

# CHAPTER 3

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Technologies and Promotion of Culture in a  
Globalizing World

Social Studies 10

Ms.Gill

5ZKROEHDZ TAFON

THEN...



NOW...



# Challenges & Opportunities

- The sheer volume of media and communications technology poses **challenges** in keeping diverse cultures and identities vital
- However, the same media and technologies also provides new **opportunities** for diversity
- What do you think these challenges and opportunities are?



# Challenges

- × Less privacy
- × Reduced diversity

# Opportunities

- ✓ Access to information
- ✓ Quicker communication
- ✓ Exposure to diverse cultures
- ✓ Sharing of different ideas and opinions

**Can you think of others?**

# Important Vocabulary

- Universalization of Popular Culture
- Hybridization
- Media Transnational
- Media Consolidation
- Media Convergence
- CBC/SRC
- Minority Language

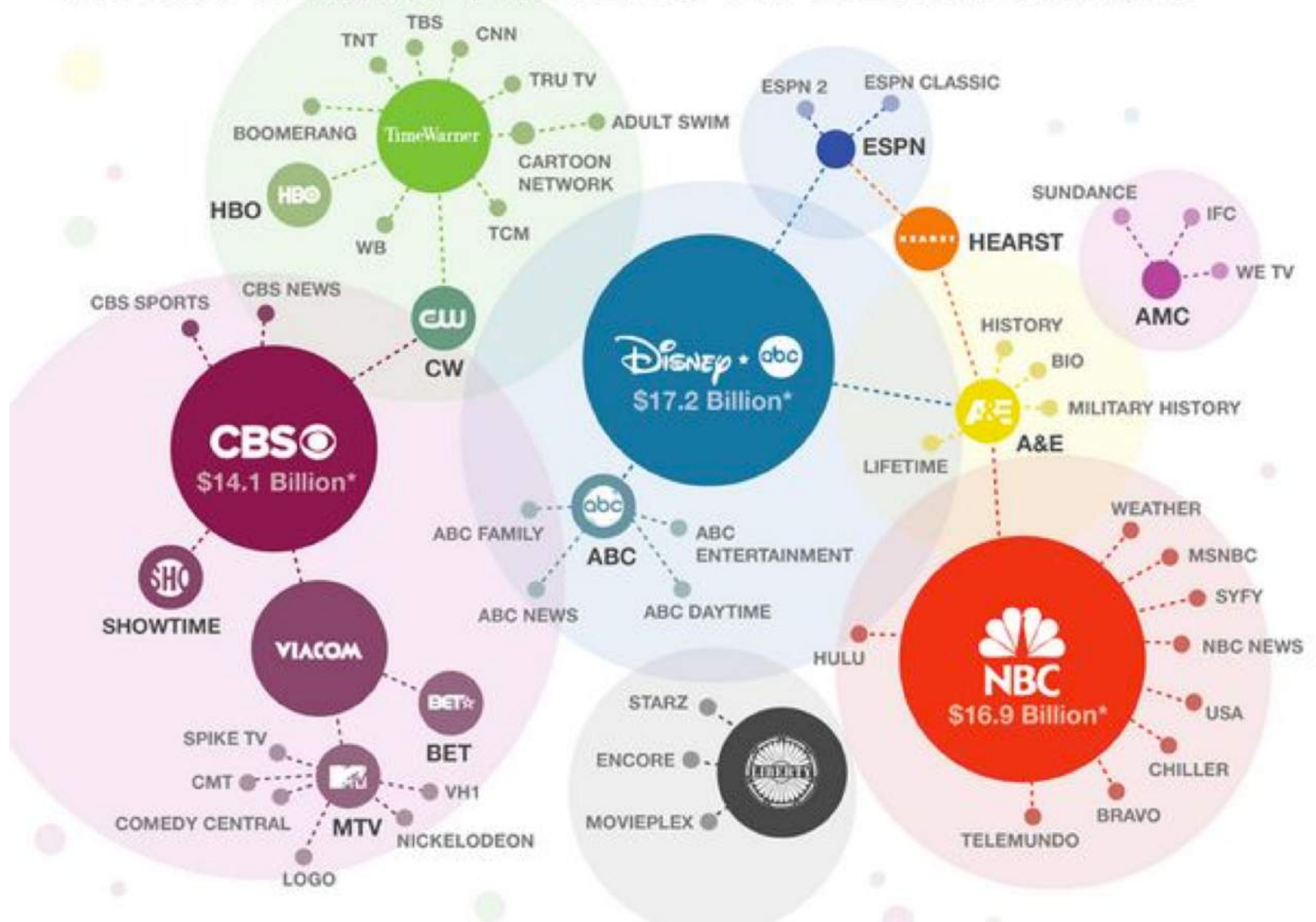
# Important Vocabulary

- **Universalization of Popular Culture:** the production by media transnationals of the majority of television programs, films, magazines and so on that are consumed by a vast world audience
- Much of the popular culture we engage in comes from **media transnational corporations**. These companies produce much of the films, radio and TV shows, music, books, fashion, and magazines consumed around the world. This means a large number of people experience much of the same culture.
- **Media Transnational:** a mass media corporation that produces television programs, films, music, books, and so on in two or more countries

