



REFLECTIONS ON THE “MEDIA GLOBALIZATION MYTH”

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THE GLOBAL VILLAGE AND THE NETWORKED SOCIETY

Media globalization “myth”

- Starts with a media-centric perspective
- The “global test” of media performance
- the global village paradigm
 - Unitary community
 - Global as “big,” in nested hierarchy
 - Global culture, global consciousness

Global village as world system: conclusions

- “CNN version” of media globalization
- Finds: No global “discursive platform”
- Global connectivity trails local and regional
- No truly “transnational” media forms

Vs. Network view of transnational influence

- Convergent norms
- Globalizing elites and professionals
- Subnational global spaces (global cities)
- Global as scaling at multiple levels
- Synchronization, articulation, and reflexivity
- vs. linear flow of Americanization, imperialism

Emerging logics of political communication

- Weakening of shared national logic
- Once integrated news producers, sources, consumers
- What alternate logic is emerging?
- How does it facilitate democratic life?

Global elites

- Communicate global issues in local settings
- Introduce own logic in national spaces
- New outposts for deliberative arenas
- Networked articulation of global flows
(influence from inside out)

Global spaces

- “global” public sphere?
- Vs. “globalization” of the public spheres
- Networks connect real localities and people
- Spaces, like networks and fields, emphasize relationships
- With each other, specific places

Final note

- Media-centric “media globalization” easily debunked
- Old and new media become networked, interpenetrating
- Creating new logics, cross-boundary articulations
- In subnational, subinstitutional spaces