

Changes in the globalization of the media and public communication

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Changes in media globalization and Public Context Communication

International media has undergone a lot of transformation within the past few decades. These changes are characterized by revamp in operations and readjustments of presentation styles and methods. The media has become more proactive and effective courtesy of new technologies. As explained by Doise (33), globalization involves the aspect of compressing the world and consciousness intensification of the world taken as a whole. Globalization comprises the enlargement of dimensions of institutions. These include surveillance, capitalism, military forces and industrialism. In addition, Doise (44) stresses the fact that globalization enables ideas, populations, money and technology to be less restricted to boundaries of a particular nation. Globalization also involves extension of relationships in the social sense. In globalization, our local confinement expands to international level. As the mass media plays a great role in fostering globalization, it is also globalized and adopts a global outlook. Technology has been identified as a key contributor to globalization of the media. This has been necessitated by adoption of satellite inclined broadcasting and the web. The two mentioned have taken up the role formerly associated with settlers and missionaries in dispatching information as they moved from one country to another (Doise, 41-45). The notable technological shift in the media is the invention of the cable television and satellite. As a result of the new technologies, television channels have increased in leaps and bounds in different countries and output of print media has witnessed an overwhelming growth. For example, IDATE research firm reported that the number of channels had increased in Europe from 240 to 420 in the period 2003 to 2007. The spectacular growth

in both public and increased privatization of the media has been attributed to the following aspects, steps towards global intergration, reduction in regard to government expenditure, emerging technologies, media globalization which each day becomes unstoppable and also transformed labor market. Doise (50) lists five major changes that have led to rapid globalization of the media. These trends he says are; private ownership which is a shift from former public ownership, increased concentration in reference to ownership, foreign subsidiaries establishment, diversification in corporate sense which embraces different kinds of media, and lastly increased cultural meager among different people and nations. In general perspective, industrial and technical changes that have been witnessed are majorly inclined on regulatory shifts which can be listed as follows: privatization and commercialization of current terrestrial channels, loosened regulations for cable and satellite services, uplifting of regulations that formerly restricted media possession to strictly home nationals and finally allowing cross ownership to media firms(Doise, 42-44). Public context communication in the media generally deals with how the media frames up a particular story or event it wants to deliver to its audiences. They do this after careful considerations of the audience that are likely targeted. Public context has majorly been implored by the politicians during campaigns to woo the electorate through the media. For example, in political media communication, social constructivism is essential on how it is operationalized. The media frames refer in the context of the public who are going to read, listen or view the news. They present the story as a spin after considering modalities on organization, constraints, professional assessment

and judgment and general judgments on who their audience is. This method is drawn from the fact that how people process information obtains influence from preexisting structural meanings. According to Doise (61), there are three processing dimensions of news. Active processing which involves audience needs for additional or back up sources based on their assumption that news aired is insufficient and needs to be expounded on. The second dimension is the reflective transgressors who take time to deeply think over the information they obtain from the media. They also discuss information received from the media with a third party in order to understand it fully. In the third dimension are the selective scanners. They mainly want to hear what is relevant from their perspective and ignores all other information that they may take as irrelevant to them. In conclusion, globalization of the media has been necessitated by various factors with technology being at the fore front. These changes have led to a compressed world where information is easily dispatched and accessed in several parts of the world. The media has also witnessed major regulatory transformation such as shift from state owned media to spectacular growth in media privatization. On the other hand, public context communication in the media majorly involves how the media channels its message to the diverse groups of target audience. This is because the different kinds of audience have got non-corroborative expectations from the media. Work Cited. Doise, Wesley. Levels of Explanation in Social Psychology. Cambridge: Cambridge University Press, 2009. Print.