# Media Transnationals

- If you have ever watched a movie, rented a video, downloaded an MP3, read a magazine, played a video game, or vacationed at a theme park, chances are media transnational corporations have had an impact on your life.
- In the 1990s, media companies began to **merge** into **media transnationals**. These mergers resulted in a concentration of media ownership, called **media consolidation or media convergence**.
- Today, media transnationals own many smaller media outlets wholly or in part.

# WHO OWNS THE BIG TV NETWORKS?





# Media Transnationals

- There are many points of view on the benefits and drawbacks of media transnationals.
- Advantages of Transnationals
  - ✓ They have large financial and human resources to create new media.
  - ✓ Many people enjoy the media products created by these corporations.
  - ✓ They can use their control of the media to express voices of diverse cultures.
- Concerns about Transnationals
  - ✗ They have too much influence over world culture. For example, if only a few corporations control news outlets, such as websites, TV stations, and newspapers, whose views will be represented?
  - ✗ Smaller, diverse media cannot compete financially with transnationals
  - ✗ Transnationals do not use their power to express voices of diverse cultures

**What is your view on the advantages or disadvantages of transnationals? Find evidence from your daily life to back up your view.**

# Important Vocabulary

- **Media Consolidation:** mergers of media transnationals that result in a concentration of ownership
- **Media Convergence:** see media consolidation





## Media Consolidation:

THESE SIX COMPANIES ARE:



