Beyond globalization theory
Curran & Park, 2000

Summary
Curran & Park outline several dominant media theories from the last 100 years. The general ideology of those theories start as West-centered domination-driven theories and develop into a domination-undermining theory moving further to domination once again and then to freedom.
So what is it?
Curran and Park’s answer: Yes.
Geo-political perspective

- Deeply embedded in North American cold-war ideology
- World split into three areas
  - The “Free World”
  - The “Soviet totalitarians”
  - Everywhere else (authoritarian societies)
- What if this theory was applied today?
- A country’s media reflects the state ideology

Modernization perspective

- Consisted of theories justifying Western oppression of developing countries.
- Media is something to get “people into wanting more out of life by extending their horizons” (p. 3).
  - "The diffusion of new ideas and information stimulates the peasant to want to be a freeholding farmer...the farmer’s wife to want to stop bearing children, the farmer’s daughter to wear a dress and to do her hair." (Lerner, 1963: 348).
- Drives the public into being a participating public
- Tradition and modernity - not allowed to be bedmates....or at least not even conceived as being equally legitimate goals, parallel and at the same time (p. 4)
- Freedom of the press! (but what are the ideals of those holding power?)
Media Imperialism

- Synonymous with “cultural imperialism”
- Used as excuse by governments to censor
  - At the same time as being conduit of US influence
- This idea in doubt
  - Brazilian media imperialism in Portugal
  - Mexicanization of California in the US
  - India, Hong Kong, BOLLYWOOD!
  - Local resistance to US values
- What sort of imperialism?
  - Capitalism? Western values? US State?

Cultural globalization (1/2)

- No longer is the US the cultural center
  - “globalization as a universal phenomenon that is transforming the entire world” (p. 5)
- McLuhan (1964) – The medium is the message!
  - The content of media is secondary – the medium is changing our worlds
  - “The transnational communication system...offers opportunities of new forms of bonding and solidarity, new ways of forging cultural communities” (Ien Ang, 1990) http://www.youtube.com/watch?v=fxfhnhkvtM
Cultural globalization (2/2)

• Local diaspora can be supported through trans-border media
• Marginalized voices are heard
  • One Million Voices Against FARC
    • https://www.facebook.com/onemillionvoice
    • http://www.youtube.com/watch?v=3hN106k
    • http://www.movements.org/case-
      study/entry/oscar-mora
      les-and-one-
      million-voices-against-farc/
• “Pluralization of the world” (p. 6) – equal voice for all!

Global capitalism and media

• Net media?
• What about net censorship?
  • By private companies (c.f. Afgan cell
    companies, Twitter)
Where are we?

- Cultural globalization + global capitalism = weakening of the state
- *A media free-for-all?*
- Curran and Park’s view: **This is not so!**
  - TV and press are still in hands of national elite
  - State-owned licensing
  - People speak different languages (cultural too)
  - The NET? This is a delusion (c.f. [http://www.youtube.com/watch?v=cISvGV04iKY](http://www.youtube.com/watch?v=cISvGV04iKY))
Something completely different

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