

Globalization and Communication Research: Emerging Issues

Virendra P. Singh

Abstract

The communication research evolved as a specialized field of sociological research at Chicago University under the leadership of Robert Ezra Park and his colleagues who also became founder of interactionism perspective in sociology. Later on the centre shifted to Columbia University where Paul Lazarsfeld and Robert King Merton laid the foundation of persuasive communication theory. In post-war period sociologists focussed their concern on development communication research and multiplier effect of media in modernization of developing society. However, breakthrough of satellite and communication technologies brought a communication revolution and helped in the process of globalization and made the media global and interactive. New communication technologies are the main driving force of globalization and the network society emerging today is essentially informational society. The present paper analyses the emerging issues in the field of globalization and communication research.

Societies throughout the world are now passing through the process of profound and rapid change. This change is closely related with the process of globalization. In the last few decades, this process has engulfed most of the countries of the world. Globalization refers to 'the increasing interdependence of the people across the world, it refers to the increasing impact of living and working in a single, global market place, but more fundamentally, it refers to a basic shift in the institutions of our lives' (Giddens 1999). New communication technologies are at the heart of globalization and facilitate it. In fact, the communication system has also been globalized and integrated all media of communication on digital platform. There has been a long tradition of communication research in the discipline of sociology. *he present paper analyses the emerging issues in the field of globalization and communication research.*

The Concept of Globalization

At the most general level, globalization refers to a process of change, which affects all regions of the world in a variety of sectors including the economy, technology, politics, the media, culture and the environment. According to Held et al. (1999: 2) 'globalization may be thought initially as the widening, deepening and speeding up of worldwide interconnectedness in all aspects of contemporary social life, from the cultural to the criminal, the financial to the spiritual'. There is a general agreement among the scholars on the 'interconnectedness' dimension of the process of globalization. But they differ from each other on other dimensions of globalization. The commentators

Virendra P. Singh is Professor of Globalization and Development Studies at University of Allahabad, Prayagraj, India

on globalization, following Held et al. (1999), can be identified into three broad categories: hyperglobalisers, skeptics and transformationalists.

Hyperglobalizers believe that globalization represents a new epoch in human history, in which all types of relationships are becoming integrated at the global level, transcending the nation states and making it increasingly irrelevant. Ever-increasing cross-border flow of capital, commodities, people and ideas are a defining factor of the new age. Hyperglobalisers can be further divided into two sub-categories: *positive* hypoglobalizers, mainly those who advocate for open, global markets and believe that these will guarantee optimal economic growth and will, in long run, bring about improved living standards for everyone (Strange 1996, Reich, 1991,); and *negative* hypoglobalisers, mainly critical theorists and neo-marxist scholars (Ohmae 1995, Martin and Schumann 1997, Schnapper 1994, Wiseman 1997, Hopkins and Wallerstein 1996), focused upon negative impacts of globalization in a critical manner and rejected the notion of globalisation in its totality.

The skeptics who also focus on economic aspects of globalisation argue that there is nothing new about this international economic integration. It is comparable to the period preceding to First World War. They generally prefer the term 'internationalisation' to globalisation (Hirst and Thompson 1996, Weiss 1997). They also argue that the role of the nation-state remain as strong as ever.

Transformationalists, however argue that globalisation is the central driving force behind the major economic, cultural, social and political changes that are affecting virtually all the world's people today. Globalisation is seen as the overall consequences of closely inter-linked processes of change in the areas of technology, economic activity, governance, communication and so on. Developments in all these areas are mutually reinforcing or *reflexive*, so that no clear distinction can be drawn between cause and effect. Transformationalists regard contemporary patterns of cross-border flows (of trade, investment, migrants, cultural artifacts, environmental factors, etc.) as without historical precedent. Such flows integrate virtually all countries into a larger global system, and thus bring about major social transformations at all levels.

Thus, the process of globalization is not confined to economic and political concerns of these societies. Its impact can also be observed in the field of mass media communication and other social and cultural institutions of the society.

Theoretical Implications of Globalization in Sociology

There are a number of implications of globalization at theoretical, conceptual and methodological levels. At the theoretical level, globalization poses a challenge to all existing theories of social sciences in general and sociology in particular. It is due to all-encompassing character of globalization which requires a macro-level analysis rather than micro-level analysis which has become a routine approach in sociological research.

Two important theoretical constructs emerged in last five decades. These are postmodernism and globalization. Both the constructs claimed that the project of modernity or institutions of modernity are transforming and a new era has been arrived and they called the new form of society as postmodern society or globalized society. However, these claims of postmodernists and hyper-globalists have been challenged by a number of sociologists particularly by Anthony Giddens and Jurgan Habermas and argued that the project of modernity is not over but the modernity is transforming itself into *high modernity* (Giddens), or it is unfinished (Habermas). Similar formulations are forwarded by Ulrich Beck (Risk Society/reflexive modernization), Manuel Castells (The Network Society/ Informational Society), Zygmunt Bauman (Liquid Modernity). Thus, theoretically, today we have a number of societal types as mentioned above. The above scholars although rejected postmodernism but accepted that the modern society has now been transforming and its institutions are transforming. Thus, the notion of modernity today is in debate. The existing perspectives –structural functionalism, Marxian perspective, symbolic perspective, phenomenology, ethno methodology are not capable to

capture the phenomenon of globalization. The debate on postmodernism is also subsumed in the globalization debate. Thus, theoretically we have three problematic,

First problematic is related to modernity or modern society whether it is there or it is ended.

Second problematic is regarding form/types of contemporary society, whether it is highly modern society, or consumer society, or a risk society, or an Informational society, or a network society and so on.

Third problematic is regarding the phenomenon under study. There are different conceptualizations of the same phenomenon presented by different sociologists. The pace of change is very rapid than the normal one and it has affected both the developed and developing societies simultaneously and almost all the institutions of the society at the same time. The transformation is multi-dimensional and reflexive in nature as discussed by most of the transformationalist. Some scholars, thus, declared this unprecedented and ahistorical.

The globalization has two dimensions which have important implications from methodological point of view:

One is time-space dimension-which has been explained by Giddens in terms of time-space distanciation. This makes it more complex phenomenon as social relations are stretched at planetary level and undermining the national boundaries in organizing everyday life of the individual actors. Every person whether he is directly involved with the process of globalization or not is affected by it.

