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The Cultural Invasion and Globalisation of the Mass Media

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Abstract: The paper focuses on the relationship between mass media and popular culture is one of influence. Because of the efficacy of mass media campaigns, mass media influences trends in popular culture. Today, mass media is the major source of transmission of culture. Therefore, let us understand what the mass media is and how it works. Mass media is a critical part of human societies. The media can influence cultural discourse by what it chooses to cover and how it presents the material. Media has got a special recognition in the society for its continuous work in favor of awareness.

Keywords: cultural, media, society, influence human, communication, programme, technology and globalisation

Introduction: In most of the eastern societies, there is resentment against western cultural invasion. Mass media is the gateway through which the cultures of other lands are projected. Therefore, there is the debate on the use and misuse of mass media. However, it should not be forgotten that the Indian society has been an open society and the cultural influences from the outside world have been a feature of Indian societies from centuries past. India has remained open to external cultural influences for millennia and yet retained its core values and cultures. Therefore, those who are worried about the threat to the Indian culture need not be worried. The core culture of India is not so fragile as to be blown off by the external cultural invasion.

There are certain positive cultural values transmitted through the mass media, but the negative cultural values must be resisted and guarded against. "Johannes Gutenberg's invention of the printing press allowed the mass production of books to sweep the nation. He printed the first book, a Latin Bible, on a printing press with movable type in 1453. The invention of the printing press gave rise to some of the first forms of mass

communication, by enabling the publication of books and newspapers on a scale much larger than was previously possible” (Splichal, Slavko 2006:41)

The statement of Mahatma Gandhi clearly shows his belief that he believed in letting the cultures from the outside world come to his house (India) but at the same time he did not want the culture to invade or blow him off by feet. The culture of India gives the Indians their unique strength. “The term ‘mass’ suggests that the recipients of media products constitute a vast sea of passive, undifferentiated individuals. This is an image associated with some earlier critiques of ‘mass culture’ and mass society which generally assumed that the development of mass communication has had a largely negative impact on modern social life, creating a kind of bland and homogeneous culture which entertains individuals without challenging them” (Thompson, John (1995: 26-28)

Mass media is a critical part of human societies. Understanding mass media is usually a key to understanding a population and culture; that is why the field of media studies is so huge. Watching, reading, and interacting with a nation’s mass media can provide clues into how people think, especially if a diverse combination of mass media sources are perused. In the last 50 years the media influence has grown supportively with the advance of technology, first there was the telegraph, then the radio, the newspaper, magazines, television and now the Internet.

We live in a society that depends on information and communication to keep moving in the right direction and do our daily activities like work, entertainment, health care, education, personal relationships, travelling and anything else that we have to do. In our work, we usually know what we have to do is based on our experience and studies; however, in our daily life we rely on the media to get the current news and facts about what is important and what we should be aware of. We have put our trust on the media as an-authority to give us news, entertainment and education. “In the late 20th century, mass media could be classified into eight mass media industries: books, the Internet, magazines, movies, newspapers, radio, recordings and television. The explosion of digital communication technology in the late 20th and early 21st centuries made prominent the question: what forms of media should be classified as "mass media"? For example, it is controversial whether to include mobile phones and video games in the definition. In the early 2000s, a classification called the "seven mass media" came into use” (Sashwat Yogi 2013: 71-73)

The mass media are the major transmitters of culture. Television broadcasts entertainment that reflects stereotypes of acceptable and unacceptable behaviours and values across a wide range of dimensions, including race or ethnicity, class, gender, age, physical and mental ability and sexual orientation. The format of the programmes often invites viewers to laugh at, despise, or belittle cultures other than the dominant one. For example, the Simpsons are a TV programme which has a running joke that depicts Pakistani immigrants as ignorant convenience-store owners and confused taxicab drivers.

News programmers reflect the interests of the society's major power groups - corporations and the wealthy. The media are themselves controlled by major corporate entities and the primary sponsors of programming are corporate advertisers. Television commercials encourage a materialistic consumer mentality, regardless of necessity, safety, or effectiveness of products. Advertising creates a consumer culture in that it defines individuals' needs and then entices people to fulfil them by purchasing goods and services, an activity that is the lifeblood of capitalism.

In India, the mass media has played both negative and positive roles. On the positive side, the value of consumerism has been highlighted. So, the traditional Indian value of simple living and high thinking has been replaced by the thinking why my neighbour has a better car or a better house than mine. The middleclass children prefer junk food in preference to the healthy homemade food because of food advertisements in mass media. There is more focus on learning English as the expense of local language and children are forgetting the myths and values of their own culture.

However, the mass media has also led to modernization at a faster rate and there are some positive values in modernization. The process of modernization may be best understood as consisting of four sub-processes, of which one is technological development. In the course of modernization, traditional knowledge and techniques give way to the application of scientific knowledge and techniques borrowed mainly from the industrialized West. Another sub-process is agricultural development, represented by a shift in emphasis from subsistence farming to commercial farming, instead of raising crops and livestock for their own use, people turn with growing frequency to the production of cash crops, with increased reliance on a cash economy and on global markets for selling farm products and purchasing goods.

