Neither it gives importance to globalization as a force of homogeneity nor it considers localization as a resisting factor against globalization. Instead, the process of hybridization supports the procedure of intercession that it considers essential to globalization (Pieterse, 2004).Garcia-Candini describes the following major characteristics of cultural hybridity.

The first characteristic is an amalgamation of formerly systems of culture for example fusion of elite art of opera and popular music.

The second characteristic is the aloofness of cultural procedures from the physical environment where they originated.

Third, it requires that types of contaminated cultural genres are shaped outside the boundaries of the fusion of different cultures.

This is already recognized fact that different cultures for a long period made contact with each other through business and trade, immigration, and warfare. So, hybridization in all cultures at different levels can be supposed. Pararelly it is accepted that global media especially electronic media has enhanced the speed and intensity of interactions among different cultures. Consequently, it is logical to suppose that electronic media strengthen the process of hybridization that is already going on in cultures in every part of the globe

Electronic Media and Globalization of culture

The appraisal of electronic media and its significance in the era of information technology on the issue of globalization of culture has become very important. The concept of globalization and the role of media especially electronic media are so entangled that to explain globalization without discussion of electronic media is not possible. Even some researchers find the role of electronic media so, significant they think it major factor in the process of globalization. They not only consider the media as a tool of information rather they think its influence so vital which has more power of influence to introduce change in societies as compared to states (Rapping, 1997). Modern means of communication like electronic media and advanced technologies have changed the center of power in societies. so, now the power is delegated to those who create , regulate, and circulate the information efficiently(Mowlana, 1998).

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The followers of the Frankfurt school argue that media has transformed an individual into a secluded figure and a one-dimensional individual. In the presence of influential media networks, people do not build strong relations with other members of society and do not do an effort to strengthen the social order in a significant way. Many scholars describe that the key function of electronic media in the perspective of globalization is the promotion of global culture. This global culture is supported by Western media, which direct the people on what diet should be taken, what dress should be worn, what lifestyle should be adopted and what ideology is right, and what type of information should be taken.

In the above-mentioned field, the role of electronic media is doubtless. Global consumerism is now giving birth to a uniform global culture where local cultures of eloping countries are being swapped by Western cultures (Babran, 2008).In this way, people are estrangement from their traditions and past and attracted to foreign values. So, globalization is weakening the local values and customs for the promotion of global culture with the help of media, especially electronic media.

Role of Electronic Media in Globalization of culture

Globalization leads toward the diffusion of customs, values, and traditions throughout the globe into each other. Whereas it has blended the different cultures of the world into global culture it is weakened the features of local cultures positively as well as negatively. Electronic Media is playing an important role in the globalization of culture by introducing changes in local cultures.

Promotion of English Language

English has become popular at a global level. It has developed into the language of communication, diplomacy, trade, and even the language of culture. Many elite families in developing countries are interested in their children to learn and speak English better than their native language. (Rourke, 2004). The major factor behind its popularity or internationalization is that International television networks like CNN and BBC are broadcasting their programs and news across the globe in English.

Table-1. Most Widely Spoken Languages in the World

Language	Approx. number of speakers

Chinese Mandarin)	1,075,000,000
English	514,000,000
Hindustani	496,000,000
Spanish	425,000,000
Russian	275,000,000
Arabic	256,000,000
Bengali	215,000,000
Portuguese	194,000,000
Malay-Indonesian	176,000,000
French	129,000,000

Source: (Paul, L. M. (2009). Ethnologue: Languages of the World, Thirteenth edition. Retrieved from: http://www.ethnologue.com/)

With the promotion of the English Language, many local languages especially of the developing world like Asian and African languages have been greatly affected. Many elite families in developing countries are interested in their children to learn and speak English better than their native language (Abbas, 2011).So, like this they intentionally or unintentionally English as an international language has played a role in the globalization of culture with the help of electronic media.

Entertainment

Electronic media's power to influence audiences all over the world through entertainment programs has also globalized the world culturally. Live courage of sports globalized sports as well. Olympic games and the World Cup of football, cricket, and hockey are broadcasted all over the world. The entertainment industry has become a significant area of economic activity. Except for the aerospace industry (Mojo,n.d).

One significant example of global culture and business is the American movie Titanic. It generated $1.2 billion in foreign box office. The Indian film industry also has a prominent place in the entertainment industry. Bollywood films are

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also liked in the Middle East and South Asian countries. Like films, music is also an example of the globalization of culture through electronic media. For example, rock music or pop music also reflects a complete bunch of cultural values.In this way, the globalization of culture is going on with the support of entertainment industries.