The principle on which globalization works is "networking". It works on the basis of a global network. Thus for the understanding of the process of globalization we have to study network of social relations. In sociology, we have used the term 'network' in two senses, One by Radcliffe Brown, who used the term network as a metaphor when he defines the term social structure as 'a complex network of social relations'. Another important work in this regard initiated by S. F. Nadel who used the term as a part of social structure. As an analytical tool the notion of social network was used by John Barnes, Elizabeth Bott and J. Clyde Mitchel. This has generated a debate in sociology and social anthropology. The contribution of the Barnes to network analysis is very relevant for understanding the phenomenon of globalization. Initially the researchers began to employ the idea of a social network simply in metaphoric sense, but Barnes in the early 1950s, took a lead in applying this idea in a more rigorous and analytical way. While studying a Norwegian Island Parish, he used the idea of social network as an analytical tool. The social structure is conceived best tool where field of interaction are confined to some territory. But when these fields of interaction cut across the boundary of community/ society/ nation, social structure as a tool of analysis becomes weak (Singh, V. P. 2002: 14). *In particular case of Bremnes Island, the stationary field was denoted by the domestic, agricultural and administrative areas; the fluid field by industrial area, consisting of fishing vessels, marketing, cooperatives and herring oil factories.* The 'third field' which links the other two, namely, stationary and fluid fields of interaction, was termed as 'social network'. This third field' had no units or boundaries; it has no coordinating organization. It is made up of the ties of friendship and acquaintance which everyone growing up in Bremnes, partly inherits and largely builds up for himself. The elements of this social field were not fixed, for new ties were continually being formed and old links were broken or put into indefinite cold storage (Barnes 1954: 237). These characteristics of social network have some implications for the analysis of globalization as social network which through worldwide connectivity links various local, and regional units at planetary level. It is not confined to the boundary/territory of a village, city, state, nation or continent but connect the people at global level. A number of concepts developed by early anthropologists and sociologists for network analysis may prove relevant for the study and analysis

of globalization. Bott (1957) makes a distinction between 'close-knit' network and loose-knit network in his exploratory study of 14 families in London and argues that the crucial variable is that of whether one's friends tend to know one another (close-knit network) or not (loose-knit network). She use the notion of 'connectedness' similar to the concept of 'density' by Barnes (1969) to count in terms of 'the number of ties observed in the network formed by ego and his friends and dividing it by the ratio of possible ones' (Barnes 1969: 55). Barnes also suggested the concepts like 'star' in one's social network, the persons who are connected with most of the persons in one's network directly. He also makes a distinction between socio-centric network and egocentric network. The individuals/groups/organizations are engaged in egocentric social network keeping them in the centre. However, when it is not focussed on any structural unit it is socio-centric network. In analysis of globalization we have to analyse both the socio-centric and ego-centric networks.

Epstein (1969: 110-11) points out that different parts of ego's network may have different density. He calls those with whom one "interacts most intensely and most regularly and who are therefore likely to come to know one another, the "effective network", the remainder constitutes the "extended network".

This idea is somewhat close to what Granovetter suggested that the ego's network is composed of mainly two types of ties: strong and weak. he finds that the weak ties perform a bridge function and connect two networks and facilitate the flow of information. This characteristic of weak ties seems important in network analysis particularly in transnational flow of information.

Mitchell (1969) has codified the social network analysis and suggested the conception of 'personal order' in place of Barnes's generalized conception of the sphere of interpersonal relations. The personal order is the pattern of 'personal links individuals have with a set of people and the links these people have in turn among themselves' (Mitchell, 1969:10). These patterns of interaction are, for Mitchell, the sphere of network analysis. Such interpersonal networks, he added, are built from two different ideal types of action, which combine in varying ways to form concrete interaction networks. There is, first of all, 'communication', which involves the transfer of information between individuals, the establishment of social norms and the creation of a degree of consensus. On the other hand, there is the 'instrumental' or purposive type of action, which involves the transfer of material goods and services between people (1969: 36-9). Any particular action will combine elements of both of these ideal types, and so particular social networks will embody both a flow of information and a transfer of resources and services.

Mitchell further goes on to conceptualize the 'total network' of a society as 'the general ever-ramifying, ever-reticulating set of linkages that stretches within and beyond the confines of any community or Organisation' (Mitchell, 1969:12). In actual research, he argues, it is always necessary to select particular aspects of the total network for attention, and these aspects he conceptualizes as 'partial networks' ' There are two bases on which such abstraction can proceed, though Mitchell concentrates his own attention almost exclusively on one of these. First, there is abstraction which is 'anchored' around a particular individual so as to generate 'ego-centred' networks of social relations of all kinds. Second is abstraction of the overall ' 'global' features of networks in relation to a particular aspect of social activity: political ties, kinship obligations, friendship or work relations etc. For Mitchell, it was individually anchored partial networks that were to be the focus of attention. In this kind of research, individuals are identified and their direct and indirect links to others are traced. Such research generates a collection of ego-centred networks, one for each of the individuals studied.

Mitchell recognizes the importance of the second mode of abstraction identified above - that which defines partial networks by the 'content' or meaning of the relations involved - but he sees this also as needing to be anchored around particular individuals. The 'partial networks' studied

by sociologists and social anthropologists are always ego-centred networks focused around particular types of social relationship. Most such networks Mitchell argues, are 'multi stranded' or 'multiplex': they involve the combination of a number of meaningfully distinct relations. Thus, Barnes's original notion of the network, and that taken up by Bott, was a partial network in which kinship, friendship and neighbourliness were combined into a single, multi-stranded relationship which it was inappropriate to break down into its constituent elements.

Mitchell adds a further set of concepts, derived from a translation of graph theory into sociological language, which can be used to describe the texture of social networks. 'Density', for example, he sees as the completeness of the network: the extent to which all possible relations are actually present. This is what Barnes and Bott tried to describe with their notions of the 'mesh' and 'connectedness' of networks. 'Reachability' refers to how easy it is for all people to contact one another through a limited number of steps: how easy is it, for example, for gossip, ideas or resources to be diffused through the network. To these concepts, Barnes (1969) has added 'cliques' and 'clusters' as terms for identifying social groupings within networks, but these were not taken up in the empirical studies collected together by Mitchell (1969).

Thus, here we see a departure from the established tradition of social research in which institutionalized roles and statuses are the framework within which interpersonal networks are constructed, but they exist only in and through the reproduction of interpersonal networks. But the above mentioned scholars separate the network analysis from the institutional structure of roles. However, this approach largely failed to attract adherents from outside the area of community studies. Today, in context of globalization in which networking is one of the basic component of connectivity the leads of network analysis can be re-examined and develop further. One of the most fertile area of such research is communication research. Thus, it will be fruitful to review the trends of research in the field of mass communication particularly from sociological point of view.

