The Effect of Culture Globalization on Media

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**INTRODUCTION**

Statement of the problem: The globalization is the widely used yet ambiguous and controversial term in recent years. Although very extensive discussions exist on the nature, definition, and various issues of it, there have been controversies in scientific circles and policy making centers about it.

Evolution of emerging technologies in communications and information revolution in the second half of the twentieth century has provided transition of the National Geographic limits and this has led to a downsizing of the world into a global village.

Today, the globalization has preoccupied the minds of many theorists and analysts. The concept was introduced after the nineteenth century and the beginning of a cultural and political dominance of the West over the world.

Some analysts consider it as a natural phenomenon, and some have referred to it as a process which must be formed in the evolution of human society (Nassiri, 4: 6).

Globalization is a phenomenon that affects the present era and induced many changes in the economic, social, cultural and political fields in the international arena and is challenging many countries.

The main question in this paper is that what is globalization from the cultural view and what is its effect on the media?

**Culture:**

Culture is the most important and most discussed concepts in the social sciences. Because of this definition of culture in literature, sociology and anthropology has a widespread scope and breadth.

The first formal definition of culture is fairly comprehensive; "Edward Taylor" the English anthropologist was presented in 1871 in his book "Primitive Culture".

He in his anthropological definition of culture writes: Culture is a complex collection which includes knowledge, beliefs, arts, morals, laws, habits, customs and any other capabilities that man as a member of society gains [14].

**Definition of Globalization:**

Globalization has been translated in Persian language. Perhaps a more accurate translation of the term World Wide Globalization is a term that has recently become one of the most common notions of Humanities that is the infinitive noun of Globalize that is made from Global adjective.

Speaking cultures have distinguished three meanings of these adjectives: round like a ball or sphere, or involve matters of principle in the Earth and throughout the universe, in whole or universal.
According to the third meaning, the word Globalize is from a transitive verb, and therefore it can be translated as universal or on the other hand, universal or integrated. The meaning of the words is mentioned in literature and the humanities. The word is comprehensive which not only encompasses the geographic planet earth, but in addition, affects all aspects of life in the human world. It seems that the word "World Wide Web" is better than the other words [6].

The Dimensions of Globalization

Globalization has different dimensions which are abbreviated as below: this dimension of globalization are suggested in discussions such as international disarmament that is suggestions for removing all the armed forces and weapons under the control of an international controlling system, developing the penetration of national organization in different countries and developing the dominance, new order of the world and specially the formation of global government. The necessity for forming the global government is that the covered governments forbear their right of authority. Such a super government has the strength and monopoly power has the responsibility for considering the policies (21).

Globalization of culture: cultural globalization means that today mass media and information technology integration has a growing effect on culture throughout the world.

In other words, the globalization of culture means the ability to interact and understand each other's cultures and provide more attraction context. Due to laminar flow and extensive information, communities have more access to the identity, cultures and norms of each other. The globalization of culture is simply defined as creating the conditions and environment for understanding patterns and cultural norms compared with each other.

Contrary to some perceptions, the concept of cultural globalization does not mean the increasing tendency towards a unified culture (Kat Nash). According to James Coleman, globalization is accompanied by de-traditionalism of culture and establishing the authority of the international media to create the uniformity of state societies and cultures. He believes that people lack any national and local identity in globalization and believe in the concepts that do not root in traditions [1]. So, according to Anthony Giddens, globalization includes congestion of the world as a totality and on the other hand rapid increase in combination and establishing the globalization culture [9].

Theoretical Framework:

Cultural Standardization: cultural standardization is a kind of interaction and transformation. In such a relationship the cultures are passive and accepting against the globalization process and in addition to accepting the culture which is carried by the economic globalization, they lose their own features. This understanding of globalization process is in service of developing a kind of consumption culture. The present views in this field that all emphasize on integrity of culture and reduction of diversity and cultural differences including: globalization that is westernization and imposing the western culture on non-western world and Americanization of the global culture and the most important part of this process are American media.