COMCAST

3 NOTABLE PROPERTIES:

NBC

UNIVERSAL PICTURES

FOCUS FEATURES



NEWSCORP

3 NOTABLE PROPERTIES:

FOX

WALL STREET JOURNAL

NEW YORK POST



DISNEY

3 NOTABLE PROPERTIES:

ABC

ESPN

PIXAR



VIACOM

3 NOTABLE PROPERTIES:

MTV

NICKELODEON

PARAMOUNT PICTURE



TIME WARNER

3 NOTABLE PROPERTIES:

CNN

HBO

TIME



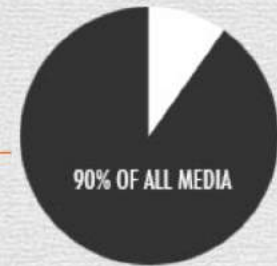
CBS

3 NOTABLE PROPERTIES:

CBS

SHOWTIME

SMITHSONIAN CHANNEL



2012

6 MEDIA GIANTS NOW CONTROL A STAGGERING 90% OF WHAT WE READ, WATCH, OR LISTEN TO.



1983

In 1983, the same 90% of American media was owned by 50 companies

# Hybridization of Cultures and Identities

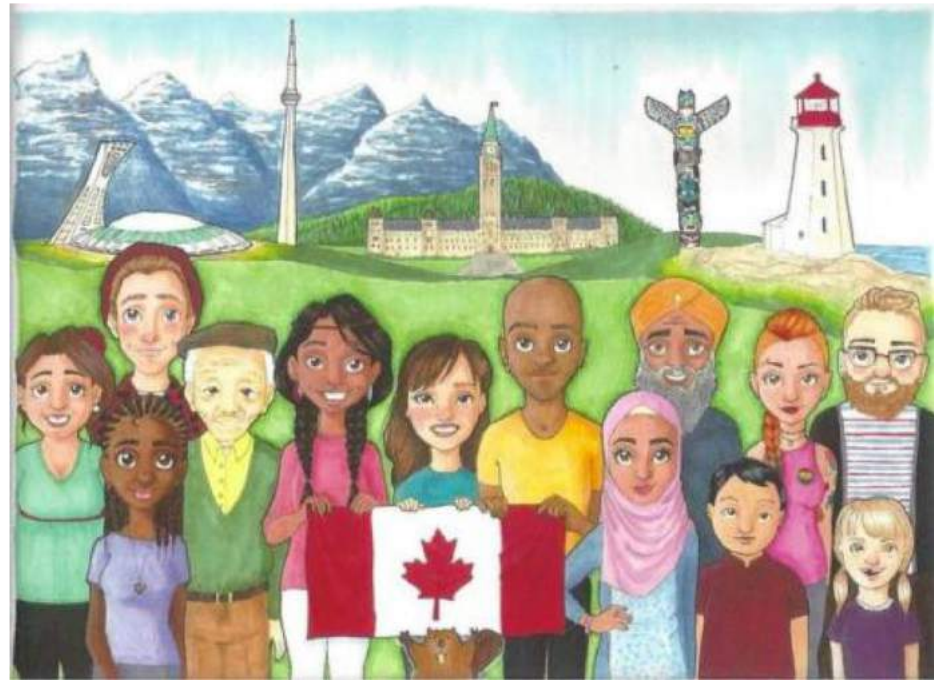
- **Hybridization:** the blending of media and communications technologies resulting in new modes of expression and cross-cultural consumption
- Hybridization occurs when people mix traditional arts, mass communication, and popular culture in new ways. This enables people to express personal and cultural identities that are different from existing ones.
- Hybridization can take many forms, for example, new forms of music such as mash-ups. A mash-up combines the cut-up music and vocals from two or more songs to create one new hybrid song.

# Hybridization of Cultures and Identities



# Canadian Broadcasting

- Canada has always embraced communications technology to bridge its geographic, cultural and linguistic diversity
- Canada's first example of communications technology began in the 1840s with the telegraph
- Telephone, radio, film, television, satellite and internet technologies followed



# CBC and SRC

- The **CBC** and **SRC** use radio, television, and internet to express Canadian perspectives
- **Francophone** cultural identities across the country should see their cultural identities in the programming of the SRC
- **Anglophone** cultural identities across the country should see their cultural identities in the programming of the CBC



# CBC and Radio-Canada

- Canada has public and private broadcasters - public broadcasters are mandated to promote Canadian culture while private broadcasters aren't.
- The Canadian content on private broadcasting stations are there to meet the **CRTC regulations**
- Canada's public broadcasters are the Canadian Broadcasting Corporation (CBC) and la Societe Radio-Canada (SRC)



# The CBC/SRC

- **If your identity is neither Anglophone nor Francophone, is your culture reflected on the CBC or SRC? Why or why not?**



# Views and Perspectives on CBC/SRC

## **In Favor of Public Broadcasting**

- ✓ state that a national broadcaster highlights the shared values of Canadians.
- ✓ believe that the role of a national broadcaster is important in the face of increased global media and communications. (The argument is that without national broadcasting, Canada risks losing its identities to the mass of universalizing culture.)

## **Against Public Broadcasting**

- ✗ believe that Canada's culture is better served by competition among private broadcasters. They argue that publicly funding a national broadcaster gives an unfair advantage to the public broadcaster, because it does not have to compete in the global media market.
- ✗ believe that public broadcasters portray an elitist cultural view that does not reflect the shared values of most Canadians.
- ✗ state that there is little chance to fight the current of global cultural forces, and that Canadian cultural identity, if it is to survive, must compete on the international stage without any government assistance.

# Social Media

- **Social Media:** websites and applications that enable users to create and share content or to participate in social networking.
- **How could social media be either a challenge or an opportunity to identities?**



# Important Vocabulary

- Universalization of Popular Culture
- Hybridization (include examples)
- Media Transnational (include advantages and concerns)
- Media Consolidation
- Media Convergence
- CBC/SRC
- Minority Language

## Written Response

To what extent do you think social media shapes your identity?