Trends in Communication Research

Communication is an essential process of human society. It facilitates interaction between the members of a given society. The form of communication and communication system, however, differs as the society evolve and passes through different stages of development. The communication research has been passes through for stages: Early Phase, Post Second World War Phase, Development Communication Research Phase, and the current Globalization Phase.

Early Phase: The communication as an area of scientific investigation has attracted the sociologists in the early part of twentieth century under the influence of "Chicago school" of sociology. The Chicago school developed a general approach to social theory that emphasized on the role of communication in social life (the most important general statements were of Cooley (1902, 1909), Dewey (1927) and Mead (1934). The Chicago sociologists influenced the development of communication studies in several important ways. Collectively they were a major force in the establishment of scientific sociology based on survey and field based studies and thus they initiated the field based works in communication studies as well. Communication was given importance in Burgess and Park's studies of communication, transportation and social change. (Park et al., 1925). Park also contributed analyses of the foreign-language immigrant press (Park 1922, 1925), an approach to the history of the newspaper (Park 1923); and discussions of the nature, forms, and social and political functions of contemporary news (Park 1940). Almost a quarter of the dissertations completed at Chicago prior to World War II were social or institutional analyses of the news and the press. Herbert Blumer, founder of symbolic interactionism, authored two of the twelve volumes of the classic Payne Fund studies on movies and their effects on children (Blumer, 1933).

There were many important Chicago-style studies of the social significance of communication conducted outside the Chicago sphere. These studies included most notably the attention given to communication media and leisure in Lynd and Lynd's (1929, 1937) classic studies of "Middletown", but also major studies of journalism and film (Desmond 1937; Lee, 1937; Rosten, 1937, 1941; Thorpe, 1939). These studies suggested that mass communication was having broad impact on patterns of everyday life and the creation of a national culture. They also showed the importance of understanding media institutions as parts of a larger social process. Many smaller studies reflected similar perspectives (Prugger 1941; Punke 1937). Although most researches focused on communication institutions and their effects on society, the influence of society on the communication media was also recognized (Harris 1933). Most of the research on the social impact of communication grew out of concern with the effects of mass communication, particularly on children and youths (Healey 1915, Phelan 1919, Jowett 1976, Young 1922). There was also a good deal of efforts to establish historical understanding of the developing media of communication (Young 1922, Mott 1938, 1941, Hampton 1931, Jacobs 1939, Archer 1938, 1939).

Post World War Phase: After World War II, the Centre of sociological communication research was shifted from the Chicago to Columbia. Lazarsfeld had more substantial impact on the sociology of communication, however, through the establishment of a unit for applied social research at Columbia. Lazarsfeld succeeded in translating the office into a general center for applied research that became an integral part of the university structure. Lazarsfeld's Applied Research Institute evolved into a model that was duplicated in many other universities. Some of the significant works of the Princeton/Columbia research shops were such classic works as Lazarsfeld (1940); Cantril et al. (1940); Lazarsfeld and Stanton (1941, 1944, 1949); Lazarsfeld, Berelson, and Gaudet (1944); Merton (1946); Berelson, Lazarsfeld, and Mc Phee (1954); Katz and Lazarsfeld (1955); and Klapper (1960). Mc Quail (1969) identified three major areas of enquiry in the field of mass communication research during the years covering the 1930's 1940's and much of the 1950's. These are: (a) the research concerned with behaviour, interest and structure of audience; (b) researches on the effectiveness on persuasive power of the media and (c) researcher concerned with general social effects of the mass media.

A. Audience Behaviour Studies: The audience research studies, which have been mainly descriptive have looked at the audience in its social setting and attempted to map out the salient features of audiences behaviour, interests and options. The first independent research directed at the mass media audience was Allport and Cantril's work on radio (1935), followed by a group of impressive and lucid studies, dealing with radio, print and film by Lazarsfeld and associates during 1940's. The arrival of television has since prompted a new crop of studies in the radio research tradition (Bogart 1956; Steiner 1963; Belson 1967). In the findings of the audience research Allport (1935) showed that there had been an average daily radio listening of around 2–3 hours. The amount of television use in Britain was also at about the same level (Belson 1967) and some what higher in the U.S.A. (Steiner 1963). Finally, some attention has been paid in audience research to the structure of the audience, and to the setting of inter-personal relations in which mass communication are received. Merton (1957) studied the patterns of influence in a small community where the flow of communication has been considered in relation to the existing structure of personal relationship.

B. Effectiveness and Persuasive power of Media: Despite frequent comment on the power of Press, Cinema and Radio to change options and influence behaviour, attempts to measure the effects of mass communications, a number of very useful reviews of research findings on mass media effects have been attempted by Hovland (1953) and (1954); Klapper (1960); Berelson and Steiner (1964); Halloran (1965); Belson (1967). For those who want a simple answer about the

power of the mass media, it would have to be in the negative. A thought in many respects misleading, would fit most of the available evidence. In the findings of sociological interest, firstly it seems that the effects of media, where they occur, most frequently take the form of a reinforcement of existing attitudes and opinion (Klapper 1960). Secondly, it is clear that effects vary according to the prestige on evolutions attaching to the communication source (Hovland 1954 :1071–2).

C. General Consequences of Mass Media: In the social consequences of mass communication, it was expected that the crime and violence will be encouraged by mass media derives in the first instance from the well documented fact that mass media content tends to over represent the portrayals of acts of crime and violence (Head 1954; Himmelweit 1958). The effect on attitudes (Peterson and Thurstone 1933), of emotional response to crime portrayals and showing that crime films were popular amongst young criminals (Blumer 1933), but eventually neither producing a verdict nor an acquittal, an outcome which has been repeated several times in the case of television. There is expectation about mass media especially television that it encouraged : ‘ Passivity’, ‘escapism’, unsociability, and loss of creativity. Evidence of small initial reductions in ‘interest’ and ‘initiative’ on the part of ‘new’ adult viewers of television in Britain was obtained by Belson (1967); and Hamilton and Lawless (1956), on the basis of much less elaborate research study, report rather similar findings about television in an American community.

