

# The Effects of the Mass Media

## Globalisation and culture

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Name and date begun:

**Time allocation:**

3 lessons

**Learning objectives:**

- Students should understand that there are a variety of theoretical positions which can be applied to an understanding of the processes of globalisation
- These theories have been looked at through the duration of the course and should be applied to a consideration of the impact of media on culture

**Key Concepts and vocabulary**

See your lesson notes for a list of ideologies and philosophies. These must be learned in addition to the following:

- Globalisation
- Resistance theory
- Small world theory
- Cultural imperialism
- World system theory
- Differential readings between cultures

**Additional reading and references**

Graeme Burton (1998) *Access to Sociology: Media and Popular Culture* p 55,

Paul Trowler (1996) *Sociology in Action: Investigating the Mass Media (2<sup>nd</sup> Edition)*  
Chapter 5

### **Personal Development ideas**

- Revise your work on Media Institutions. Anything incomplete should be finished.
- Ask someone from another culture, preferably Asian, to allow you to view a video of a popular Asian film.
- Watch a foreign film with subtitles. Did you enjoy it? Why/why not?
- Watch some S4C programmes and consider the case of Welsh television programmes within the context of dominant English culture.

### **Overview of the debate**

- Theoretical perspectives should be applied to a practical debate.
- Do all cultures 'read' media productions in the same way?
- Is it possible to resist the media productions of another culture?
- Should the governments act to protect their own cultures?

### **Revision tips**

- Revise globalisation theory
- Revise post-modernism
- What global media forms do we now have? How may these develop?

### **What you should have in your folder when this work has been completed correctly:**

- A clear explanation of each of the glossary terms
- Acceptable lesson notes.
- An overview of each of the theoretical perspectives
- Notes taken from text books
- Downloaded notes from the Internet.