America has developed its own culture due to dominance over the main production resources and distributing the culture including satellite systems, information technology building, news agents, and advertisement industry and broadcasting television programs. In addition to culture industry and information, Americanization is also present in the behavior and daily customs. Including, Reuters in the discussion of "Mackdonalization" does not only speak about global development of the American food industry but deals with the cultural penetration in the organization and personal life [4].

Cultural integrity and standardization point to the global culture of consumption in the capitalist century. Such a process, all over the world is the cultural imperialism of the world or Americanization. The fact that the people all over the world watch the CNN and MTV channel which are the developing agents of advertising the American culture and the dominance of Hollywood films over the global market indicate the Americanization of the world. The CNN news in English is accessible all over the world.

McDonald's Corporation runs more than 23 thousand restaurant in 110 countries, and pulsate entering cities and other countries.

Gross income amount that Titanic Film Academy has obtained is more than a billion dollars in ticket sales outside the United States (index video data on the Internet, 17 May 1998). Universal access to cultural products of American Society has mixed great treasures of images, stories and values to users and viewers worldwide.

Morley and Robins (1995) and Vark (1994) stated that in the age of global media through global smuggled images, we experience matched and non-matched symbols and identities of a telegram identity.

Cultural Specification: cultural specification is a type of reaction against globalization that features some kind of resistance and struggle against the globalization process. Many theorists believe that the cultural reaction against globalization is not transformation and giving up. In most cases, cultures reaction associates with resistance and coping with stress, usually in the form of an appeal to identity, language, religion, ethnicity and race.
In other words, while the process of globalization harmonizes the aspects of life in the modern world, it strengthens and revives cultural differences and identity. Specific examples of radical movements are numerous ethnic minority groups and major axis (Quebec and Pakistan) and small groups (Pharisees, the Netherlands, Switzerland and Gorkans of India).

Another set of specific cultural movements are formed based on religion and religious traditions. Like Islam, the newly formed nascent movement in the United States of America and Christianity in Africa. All of these new movements in the world in 2600 are not restricted to a particular area of the world.

Cultural change and integration: integration and cultural changes, is another kind of globalization and culture relationship based on which the relationship between culture and globalization, is not give up or fighting on the world stage because symbiosis, mixing and cultural excellence is possible in this case, culture can be transformed and mix with other cultures while continuing to exist [8]. In an environment where time and space are compressed, the closer the distance, the greater context of social relationships and debugging easier communication, brings people together in a global context. Existing cultures and identities together gives the results in a relative co-existence and competition.

In other words, in such circumstances, different cultures and identities are deterritorialized and placed next to each other on the world stage. This reaction is usually described under titles of graft, evolution and is characterized by non-defense implying that it cannot be said that in the era of globalization, Culture, or the purity of its origins resort or merge and disappear, but it can be life changing and continue mixing with other cultures [8].

Consequences of globalization:

Positive aspects: Cheap and up to date knowledge of inclusive education, shorten course and diminishing the cost of production and the introduction of inventions and products through Internet sites, And removing the parallel-connected individuals abroad to their community, development of technology and communication, create fields for updating national culture through globalization, scaling and greater convergence of cultures, and identity through globalization, providing the formation of civil society, developing cosmopolitan culture, strengthening the voices of pluralism, expanding tourism industry.

Negative aspects: dissemination and promotion of the negative aspects of the West culture, strengthening the political dominance of the West over the entire world, putting pressure on native religion and beliefs, Identity crisis, easing the negative actions of drug cartels, terrorists and international crime syndicates, fade and deterioration of the national economy, the imposition of Western-led democracy (1994, Dickson).

The culture globalization effect on media:

Some theorists believe that today's communications is in the hands of someone who is in possession of media. The main role of the media in shaping public opinion caused the media to become the spotlight of hegemonic powers discourse on cultural globalization. Because in this discourse, they play an important role in the transmission of communications media so that they cause data transfer speeds in the world.

This issue has also been mentioned as “communications revolution”. Media and communications revolution have created a new type of virtual communication devoid of the spirit that is the real social relations, via satellite, the Internet and are parallel to the real world.

