

## Media Globalization

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### Abstract

Globalization refers to the dynamic processes that are developed to break down interactions between individuals, societies, organizations and cultures across the globe. It is a social process, which compresses space and time while minimizing distance with technology. The media, on the other hand, refers to the different modes of communication between parties like the internet, television or radio among many others. It is a vital component while communicating, as it shapes the minds of users. Globalization has been at the forefront in changing the media, as it brings about communication technology. Globalization is relevant to all businesses as it allows them to communicate and operate better while increasing their clientele base. It facilitates operations and a prerequisite for technological advancements. Organizations easily created, while individuals are connected to those around the world. In simple terms, technology and science make institutions globalized and reflects convergence theory while promoting identity and culture. This paper discusses the relevance of globalization; it is the main issues and ways in which media organizations can position their strategies in the prevailing context of technological advancements.

### 1. Media Globalization

#### The Relevance of Globalization

Globalization positively influences the media and impacts people and their organizations as a whole (Rantanen, 2010). The most visible relevance of globalization is the current communication that is available among different businesses across the world. The use of different media technologies like TVs, magazines, newspapers and the internet has helped the majority to spread data and information and has assisted individuals to live together, though separated by space and time. However, such an impact does not only provide various advantages to businesses, but also few disadvantages, which are always mitigated.

According to Sparks (2007), advancements in the technological realm have shattered many media business boundaries around the globe while coming up with tremendous changes in almost all sectors of life. The idea of a global village was propagated in the year 1960, and since then there have been

several changes in the media due to the dynamic nature of technology. The world has become small because of the current changes and advancements that have been witnessed in the fields of technology and science. The idea of businesses operating under close proximities is a reality, and this has enhanced the processes of sharing information among individuals in organizations. Those in the media business can easily share their sorrows and joy while benefiting from each other's discoveries and inventions.

Sundaram (2005) confirms that the media has a role in creating a global experience, and this vital mandate is achieved by informing people and their organizations about the events they can easily share. Communication, on the other hand, has provided individuals with an opportunity of contacting others, without necessarily having to travel, and in real time. A casual experience clearly reflects that there are competitions everywhere, and the media fraternity is leading in this aspect. Most organizations in this industry access their

information by using different technologies, and while most traditional ways of communication are being used, technology has brought about the use of phones, which allow communication in real time (Chakravartty & Sarikakis, 2006).

Further, the use of globalizing shows, which make use of different media components, has also influenced the way people operate and has shaped how they think about their identities, culture and the world (Flew & Waisbord, 2015). Through media revolution, the world has become a global village, and most businesses from this industry are working toward changing their operations to take advantage of the technologies. It is vital to note that, media business operations have been enhanced through globalization, as there have been different technological changes, which are used by people when sharing information (Harvard, 1999). Cable TV companies, for example, have become common around the world, and currently gaining popularity when compared to other forms of communication.

The current cutting-edge forms of technology have given media companies the opportunity to change from their previous phases of stagnation and ignorance to an era of logic and revolution (Hafez, 2007). People live in a constantly changing world; all their new experiences that are provided by the media are occasioned by globalization, which is shrinking the way information is shared. In addition, through the operations in the media fraternity, society can easily open up their businesses and minds away from their places of stay, while becoming aware of other things that are current going on across the globe. Through these forms of technological advancements, businesses can inform their customers of the services and products they offer while increasing their profits and revenues (Kraidy, 2002). The provisions of globalization in companies that are in the media industry are not only restricted with

advertisements, but are also active in other different fields of communication, and this has led to better economies.

## **2. Issues of Media Globalization**

There are different issues that globalization raises for companies in the media industry, and these are provided to ensure smooth operations while making deliveries to the final customer. Organizations operate in their different niches, while determined to increase their profits and clientele base, and in the media fraternity, such operations are done with considerations on the consumption of information its distribution and production. Globalization desires such businesses to understand that it is usually driven by market factors in the international realm and often fueled by international organizations like the 'International Monetary Fund' and the 'World Trade Organization' among many others (Ampuja, 2011).

Businesses are required to operate under strong ethical standards, which are set by international organizations (Jan, 2009). Since globalization allows the transfer and sharing of information through media, businesses are informed to offer information that is true, and from sources that are relevant, while following the laid down ethical standards for purposes of ensuring best practices in their operations. Media businesses are regarded as vehicles of development, and they are informed to make use of philosophies and technologies that are effective and efficient.

## **3. Strategic Idea for Media Companies**

There are different strategies companies in the media industry can use to ensure increased profits and established best practices in their operations. Businesses are required to source for information that is first hand, and these are those that they have done research on and proven that

they are worth sharing with others (Yu, 2008). The information shared should also be of value to the people in their regions of operation and the society, and this is a concept that will allow the companies to grow through increased clientele base. The individuals will also gain more and become better citizens while developing economically.

Secondly, due to the vast nature of the information that is being shared by most organizations, businesses in the media fraternity should choose a particular niche, and perfect their providence in those areas as opposed to gathering a lot of information, which might end up being not used, by the majority, thereby wasting money and time. Lastly, businesses in this segment should also make use of advanced tools and equipment while sourcing and sharing their information, as this is a vital aspect which will not only ensure quality on their productions but will also ensure reduced costs in the long run (Mazzarella, 2004).

#### 4. Conclusion

Issues of globalization have been debated and discussed in many forums and have not only benefited those in the media business but has also enhanced economic growth in different nations. Media businesses have benefitted from globalization, due to the reduced time and space, making the world a global village. Media operators, however, need to ensure the use of sophisticated technologies, which can ease their work, while providing quality to all their clients, and the people are the world as a whole.

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