



## Impact of New Digital Media of Globalization

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### ABSTRACT

The rise of new Digital Media has increased communication between people all over the world and the Internet. It has allowed people to express themselves through blogs, websites, pictures, and other user-generated Digital Media. Through the process of globalization, the political, economic, and socio cultural activities of one region of the world can have significant effects on people or communities in regions far away. Today's globalized world is characterized by extensive connectivity and global consciousness. The Digital Media play an essential role in globalization and have both positive and negative influences on children and adolescents Globalization is part of the daily life of youth, affecting their work, leisure, entertainment, language, food, and so forth. In recent decades, technological advancements in cable, satellite, DIGITAL Media, and the Internet have strengthened the impact of these Digital Media on globalization. This article mainly focus on the digital media how to increased communication between people all to over the world and the internet.

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### 1. Introduction

The rise of new Digital Media has increased communication between people all over the world and the Internet. It has allowed people to express themselves through blogs, websites, pictures, and other user-generated Digital Media. Through the process of globalization, the political, economic, and socio cultural activities of one region of the world can have significant effects on people or communities in regions far away. Today's globalized world is characterized by extensive connectivity and global consciousness. The Digital Media play an essential role in globalization and have both positive and negative influences on children and adolescents Globalization is part of the daily life of youth, affecting their work, leisure, entertainment, language, food, and so forth. In recent decades, technological advancements in cable, satellite, DIGITAL Media, and the Internet have strengthened the impact of these Digital Media on globalization.

The concept of globalization is one of the most debated issues since the collapse of communism. Most discourse on globalization acknowledges that it is an 'uneven' process. Its effects and consequences are not uniformly experienced everywhere in the world and there is a 'power geometry' of globalization in which 'some people are more in charge of than others; some initiate flows and movement, other's don't; some are more on the receiving-end of it than others; some are effectively imprisoned by it and there is going to be an imbalance of power when dealing with two nations. The rapid acceleration of globalization has for long been associated with technological advancement and the international market. On the one hand there is the tendency towards homogeneity, synchronization, integration, unity and universalism. On the other hand, there is the propensity for localization, heterogeneity, differentiation, diversity and particularise detrimental to development. These processes are intricately interwoven and represent - in reality - two faces of the same coin. Thus the term "globalizations" is sometimes used to indicate that globalization is not an ubiquitous or uniform process, but involves various terrains, manifests differently in various contexts and has different effects for people in different contexts

### 2. Economic globalization

Economic globalization is the increasing economic interdependence of national economies across the world through a rapid increase in cross-border movement of goods, service, technology, and capital. Whereas globalization is centered on the rapid development of science and technology and increasing cross-border division of labor, economic globalization is propelled by the rapid growing significance of information in all types of productive activities

and marketization, and the advance of science and technologies. Economic globalization comprises the globalization of production, markets, competition, technology, and corporations and industries.

### 3. Political Globalization

Traditionally politics has been undertaken within national political systems. National governments have been ultimately responsible for maintaining the security and economic welfare of their citizens, as well as the protection of human rights and the environment within their borders. With global ecological changes, an ever more integrated global economy, and other global trends, political activity increasingly takes place at the global level. Under globalization, politics can take place above the state through political integration schemes such as the European Union and through inter governmental organizations such as the International Monetary Fund, the World Bank and the World Trade Organization. Political activity can also transcend national borders through global movements and NGOs. Civil society organizations act globally by forming alliances with organizations in other countries, using global communications systems, and lobbying international organizations and other actors directly, instead of working through their national governments

### 4. Cultural Globalization

Cultural globalization refers to the transmission of ideas, meanings and values across national borders. This process is marked by the common consumption of cultures that have been diffused by the Internet, popular culture, and international travel.

Cultural globalization involves the formation of shared norms and knowledge with which people associate their individual and collective cultural identities, and increasing inter connectedness among different populations and cultures.

### 5. Cultural Diversity

It is believed that commercialisation and an oligopolies media structure are definitely a threat to diversity and sovereignty of any nation. The porosity of cultural boundaries engendered by media globalization has given rise to concerns over cultural sovereignty and cultural rights.