Dressing

Electronic media also played a vital role in the uniformity of dress. For example, the business dress of a man's suit, with a necktie and shirt with a button has become a globalized dress. Likewise, the introduction of power suits for women in 1980,s an example of the globalization of dress.

Life style

In the age of globalization, Electronic media also changed the lifestyle especially the people of developing countries. Multinational companies through electronic media are promoting globalized lifestyles in dress, and fashion which can be seen in multinational chains and Addidas, Nike, and McDonalds. This lifestyle change indirectly is made a change in their thought, morality, and values (Rothkopf, 2004).

Fast Food

Fast food culture also becoming popular in developing countries even it become part of global culture. People especially youth like to eat fast food and soft drink (Tomlinson, 1999).MacDonald's and this type of other restaurants are serving as a promoter of globalization of culture(Watson, 1997), and electronic media is also promoted fast through commercials, dramas, and movies. So, in this way, it is serving as an agent of globalization of culture.

Festivals

It is said that festivals are the direct consequence of globalization. Electronic media also played a very important role in the globalization of festivals. Many festivals and days now are celebrated throughout the world like Valentine's Day, Mother's Day, Father, s Day and Friendship Day, and Happy New Year, etc. In this perspective, special programs are broadcasted to celebrate the days. On TV news related to the above-mentioned festivals or days is telecasted. Consequently, people across the globe celebrate these days with excitement.

Pros and Cons of globalization of Culture

Globalization of culture has both advantages and disadvantages some of which are described following.

Pros

- **Understanding of Foreign Values**

Electronic media plays a key role in the perspective of globalization to understand foreign cultures and helps to remove misconceptions about other nations and cultures.

- **Integration of World**

As a consequence of globalization, electronic media creates integration among different nations of the world.

- Defense of Local Values
  Electronic media helps in the defense of local values and ideology globally.

- **Easy interaction**
  Through electronic media collecting information from every part of the world become very easy.(Nwegbu et al., 2010).

Cons

- **Cultural imperialism**

According to Cultural imperialism theory in the background of the globalization of culture west introduced Western values in eveloping countries through media (especially electronic media). In this way, the local values and cultures of developing countries are threatened by exported Western countries (Nurullah, 2008). West is doing planned efforts to encourage cultural homogeneity and promote universal values (Vertigans & Sutton.2002). Because during the procedure of blending, cultures dominated culture(because of control of electronic media) that is certainly Western culture will be considered as a global culture.

- **Identity crisis**

Some theorists of globalization have the opinion that globalization has not given birth to the union of political and economic identity (Rajaei, 2001). But because of cultural globalization national identities are damaged. According to Fukuyama despite foreign financial pressure nations are interested to save their values that are weakened by cultural globalization (Babran,2008).

- **Impact on Family**

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Because of globalization cultural values as well as the process of socialization are affected. For example under the influence of electronic media generally, it considers not desirable that parents scowl at their children(Nwegbu et al., 2010). Youth do not like the interference of their parents or elders in their affairs. Because of the promotion of a culture of individualism through media family structure is transforming from joint families to nuclear families.

- **Reaction against homogenization of culture**

Efforts of the West to homogenize the global cultures have been considered by local people threat to their customs, values, and traditions they turned against the West and stated resistance against this process(Stone, 2006). According to Samuel P. Huntington in the post-Cold War era culture will be the primary cause of the clash.

Conclusion

Culture is not static rather it is a dynamic force for change. In the Present era of globalization, electronic media has played a vital role in the globalization of culture. In the current globalized world where the hybridization of cultures is encouraged by electronic media local cultures are facing pressure. But to face the challenges of globalization of culture instead of rejecting or resist against change a healthy culture that is not in conflict with local norms, values, and traditions should be adopted to convert the world into a global village.

Recommendations

Following Recommendations may be adopted by nations especially developing nations to face the challenges of globalization of culture. .

- Governments should make policies for media especially for electronic media to protect their societies from the negative effects of globalization of culture.
- Through electronic media local values and culture should be promoted.
- No doubt English is an international language but Local languages should not be neglected.
- To discuss heritage issues "Heritage clubs" should be established by governments.
- International Day for Preservation of traditional cultures should be celebrated.

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