Media are helpful in bringing about attitudinal changes; Lazarsfeld and Merton (1948) have also suggested that news reports can expose a discrepancy between private attitude and behaviour and public morality, thereby forcing the public to a decision. On this matter, Peterson and Thurstone (1933) tested the attitudes of a group of subject before and after exposing them to a film. The results indicated that in the case of children there were measurable changes in the attitudes and the direction indicated by the film. At least in one of the groups, these effects persisted significantly for five months. Similarly, Rosenthal (1934) has demonstrated that pictures, with certain types of contents, produce measurable effects on the socio-economic attitudes.

According to Waples, Berelson and Bradshaw (1940), and Davison (1956), the mass-media publicity, besides having an effect on the audience, can foster a sense of prestige and importance among the members of a group singled out by media. Davison (1956) also believes that in an action situation, the knowledge that others are watching can fortify a group's determination to struggle for achieving goals or for resisting an enemy.

Development Communication Phase

Doob (1961) says that in the examination of the role of mass media in the transition of traditional societies on developing nations to a modern form, the Lerner (1958), Rogers (1962, 1969) and Schramm (1964) have espoused the view that mass media prepare, instigate and undersigned the development of a modern society,. Their prominent work on the role of communication in development are most influential.

Lerner (1963) saw the problem as one of ‘modernizing’ traditional societies. He saw the spread of literacy resulting from urbanization as a necessary precondition to more complete modernization that would include participatory political institutions. Development was largely a matter of increasing productivity, and ‘the problem of stimulating productivity was basically “psychological”’. He pointed out that, development failed to occur because peasants were unable to ‘empathise’ or imaginatively identify with new roles and a changed and better way of life, and so remained fatalistic, unambitious and resistant to change. Lerner saw the media as filling this need, of promoting ‘empathy’, the ‘physic mobility’ that was the prerequisite of the social and economic mobility that development required. ‘Empathy endows a person with capacity to imagine himself as proprietor of a bigger grocery store in a city, to wear nice clothes and live in a nice house, to be interested in “ what is going on in the world “ and to “get out of his hole”’. (Lerner, 1963 : 342) He

pointed to the correlation between economic productivity and media provision in different countries in support of his theory; the richest countries had the most newspapers, radios and so on, and poorest the least.

The development of mass media poses a challenge to these prevailing patterns, and provides the sociologists studying mass communication in these circumstances with a vast natural experiment in which the effects of changing communication patterns can be observed much more clearly than in economically advanced societies, where industrialization, urbanization and near-universal literacy preceded modern mass communication. Three broad and overlapping areas of interest can be discerned, dealing respectively with the effectiveness of mass media campaigns to improve agricultural technique, education and health and the role of media in encouraging what Lerner (1958) calls the 'State of Mind of Modernity', and with the contribution of mass media to the growth of participant political institutions in new nations and territories freed from colonial or traditional forms of rule.

The tradition of research on the diffusion of innovations described by Rogers (1962). Rogers approach had much in common with Lerner's but different some what in emphasis. He saw the diffusion of new ideas and practices as a crucial component of the modernizations process. In his early studies it is highlight the large number of factors in both the 'message' and the recipient that might facilitate or impede effective persuasion. The important realization that mass communication are seldom sufficient to produce direct changes of attitudes or behaviour on their own : the influence of persons and groups with whom the individual is in direct constant could be crucial. It was found that individuals were not equally receptive to their messages. Mass communication influence appears to operate by a 'two-step flow' process; the more aware members of groups tended to be most readily reached by the media, and these 'influential' or 'opinion leaders', in turn, were instrumental in spreading the message to others (Katz 1957).

Rogers applied these and related ideas to the innovations among farmers in the United States, and he proposed a general model for the changes process involved. He concluded that the mass communication was to create the awareness of a possible innovation among the audience, while the development of favourable attitudes and finally the adoption of the new practice depended crucially upon the response of influentials in the group.

Hundreds of 'diffusion' studies based on Rogers model have now been carried out in many parts of the world and have resulted in a refinement of the communication techniques involved. The idea of a 'two-step flow', for instance, has been extended to the notion of 'communication networks' operating in the local situation, and some recent work has been developed to analysing these (Rogers, 1976a). Wilbur Schramm (1964) for the UNESCO mass media development programme propounded the theory of magic multipliers. He pointed out that information must flow, not only to people but also from people, so that their needs can be known and so that they may participate in the acts and decisions of nation building ; and information must also flow vertically so that decision may be made, work organised and skills learned at all levels of society. Pye (1963), formulated three models of communications which are traditional communication, modern communication and transitional communication system. He made a clear cut distinction at theoretical levels and discussed at a length the problems of transformation of traditional societies into modern one.

While Lerner and others saw all of media output as having potentially modernizing effects, for Schramm it was their informational content that was the key to their use in development. He had little to say about entertainment which he regarded as irrelevant distracting or at best sweetener for the informational pill.

Globalization of Mass Media: The Interactive Phase

In recent years, there has been a major paradigm shift in communication studies. The earlier studies were mainly focused on the role of mass media communication in shaping the

attitude of the audience. The exposure to mass media was considered as one of the important factor in the process modernization and consequently development in less developed societies. However, in the decade of 1980s the developments in new communication technologies facilitated the process of globalization not only in economic field but also in other walks of life. It has posed a new challenge to the existing theoretical models in the field of communication and the focus of communication research also shifted to the topics such as new media, information technology, informational society and so on. Some of the researches on these topics are summarised below:

Singhal and Rogers (2001) acknowledge the internet for serving as an invaluable resource in researching, writing and illustrating. They accessed a number of Indian newspapers, magazines and hundreds of other relevant web sites tracking down the source through the internet, bridging in an instant the physical distance.

Alexander, Elizabeth (2002) intends to give flavour of what access to internet can mean in the lives of people in rural areas of Madurai in Tamilnadu, South India. The world that it opens up for them and the potential it has for bringing significant changes in their lives is enormous. She, however, stays away from the issues of connectivity, bandwidth and access devices and instead concentrates on the impact that this can create.

Wallstein, Scott (2003) uses data from a unique new survey of telecommunications regulators and other sources to measure the effects of regulation on Internet development. Controlling for factors such as income, telecommunications infrastructure development ubiquity of personal computers and time trends, he finds that countries requiring formal regulatory approval for Internet Service Providers (ISPs) to operate have fewer Internet users and hosts than countries that do not require such approval. Moreover, countries that regulate ISP final user prices have higher Internet access prices than countries without such regulations. These results suggest that developing countries' own regulatory policies can have large impacts on the digital divide.

