**GLOBAL MEDIA & INTERNATIONAL COMMUNICATION**

***Globalization***

Globalization is a process of interaction and integration among the people, companies, and governments of differentnations, a process driven by international trade and investment and aided by information technology. This process has effects on the environment, on culture, on political systems, on economic development and prosperity, and on human physical well-being in societies around the world (encyclopedia).

**Global media**

Global media means communication, culture, politics and power, marketing and technology.Media and communication is produced and consumed, seeing how it is implicated in political and social change and how media businesses are shaping our world

***Variety of Global mass Media***

It is not only revolve around television different varieties also emerge in it such as

* Direct distribution and transformation of media channel like via internet
* Some publications like news week. Some books are also include in it e.g. ‘Obamas war’
* Some writer are also globalize due to their identity like Wood Word and Armstrong
* Some radio broadcast services also globalized like BBC – CNN-Reuter
* Some songs and singers gain prominence at global level as in World Cup the Song by Strings”*Ay o ay o aye owaAalayaalyaalt o*”.
* Talk shows and travel lock documentaries like most of Indian shows are copy of American programs similarly advertisements.
* Supporting events also become global like sports programs

Any news that gain interest throughout world is also include in

**International Communication**

* Communication mean to share something and international communication mean communication across the boarder to exchange the idea, thoughts and believes,
* It is exchange of information between governments-traditionally, culturally and socially.

***Communication revolution***

The communication revolution has no tangible beginning. The establishment of international news agencies in the mid nineteenth century to the formation of the *global digital superhighways****[a different metaphor comes closer to describing a lot of the activities that will take place is that of the ultimate market, market from trading floor malls are fundamental to human society, and I believe this new one will eventually be the World’s central department store. It will be where social animal will sell, trade, invest, haggle, pick stuff up, argue, meet new people, and hang out---*** Bill Grade] of today, the speed at which information flows around the world has revolutionized every aspect of our daily lives in ways no less significant than the agriculture and industrial revolution did so.

***Hamid Mowlana state:***

 “The technologies and institutions of communication that have become so central to world politics and economics over the past couple of decades have fundamentally altered the nature and sources of power and influence, both domestically and internationally”.

***Global media and International Communication***

Global communication at the turn of the 21st century has brought about many effects. On the one hand, it is blurring technological, economic, political, and cultural boundaries. Print, photography, film, telephone and telegraphy, broadcasting, satellites, and computer technologies, which developed fairly independently, are rapidly merging into a digital stream of zeros and ones in the global telecommunications networks (The Economist, March 10, 1990; October 5, 1991; September 30, 1995). Economically, separate industries that had developed around each of these technologies are combining to service the new multimedia environment through a series of corporate mergers and alliances. Politically, global communication is undermining(to make weaker) the traditional boundaries and sovereignties of nations. Direct Broadcast Satellite (DBS) is violating national borders by broadcasting foreign news, entertainment, educational, and advertising programs with impunity(freedom from punishment or harm). Similarly, the micro-media of global communication are narrow casting their messages through audio and videocassette recorders, fax machines, computer disks and networks, including the Internet and the World Wide Web. Culturally, the new patterns of global communication are creating a new global Coca-Colonized pop culture of commodity fetishism(strong desire) supported by global advertising and the entertainment industry (Majid Tehranian).

Global communication networks collapse time and space enabling people and organizations around the world to interact and work together. McLuhan speculated that global media would foster the development of a tribalized society in which individuals would interact within a larger group consciousness.

      Electric and electronic media, in contrast, tend to bring people together into a larger group consciousness that is reminiscent of preliterate tribalized oral culture. In oral culture, human communication primarily depends on face-to-face interaction, and people living in oral cultures are interdependent because they have access to each other.

    Mass media have been criticized for homogenizing global culture by disrupting national traditions. Mass media create global mass audiences that are targets for globalized consumer products, such as Pepsi, McDonald's, and the Gap. Around the world, people wear Gap jeans and eat McDonald's hamburgers as they sip Pepsi. Instead of homogenizing culture, the Web has been criticized for fragmenting it. The Web creates a chaotic marketplace of cultures that allows a greater degree of individualization across cultures. Rather than uniting the world into one large, homogeneous global village, the Internet exposes people to cultural diversity. Thus, globalization simultaneously brings people together into a large consumer culture and potentially exposes individuals to different cultures.

### *Media Policies*

Different media philosophies would, of course, respond differently to this question. Authoritarian media policies often follow the dictates of tradition. In multinational imperial systems such as the pre-modern Islamic and European empires, the level of tolerance for religious and ethnic differences was relatively high. As long as allegiance(loyalty to a person, country or group) was paid to the central authorities, each cultural community was largely left to its own devices. In the Islamic empires, in fact, the millet system ensured a high level of internal government for the Peoples of the Book (i.e., Christians, Jews, Zoroastrians, Hindus, and Buddhists).

Libertarian media policies tend to value free speech above politically correct speech. Proponents (a person who argues for or supports something)of a ban on hate speech, however, argue that it is equivalent to crying fire in a crowded theater, thus constituting a "clear and present danger." Hate speech should not be tolerated because it seriously threatens ethnic and racial peace.

Communitarian media policies face a different set of problems in ethnic and religious conflicts. By definition, such policies value one religion or language or ethnicity over others because they consider it of vital importance to their national unity. Other religions or cultures are either repressed or not equally valued. Iran's persecution of the Baha'is, Turkey's persecution(to treat someone cruelly) of the Kurds, Iraq's persecution of the Shi'ites and the Kurds, and Israel's persecution of Palestinians all fall within this category. Global communication can make a contribution to human rights through international censure(official strong criticism) for such systematic violations of its provisions.

Totalitarian (controlling of ppl in very strict way with complete power that cannot ne opposed)media policies, by contrast, leave little room for international or domestic remedies until the regime reaches its point of self-destruction. The introduction of market forces in China, Iran, the Philippines, the former Soviet Union, and Eastern Europe suggests, however, that a civil society may emerge sooner or later even under the tightest of controls. A civil society can, in due course, bring about the freedom of public discourse necessary for a democratic regime.

***Role of media***

Mass media and new media are essential in global village.Communication media allow the world- wide companies to move information and capital anywhere around the global at the touch of a button. Big media corporations like those run by the Turner are happy if their movies sell well and their news and entertainment commodities earn profits. Local resistance to product is tolerated. In some cases, local controversies can actually increase sales for foreign content.

Mass media can be used by NGOs to promote local cultures. Social movements can use videocassettes and the internet to organize and mobilized the member. In many parts of the world, national governments have relinquished their control of broadcasting. Government control media must compete with private media to try to reach local audience.

***Conclusion***

Today world has so much revolutionized it is true that man has become “***GLOBAL ANIMAL***” which is highly depend on other world to survive his social, cultural and economical life. International communication which is affecting the living style of the world as our world is under going significant changes and bland are leading the blinds. Politicians speak in sound-bites while newspaper heading compress the complexities of the world. Live television brings the dramas doing of the globe into our living rooms. Although international communication has very significant role in gathering the different countries of the world but it also affect the globe.