

Summary and Conclusions

Learning Objectives

1. Review the major aspects of the theories and landscape of global communication.
2. Address the concerns about the cultural, social, and economic impact of global communication trends.
3. Discuss the impact of widespread utilization of the internet, transactional corporate acquisitions, and mergers among media, telecommunications, and advertising corporations.
4. Review how core-based firms are aggressively developing and promoting new media opportunities in semiperipheral nations in order to increase market share.
5. Explain how the proliferation of global music, movies, tapes, advertising, and websites for preteens has led to a new generation and cultural gap.
6. Discuss why theories of modernization, dependency, and cultural imperialism failed to explain global communication. Address the three related events that are a function of the theoretical failings.
7. Define what determines international news flow.
8. Define electronic colonialism theory (ECT) and world-system theory (WST), and the powerful explanation the two theories provide if combined.
9. Review the two major engines driving the change: innovation in communication technologies and the global economy.
10. Address the consequences of globalization on, and of the globalization of, the communication industry.

11. Illustrate how the communication industry recognizes that multinational conglomerates will become the model and new benchmark for global communication stakeholders.
12. Understand the shift in global communication research from the Cold War era, to the post-Cold War era, to the aftermath of September 11, 2001.
13. Understand the paradox the United States faces in regard to its attitude toward international agencies and transnational agreements, and how this relates to the global economy.

Chapter Outline

Summary

NWICO

Electronic colonialism theory (ECT)

World-system theory (WST)

ECT plus WST

McPhail's Paradox

Conclusions

Key Terms

International communication theory

World-system theory (WST)

Electronic colonialism theory (ECT)

Global mass media

New World Information and Communication Order (NWICO)

Test Questions – Chapter 13

Multiple Choice

- 1) With the end of the Cold War, the _____ industry saw a substantial reduction in employment, impact, and influence. As a result, the success of cultural industries, domestically and in foreign markets, has become a vital component of successful international trade.

- a. printing
 - b. financial
 - c. film
 - d. aerospace*
- 2) Larger foreign communication stakeholders are competing aggressively with each other in nations and markets on other continents. Which type of nation is the next frontier for multinational communication corporations?
- a. peripheral
 - b. core
 - c. semiperipheral*
 - d. none of the above
- 3) Due to the impact of global communication, which population group has more in common with one another than they do with any other normative group with which they interact?
- a. teenagers*
 - b. business professionals
 - c. media barons
 - d. legislators
- 4) _____ theory posits that foreign produced, created, or manufactured cultural products have the ability to influence, or possibly to displace, indigenous cultural productions, artifacts, and media to the detriment of receiving nations.
- a. world-system theory
 - b. New World Information and Communication Order (NWICO)
 - c. electronic colonialism theory*
 - d. cognitive dissonance theory
- 5) _____ theory is a means of organizing nations into a three-level hierarchy according to global interactions in the international communications field.
- a. world-system*
 - b. electronic colonialism
 - c. New World Information and Communication
 - d. A and B

- 6) Which of the following drove the agenda for the NWICO-dominated international communication debates?
 - a. imbalances in international news flow
 - b. communist ideology versus Western ideology
 - c. public versus private media
 - d. all of the above*

- 7) Which of the following describes the nature of the global solution proposed by those in favor of NWICO?
 - a. free-market, corporate media
 - b. some degree of government control of media*
 - c. the elimination of trade barriers
 - d. A and C

True/False

- 8) With the drive to increase market share, coupled with more sophisticated technology and advertising, many new markets are being inundated with media fare created and owned by local or domestic stakeholders that reflect the native culture. (F)
- 9) The proliferation of global music and MTV seems to have helped cause a culture gap between teenagers and their parents. (T)
- 10) The fall of communism – the end of the Cold War dichotomy – caused the press to increase international news coverage. (F)
- 11) Much of what happens in peripheral nations is of little monetary consequence to core nations. The major exceptions are, for example, natural disasters and wars, particularly if these events are covered by US broadcast-network news. (F; *CNN, not broadcast networks*)
- 12) Many African, Latin American, and most Asian nations are categorized as peripheral nations, having few media exports and little education or technology. (T)
- 13) ECT focuses on macroeconomic and policy dimensions, while WST's focus is on individuals. (F)
- 14) Among the 12 most important communications companies in the world (*figure 13.1*), only the BBC does not need to have a presence in the US market. (T)
- 15) Global corporations have moved toward a diversified, decentralized advertising strategy, using more than one agency. (F; *they are moving toward a single global strategy*)

- 16) News Corporation moved from Great Britain to the US; this is an example of the centrality of the United States in the global economy. (*F; News Corp moved from Australia to the US*)

Short Answer/Essay

- Early attempts at theorizing have failed to develop models or research agendas that match the reality of the contemporary role of international communication. Theories of modernization, dependency, and cultural imperialism have failed to satisfactorily explain global communication. Part of the theoretical failings is a function of three related events. Explain the three events.
- Global mass media do not work in a vacuum; they work in an environment in which certain factors dominate the decision-making process, which virtually guarantees that certain news will be covered extensively and other news will be ignored. Two broad roles have emerged from global media studies that account for a great deal of what does, or does not, get covered. Explain the two roles.
- What is the major goal of global communication corporations?