Sheehan (2002) examines online users to determine whether types of privacy concern online mirror the offline environment. An e-mail survey of online users examined perceived privacy concerns of 15 different situations involving collection and usage of personally identifiable information. She found that the vast majority of online users are pragmatic when it comes to privacy. The online users can be segmented into four distinct groups, representing differing levels of privacy concern: unconcerned, circumspect, wary and alarmed. Distinct demographic differences were seen. Persons with higher levels of education are more concerned about their privacy online than persons with less education. Additionally, persons over the age of 45 tended to be either not at all concerned about privacy or highly concerned about privacy. Younger persons tended to be more pragmatic.

Blanchette and Johnson (2001) argued that people's feeling about surveillance practices should not be primary basis for formulating information policies about personally sensitive data. They examined three domains where data about people can have substantial consequences: bankruptcy law, juvenile crime record, and credit reports. They are concerned that one unintended side effect of indefinite data retention "is the disappearance of social forgetfulness, which allows individuals a second chance, the opportunity for a fresh start in life". They examine how different policy approaches could control the retention of data and they propose a comprehensive policy so that information policies can be planned, rather than developed piece meal in an ad-hoc and reactive manner.

Holsapple and Joshi (2002) offers professionals a rich framework for planning and applying knowledge management practices within an organization This framework - organized around themes of knowledge resources, knowledge manipulation, an organizational influences - provides a usable and useful common language for practitioners, as well as some important themes for intensive research.

Rolland and Monteiro (2002) studied the attempts of a maritime classification company with 5500 employees located in 300 sites in 100 countries to develop an infrastructural information system to support the surveying of ships globally. They elaborated design implications and concepts relevant to developing information infrastructures that also apply to the context of developing countries.

Heeks (2002) presented evidence that - alongside the successes- many information systems in developing countries can be categorised as failing either totally or partially. It then develops a model which seeks to explain the high rates of failure. The model draws on contingency theory in order to advance the notion of design-actuality gaps: the match or mismatch between IS designs and local user actuality. This helps identify two high risk archetypes that affect IS in developing countries: country context gaps and 'hard-soft' gaps. The model is also of value in explaining the constraints that exist to local IS improvisations in developing countries.

Livraghi and Monti (2002) examines the growth of Italian Internet use in International perspective. They show the relatively rapid growth on Italian internet use in the late 1990s with data from 1996-2000 displayed in eight charts. They view internet availability to be a critical infrastructure for important social practices in advanced industrial societies. Bakardjieva and Feenberg (2002) argue that the internet is still in an early stage of development, Perhaps like radio broadcasting in the 1920s, and that there are still important opportunities for developing technologies that can better support group life. Klein (2002) examines the governance-related features of the very controversial Internet Corporation for Assigned Names and Numbers (ICANN). ICANN was created by the U.S. government as an independent corporation in 1998 to coordinate domain names for the internet. Klein notes that some of ICANN's effective authority derives from the Internet's DNS technological architecture based on a centralizable "unique root".

Cummings and Kraut (2002) examines how people have been integrating computers and selecting specific software, features, and services for home use since the mid-1990s. They used data from four national surveys to document how personal computers and the internet have become increasingly domesticated (i.e., adapted and integrated) since 1995 and to explore the mechanisms for this shift. By 2000, their respondents were logging on to the internet more often from home than from places of employment and did so for pleasure and personal purposes rather than for their jobs. Women, children and less well-educated individuals are increasingly using computers and the internet and have a more personal set of motives than well-educated men who usually brought PCs home for work in the 1980s. In addition, the widespread diffusion of the PC and the internet and the diversity of the people who use them for personal interests have led to a much richer set of appealing personal and domestic online services.

Kim, Y. (2010) analysed female individualization and focussed on transnational mobility and media consumption of Asian women. Yong Zhong (2010) explored the relations between Chinese television and the capital market through case studies. Roberts (2010) studied the clash between creative news and commercials through an analysis of decision-making during product development in the television industry. Kyle Conway (2010) studied the paradoxes of translation in television news. Lee (2011) examines the significance of networking practices as a means of finding work and developing a career in the British independent television production sector (ITPS). Brennan (2011) argues that humour can provide researchers with a unique access point into the professional cultures of media producers and argues that humour's organizational role should be considered as a sensitizing concept when designing production research. Klein (2011) studied the educational potential of entertainment television has been acknowledged, with varying degrees of enthusiasm, through research into entertainment-education strategies, intersections of politics and popular media, and the mediated public sphere. Miloš Pankov, Sabina Mihelj and Veronika Bajt (2011) studied Nationalism, gender and the multivocality of war discourse in television news. Hugh Curnutt (2011) studied the

expansion of reality programming across television's changing landscape has been the result of industrial strategies that seek out specific types of real people in order to cast them on particular types of shows. Derek Johnson (2011) focussed on gender anchors cultural negotiations over what media franchising is and how its serial production practices and narratives are valued.

Feminist news researchers have long argued that in the macho culture of most news-rooms, journalists' daily decisions about what is newsworthy remain firmly based on masculine news values. Karen Ross and Cynthia Carter (2011) studied the women and news and found that while there have been some positive improvements in women's representation as news actors, sources and journalists in the British and Irish news media since the first GMMP day of monitoring in 1995, women's voices, experiences and expertise continue to be regarded by news industries as less important than those of men. Liesbet van Zoonen and Dominic Wring (2012) studied the trends in political television fiction in the UK focusing on the themes, characters and narratives between 1965 and 2009. They found that the narrative of the political machinery that exerts its inescapable corruption over all individual politicians runs strongly through the three genres across the whole time period. A further similarity across time and genre is that most series are firmly linked to real-life politics. Siobhan Holohan (2012) studied the UK reality programme in channel 4's *The Family* and found that instead of the meta-narratives of class, race and gender divisions, displayed in the 1970s documentary, today's version appears to have been stripped of politics. Jean K. Chalaby (2012) focussed on the origin of a global industry in context of the TV format trade as an Anglo-American invention and focuses on the evolution that explains the emergence of these super-formats in the late 1990s, the time when the forces that unleashed the super-formats gathered speed, when the format trade expanded beyond game shows and embraced emerging genres that have since become the bedrock of the TV industry.