A third sub-process is industrialization, with a greater emphasis placed on material forms of energy - especially fossil fuels - to drive machines. Human and animal power becomes less important, as do handicrafts in general. The fourth sub-process is urbanization, marked particularly by population movements from rural settlements into cities. Although all sub-processes are interrelated, there is no fixed order of appearance.

As modernization proceeds, other changes are likely to follow. In the political realm, political parties and some sort of electoral apparatus frequently appear, along with the development of an administrative bureaucracy. In formal education, institutional learning opportunities expand, literacy increases, and indigenous educated elite develops. Religion becomes less important in many areas of thought and behaviour as traditional beliefs and practices are undetermined. Many traditional rights and duties connected with kinship are altered, if not eliminated, especially where distant relatives are concerned. Finally, where social satisfaction is a factor, social mobility increases as ascribed status becomes less important and personal achievement counts for more.

Throughout the so-called underdeveloped world, in Africa, Asia, South and Central America, and elsewhere, whole countries are in the throes of radical political and economic change and overall cultural

transformat. In fact, new inventions and major advances in industrial production, mass transportation, and communication and information technologies are transforming societies in Europe and North America as well. This worldwide process of accelerated modernization in which all parts of the earth are becoming interconnected in one vast interrelated and all-encompassing system is known as globalization. “According to Stephen Balkaran, an Instructor of Political Science and African American Studies at Central Connecticut State University, mass media has played a large role in the way white Americans perceive African Americans. The media focus on African American in the contexts of crime, drug use, gang violence and other forms of anti-social behavior has resulted in a distorted and harmful public perception of African Americans” (Balkaran, Stephen 1999)

Globalization is the buzzword of the moment: a concept that has captured the interest of academics, business leaders, and politicians alike. Even as the world has become increasingly fragmented by specialized interests, it has simultaneously become more global as well. Globalization is a complex set of social, political, and economic processes in which the physical boundaries and structural policies that previously reinforced the autonomy of the nation state are collapsing in favour of instantaneous and flexible worldwide social-relations.

“Bennett's critique of 21st-century mass media argues that today it is more common for a group of people to be receiving different news stories, from completely different sources, and thus, mass media has been re-invented. As discussed above, filters would have been applied to original mass medias when the journalists decided what would or would not be printed” (Bennett, Lance 2011:337) While globalization is multidimensional, the most important dimension is economic globalization. In the past few decades, the spread of capitalism has fuelled the rise of multinational corporations which wish to profit from untapped “global markets”. Hence, these corporations aggressively support free-trade policies that eliminate barriers such as trade tariffs between national and international markets.

For the mass media, which are owned and controlled almost exclusively today by multinational corporations, globalization creates opportunities to bring their cultural products to distant local markets. This fact has raised fears about cultural imperialism, the imposition of one set of cultural values on other cultures. The process is bi-directional, however. Local markets are influencing the products and thinking of the very companies targeting them, leading to concern that cultural difference is being eradicated in favour of one large hybridized culture.

Human populations have always been on the move. But today, more people travel faster and farther than ever before due to modern means of transportation. Moreover, revolutions in communication technology-from print media to telegraph and telephone to radio, television, satellites, and the Internet-make it possible to exchange more information with more people more swiftly and over greater distances. Obviously, the global flow of humans, their products and their ideas, play a major role in cultural change.

A popular belief since the mid-1900s has been that the future world will see the development of a single homogeneous world culture. This idea is based largely on the observation that, due to technological developments in communication, transportation, and trade, people of the world are increasingly watching the same television programmes, reading the same newspapers, eating the same foods, wearing the same types of clothes, and communicating via satellites and the Internet. "Social media is a large contributor to the change from mass media to a new paradigm because through social media what is mass communication and what is interpersonal communication is confused Interpersonal/niche communication is an exchange of information and information in a specific genre. In this form of communication, smaller groups of people are consuming news/information/opinions. In contrast, mass media in its original form is not restricted by genre and it is being consumed by the masses" (Turner, Graeme 2015:1)

In the transition to post-modernity, mass media have gone from being one institution among many within our cultural environment to being the very basis of our cultural environment. It is evident by studies that the further back in history one travels, the less central mass media are to social life and the more central are other social institutions such as the family, the worship places, the school, and the state. But today, these social institutions have been subsumed by, and are largely filtered through, the mass media. More than ever before, the mass media have replaced families as caretakers, worship places as arbiters of cultural values, schools as sites of education, and the state as public agenda-setters.

Conclusion: In conclusion we can say that mass media impacts culture not one way but both ways. In other words, while the mass media has brought about westernization and modernization of the Indian tradition, it has also carried the Indian and the Eastern cultural values to the west. The culture of Yoga, Ayurveda, along with dietary items like chutney and curry are the Indian export to the western culture disseminated through the mass media

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