

Global media institutions and global m assignment



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Media flows is a concept of flows researched on the balance of media exported, imported and in general disturbed between nations, be it nationally or internationally. Contra-flows were countries once thought as major clients of media imperialism such as Televisa (Mexico), TV Glob (Brazil) And Canada (Scantest) now can export TV programmer and music to the countries around the world.

This was known as media imperialism where smaller countries would lose a sense of themselves, a loss of identity because of the dominance of media from larger countries. As media distribution is a business, the smaller fish get swallowed by the bigger fish, so smaller corporations get pushed aside, and lose influence if not taken over. This then changes the social connecting point, as the bigger company may have different views and what people are used to now changes.

Global Media Institutes the organizations that choose, what you read in the papers, what you listen to on the radio and what you watch on the television. They have become a major part of society and the way it's shaped, with high political, religious ND cultural influence from those around it. Following Professor Thud's research on Media Flows, I discovered 3 main media flows, which simplifies the concept of media flows in general, Global flows, Geocultural and Transnational.

Global Flows The powerhouse of western media is easily led by the United States; both online and offline, and in various forms - information, infotainment and entertainment. The USA lead in media fields from news and current affairs, (CNN), feature films (Hollywood), sport (ESP.), Young

Programming, (MET) Search Engines (Google) and children's elevation (Disney); the only global presence not led by USA is Japanese Animation. Across the globe its media is available because of America's political and economical presence, the programs can be subbed if the main language spoken in that country isn't English.

Japanese anima overseas was estimated at roughly 18 to 20 billion yen; yet differs to the profits made by anima production companies, which make approximately 185 million Yen according to the member of the association of Japanese Animation. Sales related to Japanese anima in the U. S in 2004 were as much as \$500 billion, but sorority of the sales were made from character merchandise related to anima titles to children. Companies in the Hollywood would create live action movies or animated ones, after buying the rights from Japanese companies.

The USA export the largest amount of media content be it entertainment or cultural products, including more than 60% of shares with exports globally of books and news papers. Within Europe we're the largest market for American Film and Television digesting continually, on shows such as Friends, Big Bang Theory And Glee. American television roadways on over 125 countries, and import a considerably less amount, in 2004 they exported \$341 million worth of media while importing only \$10, 480 million, which is 30 times less than the exports.

To date over half of America's revenue comes from foreign markets. Last year 2012, top 10 grossing films of the year were all American films. The US use a soft power strategy, within our context is shaping the environment

around through the media, normally television or film which showcases its national and political interests. Gee Cultural This type of media flow, is aimed to words a specific linguistic, ethnically or religious sector.

Stations like Zee TV, TRY International and Baud are all examples of Gee-Cultural work flows, that allow people of those ethnic / regional groups to access “ Home-land” although separated and maybe miles apart, living in a different country Transnational Describes a mash up of different cultural, as the world moves on connection and communication becomes a big key, loads of different races, cultures and religions are migrating, so the clash of difference leaves open for institutes to aim for that cross cultured audience.

For example Zee TV is watched by British Asians who’s grown up thin Britain and aren’t fluent in Hindi, creating a ‘ Handling’ which is a combination of the two. This represents a contra flow, which is compiled of transnational and gee work flows; in turn allowing the combination of two cultures to coincide.