Carol MacKeogh and Tom Inglis (2012) studied the problems of women, honour and sexuality in contemporary Ireland. Irish women are caught in contradictory sexual discourses which create a cultural double bind. Anamika Saha (2012) focused on the issue related to the television industries and the production of 'race' through the persistence of stereotypical representations of 'race' that appear in television in the West and argues that the constant production of hegemonic images of 'race' cannot be tackled via recruitment measures alone. Merav Katz-Kimchi (2012) studied the Screening science, producing the nation: through popular science programs on Israeli television (1968–88). Sanjay Asthana (2013) studied the Broadcasting, space, and sovereignty in India. In an article he posits that a spatial discourse can be discerned in broadcasting and media policies in India that has framed nationalism, globalization, sovereignty, and citizenship and demonstrates that the spatial discourse of the state can be grasped through a *transnational* framework that considers national and international as part of the wider global field of relations. Limin Liang (2013) studied television, technology and creativity in the production of a sports mega event. Using a social constructionist and structurational approach to technologies, the article looks at how designers (TV engineers) and users (TV content makers) interacted with each other in developing the "network production and broadcasting system" adopted by the Chinese broadcaster in covering the Beijing Olympics. Carey L. Higgins-Dobney and Gerald Sussman (2013) studied the growth of TV news, the demise of the journalism profession. Martin Scot (2014) studied the mediation of distant suffering: an empirical contribution beyond television news texts based on the results of a large-scale audience study to examine how audiences respond to mediated encounters with distant suffering on UK television and found that in various ways, non-news factual television programming offers spectators a more proximate, active and complex mediated experience of distant suffering than television news.

It suggests that there has been an important shift in the patterns of using media and internet over a period of time. The computer based communication technologies have brought a revolution in

the social life of people in both the developing and the developed countries. A gradual shift from feature phone to smart phone has also created a social stratification between technology savy and those who have some problem in using the advanced technology as a result of their inefficiency due to lack of education or age. It has been observed that in developing countries like India, many mere literate persons are using smart phone in their everyday life. Thus, today we have a globalized communication system connecting the local with the global.

On the bases of above discussion, we can delineate the following conceptual and methodological issues for the study of globalization and communication research:

1. The conceptual models and perspectives of one discipline are not much useful in analysing the process of globaliaization as it is a macro-level phenomenon but has a profound impact at the local level in everyday life of the people. Thus, we have to adopt a multi-disciplinary approach for the study of the processes of globalization and communication.
2. Cross-cultural and comparative studies may be more fruitful in understanding the macro-level processes in globalization and communication research. This kind of Durkheimian approach was used in social mobility research in 1950s and 1960s. Today it may be very useful in understanding transnational flows of capital, ideas, objects and people.
3. At the micro-level, the network analysis may be proved very useful. We have alrady have a conceptual framework developed by the sociologists for the study of rural and urban communities particularly the ties which go beyond the boundary of the community and explain the local level interactions.
4. From methodological point of view, there is aneed to develop new methodological tools to study wide range interactions on social media apart from content analysis approach prevailing in communication research.
5. As globalization and communication both are reflexive processes, it is difficult to apply causal analysis in both the cases. In such a situation a flexible and multi-disciplinary approach in research may be more fruitful.

References

- Alexander, Elizabeth 2002: "A Day in the life of a Village Kiosk Operator", *Information Today and Tomorrow*, Vol. 21, No. 3&4, Sept.& December, pp.11-13.
- Allport, G. W. 1935: *Attitudes*. in *A Handbook of Social Psychology*, Clark University Press, pp. 798–844.
- Archer, G. L. 1938: *History of Radio in 1926*, New York: American Historical Co.
- Archer, G. L. 1939: *Big Business and Radio*, New York: American Historical Co.
- Asthana, Sanjay 2013: Broadcasting, space, and sovereignty in India, *Media, Culture & Society*, vol. 35, 4: pp. 516-534
- Barnes, J. A. 1954: " Class and Committees in a Norwegian island parish", *Human Relations*, 7, 39-58. Also in Samuel leinhardt (ed.) 1977: *Social Networks: A developing Paradigm*, New York: Academic Press Inc.
- Barnes, J. A. 1969: " Networks and political Process", in J. Clyde Mitchell (ed.) *Social Network in Urban Situations*, Manchester: Manchester University Press.
- Belson, W.A. 1967: *The Impact of Television*, London: Crosby Lockwood
- Berelson, B. and G. A. Steiner 1964: *Human Behaviour: An Inventory of Scientific Findings*, New York: Harcourt Brace Janovich.
- Berelson, B., Lazarsfeld, P. F. and Mc Phee, W. 1954: *Voting*, Chicago: Chicago University Press
- Blanchette, Jean-Francois and d. G. Johnson and 2002: Data Retention and the Panoptic Society: The Social Benefits of Forgetfulness", *The Information Society*, 18(10, 33-45 (www.information society),
- Blumer, H. 1933: *Movies and Conduct*, New York: Mac Millan
- Bogart, L. 1956: *The Age of Television*, New York, Frederik Ungar Publication.
- Bott, Elizabeth 1957: *Family and Social Network*, London; Tavistock Publication (2nd Edition 1971).