- The preservation of this diversity is one of the challenges with the homogenizing risk of a globalized world, where uniform cultural patterns are present. The following measures should be adopted in defence of cultural diversity:
- The political-social context itself, which plainly requires recognition on the part of cultural minorities, recommends the adoption of measures favouring and facilitating the expression of the different social groups through the media.
- The rapid expansion of the new technologies, especially the digitalization of the audiovisual media and Internet, offers opportunities for production, distribution, access and participation of the media products which must be urgently exploited.
- The present situation of the process of European integration, with the prospects of the expansion of the number of its members and the widening of the competencies of the Union, seems an especially opportune moment to bring together the measures which promote diversity, a real characteristic of the European culture, with the necessary strengthening of identity.

### 6. Technological Innovations

Technologically promising is the growing multi medialism (connecting several types of media on one platform) and the interactivity of the whole spectrum of today's media. It touches television, multimedia web broadcasting and even print (for example in the online editions of dailies, where there are constantly growing demands on the quality of the work of journalists. They have to write for print editions and online editions, they have to take photos and record audio files).

The technological innovations of the last decade have also permitted the appearance of thematic channels distributed by cable, satellite or by hertzi an waves. In this way, the television companies from the US have introduced their most international models; news and finance (*CNN, MSNBC and Bloomberg*), music (*MTV*), documentaries (*Discovery and National Geographic*) and cartoons (*Cartoon and Disney*). These "niche" channels,

although not reaching huge audiences, can have an influence on the mentality, values and culture of European citizens. A crucial interactive medium is the World Wide Web-the Internet. Trends in internet journalism and environment can be generally characterized with three processes: diversification, convergence and integration within the framework of the Internet. All of these processes create entirely new media with added content value. The technology goes further: the Internet is available on your cell phones, mobile phone operators offer live TV feeds, radio broadcasting etc. Internet combines audio, video, text and the communicant (recipient) can, with his feedback, make up the web content.

## 7. Impacts of New Digital Media of Globalization

The concept of culture and new Digital Media is relatively new in the scholarly debate, however the rate at which technology has moved into the contemporary social lives is historically unprecedented. Now computers, the Internet, mobile phones, television and other portable DIGITAL Media are competing with one and other in the ever growing electronic arena. More recently as a result of considerable technological advances there has been the convergence of technologies and an example of this is the convergence of mobile phone technologies with that of the Internet, Digital Media player and GPS navigation.

### 7.1 New Technologies

Digital technology multiplies the possibilities for the transmission of contents, offering new opportunities for the promotion of cultural diversity. The analysis of the situation cannot be based on a technological determinism dealing exclusively with technical and industrial considerations, and the way in which the new technologies can influence culture in the countries must be taken into account. Without attempting to cover everything, the main tendencies are considered as under:

- The digitalization and convergence of the media offer new possibilities for increasing cultural diversity, such as the number of channels, the user's direct access to the contents, the greater possibility for subtitling or dubbing and the new routes for the distribution of contents.
- The Internet is an especially appropriate medium for the transmission of cultural contents, including that for even the smallest minority, given that it notably increases the possibilities for choice for the public and offers immediate access. The Internet can facilitate the presence in society of universities, cultural associations and other organisations of diverse nature, which develop interesting cultural activities.
- European leadership in the area of digital television offers favourable ground for the development of home-grown cultural contents which enjoy public preference. This situation can also encourage the development of multimedia contents related to the most successful television programmes.

## 8. Conclusion

Considering the advantages and disadvantages of globalisation it may be inevitable, its consequences are devastating. It is therefore, in contention that, there is the need for an appropriate response in a view to understanding the dynamics that will hopefully help to evolve measures that will reduce the devastating effects of globalisation. In recent decades, media rhetoric has promoted the vision of a world in process of unification, largely as a result of technology's power to dissolve borders and speed communication. However, perspectives on globalization differ sharply, and these differences have been well defined by numerous analysts, some of whom have pointed to flaws in some of the more optimistic scenarios. A consideration of the role of media is highly important for the whole concept of globalization, but in theoretical debates these fields are largely ignored. The blindingly obvious point that there is no globalization without media has not been articulated or analysed clearly enough. The role of media is often reduced either to an exclusively and self-evidently technological one or two individuals' experiences that are unconnected to the media industries. Nevertheless, the two approaches are not mutually exclusive, because the production of media and the experience of them are linked, often in highly subtle ways.

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