The Global Media: The New Missionaries of Corporate Capitalism

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Abstract

The Global Media describes in detail the recent rapid growth and crossborder activities and linkages of an industry largely composed of international conglomerates. It assesses the significance of the ongoing deregulation and convergence of global media and telecommunications systems and the rise of the internet. The authors argue that the most important features of this globalization process are the implantation, consolidation and concentration of advertisement-based commercial media and the parallel weakening of the 'public sphere'. It is contended that the United States provides the evolutionary model toward which the global media system is moving, and the history and characteristics of the U.S. System are described, along with developments in seven other countries around the world. Finally, the authors evaluate the defenses of the ongoing globalization process and discuss the forms of local, national and global resistance that have emerged.

Written by two of the leading media scholars in America, this book provides the most up-to-date, concise survey of the global media industry available and has become essential reading for all those interested in media studies.

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Missionary Social Sciences

Leading medium

Capitalist society Social Sciences

Globalization

1.0 out of 5 starsGlobal Media: The Missionaries of Global Capitalism. 18 May 2005 - Published on Amazon.com. This is your typical left wing anti-capitalist drivel. In social science and economics, corporate capitalism is a capitalist marketplace characterized by the dominance of hierarchical and bureaucratic corporations. A large proportion of the economy of the United States and its labour market falls within corporate control. In the developed world, corporations dominate the marketplace, comprising 50% or more of all businesses. Those businesses which are not corporations contain the same bureaucratic structure of corporations, but there is usually a sole Karthik Selvanayagam, Varisha Rehman Materialism, television and social media – analysis of the transformation of post-colonial Indian market, Journal of Historical Research in Marketing 5 (May 2019).

https://doi.org/10.1108/JHRM-03-2018-0011. Close Figure Viewer. The Global Media describes in detail the recent rapid growth and crossborder activities and linkages of an industry largely composed of international conglomerates. It assesses the significance of the ongoing deregulation and convergence of global media and telecommunications systems and the rise of the internet. The authors argue that the most important features of this globalization process are the implantation, consolidation and concentration of advertisement-based commercial media and the parallel weakening of the ‘public sphere’.