- Brennan, Edward R. 2011: "Not seeing the joke: the overlooked role of humour in researching television production", *Media, Culture & Society*, Volume: 33 issue 6: 819-833.
- Cantril, H. and Allport G. W. 1935: *The Psychology of Radio*, New York: Harper & Row.
- Cantril, H. Gaudet, H. and Herzog, H. 1940: *The Invasion from Mars*, Princeton, NJ: Princeton University Press.
- Carey L. Higgins-Dobney and Gerald Sussman 2013: "The growth of TV news, the demise of the journalism profession", *Media, Culture & Society*, vol. 35, 7: pp. 847-863.
- Chalaby, Jean K. 2012: "The advent of the transnational TV format trading system: a global commodity chain analysis", *Media, Culture & Society*, vol. 37, 3: pp. 460-478.
- Conway, Kyle 2010: "Paradoxes of translation in television news", *Media, Culture & Society*, vol. 32, 6: pp. 979-996.
- Cooley, C. H. 1902: *Human Nature and the Social Order*, New York: Scribner.
- Cooley, C. H. 1909: *Social Organization*, New York: Scribner.
- Cummings, Jonathon N. and Kraut, Robert (2002) 'Domesticating Computers and the Internet, The Information Society, 18, 3, www.information.society.
- Curnutt, Hugh 2011: "Durable participants: A generational approach to reality TV's 'ordinary' labor pool", *Media, Culture & Society*, vol. 33, 7: pp. 1061-1076.
- Davison, W. Phillip 1956: "Political Significance of Recognition via Mass media- An Illustration from the Berlin Blockade", *The Public Opinion Quarterly*, vol. 20, no. 1, Spring, 327.
- Desmond, R. W. 1937: *The Press and the World Affairs*, New York: Appleton-Century-Crofts.
- Dewey, J. 1927: *The Public and Its Problems*, New York: Holt, Rinehart & Winston.
- Doob, L.W. 1961: *Communication in Africa : A Search for Boundaries*, New Haven: Yale University Press.
- Epstein, A. L. 1969: "The Network and Urban Organization", in J. Clyde Mitchell (ed.) *Social Network in Urban Situations*, Manchester: Manchester University Press.
- Giddens, Anthony 1999: "Globalisation, Director's Lecture: 10th November, 1999", http://www.lse.ac.uk/Giddens/reith_99/Default.htm.
- Halloran, J.D. 1965: "The Effects of Mass Communication, With Special Reference to Television, Television Research Committee Working Paper No. 1, Leicester University Press, Quoted by D. Mc Quail, *Towards Sociology of Mass Communication*, London, Macmillan Communication.
- Hamilton, R.V. and R.H. Lawless 1956: 'Television Within the Social Matrix', *Public Opinion Quarterly*, 20(2), 393 – 403.
- Hampton, B. B. 1931: *History of Movies*, New York: Covici, Friede.
- Harris, F. 1933: *The Presentation of Crime in Newspapers*, Hanover, NH: Sociological Press.
- Head, S.W. 1954 'Content Analysis of Television Drama Programmes', *Quarterly of Film, Radio and Television*, New York.
- Healey, W. 1915: *The Individual Delinquent*, Boston: Little Brown.
- Heeks, Richard 2002: 'Information systems and Developing Countries: failure, Success and Local Improvisations' *The Information Society*, 18, 2, (www.information.society)
- Held, David, Anthony Mc Grew, David Goldblatt and Jonathan Parraton 1999: *Global Transformations: Politics, Economics and Culture*, Cambridge: Polity.
- Hirst, Paul, and Grahame Thompson . 1996: *Globalization in Question*. Cambridge: Polity.
- Hirst, Paul, and Grahame Thompson. 1996. *Globalization in Question*. Cambridge: Polity
- Holsapple, C. W. and K. D. Joshi 2002: 'Knowledge Management: A Three-Fold Framework' *The Information Society*, 18, 1 (www.information.society).
- Hopkins, Terence K., and Immanuel Wallerstein (Eds.). 1996: *The Age of Transition: Trajectory of the World System, 1945-2025*. London and New York.
- Hovland, C.I. (1954) 'Effects of the Mass Media of Communication in Lindzey (ed.), *Handbook of Social Psychology*, Vol. II, Cambridge: Mass Addison-Wesley, pp. 1062 – 1103.
- Hovland, C.I. 1953: *Communications and Persuasion: Psychological Studies of Opinion Change*, New Haven: Yale University Press.
- Inglis, Tom and Carol MacKeogh 2012: "The double bind: Women, honour and sexuality in contemporary Ireland", *Media, Culture & Society*, vol. 34, 1: pp. 68-82.

- Jacobs, L. 1939: *The Rise of American Film*, New York: Columbia University Teachers College Press.
- Johnson, Derek 2011: "Devaluing and revaluing seriality: The gendered discourses of media franchising", *Media, Culture & Society*, vol. 33, 7: pp. 1077-109
- Jowett, G. 1976: *Film: The Democratic Art*, Boston: Little Brown.
- Katz, E., & Lazarsfeld, P. F. (1955) *Personal Influence*, New York: Free Press
- Katz, Elihu (1957) 'The Two Step Flow of Communication : An Upto Date Report on an Hypothesis', *Public Opinion Quarterly*, 21.
- Katz-Kimchi, Merav 2012: "Screening science, producing the nation: popular science programs on Israeli television (1968–88)", *Media, Culture & Society*, vol. 34, 5: pp. 519-536.
- Kim, Y. 2010: "The invention of the Mideu: redefining American television in South Korea", *Media, Culture & Society*, vol. 42, 1: pp. 109-125.
- Klapper, J.T. 1960: *The Effects of Mass Communication*, New York, Free Press.
- Klein Bethany 2011: "Entertaining ideas: social issues in entertainment television", *Media, Culture & Society*, vol. 33, 6: pp. 905-921.
- Klien, Hans 2002: 'ICANN and Internet Governance: Leveraging Technical Coordination to Realize Global Public Policy' *The Information Society*, 18, 3 (www.information society).
- Lazarsfeld, P. F. & Stanton, F. N. (eds.) 1941: *Radio Research 1941*, New York: Duell, Sloan, and Pearce
- Lazarsfeld, P. F. & Stanton, F. N. (eds.) 1944: *Radio Research, 1942-1943*, New York: Duell, Sloan, and Pearce
- Lazarsfeld, P. F. & Stanton, F. N. (eds.) 1949: *Communication Research, 1948-1949*, New York: Harper & Row.
- Lazarsfeld, P. F. 1940: *Radio and the Printed Page*, New York: Duell, Sloan, and Pearce
- Lazarsfeld, P. F., Berelson, B., & Gaudet, H. 1944: *The People's Choice*, New York: Duell, Sloan, and Pearce
- Lazarsfeld, P.F. and Merton, R.,K. (1948) 'Mass Communication Popular Taste Organised Social Action', in L. Bryson (ed.), *The Communications of Ideas*, New York, Harper.
- Lee, A. M. 1937: *The Daily Newspaper in America*, New York: Macmillan
- Lee, Hyunji 2011: "A 'real' fantasy: hybridity, Korean drama, and pop cosmopolitans", *Media, Culture & Society*, vol. 40, 3: pp. 365-380
- Lerner, D. 1963: *The Passing of Traditional Society: Modernizing the Middle East*, New York, Free Press
- Liang, Limin 2013: "Television, technology and creativity in the production of a sports mega event", Limin Liang (2013)
- Livraghi, G. and Monti, A. 2002: 'The Network Society as Seen From Italy' *The Information Society*, 18, 3 (www.information society).
- Lynd, R. S. & Lynd, H. M. 1929: *Middletown*, New York: Harcourt Brace Jovanovich.
- Lynd, R. S. & Lynd, H. M. 1937: *Middletown in Transition*, New York: Harcourt Brace Jovanovich)
- Martin Scot (2014)
- Martin, Hans-Peter, and Harald Schumann. 1997: *The Global Trap: Globalization and the Assault on Prosperity and Democracy*, London: Zed Books and Pluto Press Australia.
- McQuail, D. 1969: *Towards a Sociology of Mass Communication*, London : Macmillan Company.
- Mead, G. H. 1934: *Mind, Self and Society*, Chicago: University of Chicago Press
- Media, Culture & Society*, vol. 35, 4: pp. 472-488.
- Merton, R. K. 1946: *Public Persuasion*, New York: Harper & Row.
- Merton, R.K. 1957: *Social Theory and Social Structure*, New York, Free Press.
- Mitchell, J. Clyde (ed.) 1969: *Social Network in Urban Situations*, Manchester: Manchester University Press.
- Mott, F. L. 1938 *History of American Magazines*, Cambridge, MA: Harvard University Press.
- Mott, F. L. 1941: *American Journalism*, New York: Appleman.
- Ohmae, Kenichi 1995: *The End of the Nation State: The Rise of Regional Economies*, New York Harper Collins.
- Ohmae, Kenichi. 1991: *The Borderless World*, New York: Harper Collins.