In the electronic media the audiences have extensive collections of material and symbolic content to offer these people.

In fact, the mass media have two crucial roles which are responsible in changing the culture of today's society; on the one hand, mass culture is published and on the other hand, the mass media is the link between small and large society.

And each is the main factors of creating and innovation and as a result the motivation of the cultural development. The globalization discussion of culture and media are so mixed together that having mass media and modern technologies is same as having the cultural dominance over the world.

Standardization process that the theorists and western government agents are controlling them need the context and tools for not stopping and continues. These tools at first are information network and mass media such as radio, television, satellites and internet and preparing the condition for publication of it in the form of developing and signification of the English language. Today, the role of mass media and the amount of their penetration in making the culture of the society is known for everyone [3].

Domination exists in the globalization discourse and important channels of the world are under the control of west, especially Zionists. The first news channel that started this process was the CNN channel that could broadcast news for the people all over the world. West has the most important news media of the world and controls the public minds and even builds the characters of its audiences [10].

Researchers such as Manuel Kustler consider the beginning of changes in modern technology in the 1970s. In fact the changes happened in this time have changed the technology and communication of the world in 1980s. The most important elements of these changes include the satellite communication, optical fiber and
digitalization. Digitalization has been so effective that some of the researchers called the communication revolution as the digital revolution.

Carlson and the colleagues believe that the media is a gate for transmitting the culture. Although the content of the media is considered as a cultural element [16] but the culture process is done through cultural and social analysis. The area of cultural studies according to Grasberg, Nelson and Trichelr emphasize on cultural understanding and emphasize on the important role of the media [15].

The Place of media and cultural infrastructure, thinking about the meaning and importance of meaning and thoughtfulness are considered with regard to the cultural context and social construction that result in strengthening and rebuilding a coherent pattern of meaning and value in attempting to establish a call center [11].

Thus, communication and culture are doomed to coexist. Communication is the product of cultural and culture specifies the limit, structure, meaning and context of communication. On the other hand, the communication carries the cultural life so that no culture can survive without communication [2]. So, creating culture is defined inside the media so that the media are capable of dealing with changing the social interests.

In other words, media not only internalized the culture but also do the creation, modification and transfer.

So, culture can be seen as a communication process and a dynamic element that has through concepts, ideas, beliefs, customs, language, rituals, institutions, reactions and expectations reproduced and modified through symbolic interaction.

Media is affective in thinking patterns of reasoning, abstract, special and comprehensive depending on the culture and social fields [2].

According to the theory of highlighting or setting the agenda, the media cannot tell people how to think about a topic, but to tell people what to think and what to think about. What is reported by the media is placed on the agenda and the media do not change people's attitudes but also affect the cognition of them. They take some specific issues and emphasize those that are caused from the horizon to be concerned with these issues.

in other words, the media due to its persuasive power of in society can deepen and strengthen the belief systems so that the elite manufacturers of such communication can be seen as the dominant ideology.

Conclusion and Results:

The most visible manifestation of globalization cultural is through the emergence of new cultural forms, or changing the shapes of traditional culture which can be seen in a different way. Cultural globalization or multiculturalism is trying to create a community of separate cultures, but with strong support from the citizens of each community. Multiculturalism is a kind of cosmopolitan that will be difficult for the group to remain a separate cultural identity.

The most important point here is the role of media in globalization of culture. The mass groups are the main factors of developing the globalization process. Nowadays, the boarder among the countries have been removed. The time and distance between the people and countries have been removed through information communication (www.khoma.tj/Mass and globalization).

Economic, political and cultural globalization have been appeared in different forms during the centuries. However, the process has been more intense during the two last decades by the media and technology. The media are not the economic, political and cultural medium. So, globalization of the media affects the different aspects of globalization.

Since culture is a vast and diverse field, the detailed examination of each of its dimensions needs to be more fully discussed in the wider research area. So, it is recommend that any of the dimensions and cultural indicators presented in this study such as family, marriage, the split between the two generations, customs and other fields and examining the impact of globalization on them to be the subject of an independent study.

REFERENCES