- Pankov, Miloš, Sabina Mihelj and Veronika Bajt 2011: "Nationalism, gender and the multivocality of war discourse in television news", *Media, Culture & Society*, vol. 33, 7: pp. 1043-1059.
- Park, R. E. 1922: *The Immigrant Press and its Control*, New York: Harper & Row.
- Park, R. E. 1923: 'The Natural History of the Newspaper', *American Journal of Sociology*, 29:273-289.
- Park, R. E. 1925: 'Immigrant Community and Immigrant Press', *American Review*, 3, 143-152.
- Park, R. E. 1940: 'News as a Form of Knowledge: A Chapter in the Sociology of Knowledge', *Journal of Sociology*, 45, 669-686.
- Park, R. E., E. W. Burgess, & R. D. McKenzie 1925: *The City, Chicago*: University of Chicago Press.
- Peterson, Ruth C. and L. L. Thurstone 1933: *Motion Pictures and the Social Attitudes of Children*, New York, The Macmillan Company.
- Phelan, J. J. 1919 *Motion Pictures as a Phase of Commercialized Amusement in Toledo, Ohio*, Toledo, O.: Little Book Press.
- Prugger, F. V. 1941: 'The Social Composition and Training of the Milwaukee, Journal Newstaff', *Journalism Quarterly*, 19, 231-244.
- Punke, H. H. 1937: 'Sociological Factors in the Leisure-time reading of High School Students', *Library Quarterly*, 7, 332-342.
- Pye, L.W. 1963: *Communication and Political Development*, Princeton University Press.
- Rakshit & Bhadoria 2001: 'Informaqtion Technology and Agriculture', *Yojna*, 45, June 2001, 17-20.
- Reich, Robert B. 1991: *The Work of Nations*, London: Simon and Schuster.
- Roberts, James Paul 2010: "Revisiting the creative/commercial clash: An analysis of decision-making during product development in the television industry", *Media Culture & Society*, September, 32(5):761-780.
- Rogers, E. M. 1962: *The Diffusion of Innovations*, Glencoe, Free Press.
- Rogers, E. M. 1976: *Communication and Development*, London: Sage Publication.
- Rogers, E. M. and Lynne Svenning 1969: *Modernizationamong Peasants: The Impact of Communication*, Holt: Renehart & Winston.
- Rolland, Knut & Eric Monteiro 2002: 'balancing the Local and the Global in Infrastructural Information Systems' *The Information Society*, 18, 2 (www.information society).
- Rosenthal, Solomon P. 1934: "Change of Socio-economic Attitude under radical Motion Picture Propaganda", *Archives of Psychology*, 25.
- Ross, Karen and Cynthia Carter 2011: "Women and news: A long and winding road", *Media, Culture & Society*, vol. 33, 8: pp. 1148-1165.
- Roston, L. C. 1937: *The Washington Correspondents*, New York: Free Press.
- Roston, L. C. 1941: *Hollywood*, New York: Harcourt Brace Jovanovich.
- Saha, Anamik 2012: "Beards, scarves, halal meat, terrorists, forced marriage": television industries and the production of 'race'", *Media, Culture & Society*, vol. 34, 4: pp. 424-438
- Schnapper, Dominique. 1994: *La Communauté des Citoyens*. Paris: Gallimard.
- Schramm, W. 1964: *Mass Media and National Development*, Paris, Standford University Press, UNESCO.
- Scott, Martin 2014: "Marginalized, negative or trivial? Coverage of Africa in the UK press", *Media, Culture & Society*, vol. 31, 4: pp. 533-557.
- Sheehan, Kim Bartel 2001: E-mail Survey Response Rates: A Review", *Journal of Computer Mediated Communication*, Vol. 6, no. 2, January (Wiley Online Library).
- Singh, V. P. 1995: "Satellite Television and Middle Class Youth in Bhopal
- Singh, V. P. 2002: *Network, Education and mobility in Legal Profession*, Meerut; ETDR Publications.
- Singhal, Arvind and E. M. Rogers 2001; *India's Communication Revolution: From Bullockcart to Cybermart*, New delhi: Sage Publication.
- Steiner. 1963: *The people look at Television*, New York, Alfred Knopf.
- Strange, S. 1996: *The Retreat of the State: The Diffusion of Power in the World Economy*, Cambridge: Cambridge University Press.
- Thorpe, M. F. 1939: *America at the Movies*, New Haven, CT: Yale University Press

Wallerstein, Immanuel. 1984: *The Politics of the World Economy: The States, the Movements, and the Civilisations*. Cambridge: Cambridge University Press.

Wallstein, Scott 2003: "Regulation and Internet Use in Developing Countries", *Policy Research Working Paper 2979*, *The World Bank Development Research Group Investment Climate*, March, pp.32.

Waples, Berelson and Bradshaw 1940: *What Reading Does to People*, Chicago: University of Chicago Press.

Weiss, Linda. 1997: "Globalization and the myth of the powerless state." *New Left Review* 225: 3-27.

Wiseman, John (Ed.). 1997: *Alternatives to Globalisation: an Asia-Pacific Perspective*, Melbourne: Community Aid Abroad.

Yong Zhong (2010) Relations between Chinese television and the capital market: three case studies, *Media, Culture & Society*, vol. 32, 4: pp. 649-668.

Zoonen, Liesbet van and Dominic Wring 2012: "Trends in political television fiction in the UK: Themes, characters and narratives, 1965–2009", *Media, Culture & Society*, vol. 34, 3: pp. 263-279.