

# CONTENTS

Preface	ix
Acknowledgments	xi
1 Introduction: Global Village of Babel	1
Wael Ghonim	1
Martin Luther	2
Oprah Winfrey	3
No Globalization without Media	4
Globalization and Media as Human Actions	6
Kevin Carter: Pulitzer Prize, Then Suicide	6
Premature Celebrations of Globalization	7
Marshall McLuhan and the Global Village	8
Babel	9
Global Village of Babel	10
Ken Banks: Poverty? There's an App for That	12
Lu Guang: Documenting the Human Condition	13
2 Language and Metaphor: What We Talk about When We Talk about Globalization and Media	15
The Battle of Seattle	15
Globalization, Language, and Raymond Carver	16
-ization and Its Discontents	18
<i>Antiglobalization?</i> Words Matter	20
Impermanence and Change: <i>Anicca</i>	21
When Did Globalization Begin?	22
Metaphors of Globalization	23
"Metaphors to Globalize By"	30
A Definition of Globalization	30

3	The Role of Media in Globalization: A History	33
	From Bongos to Blackberrys	33
	Out of Africa—with Media	33
	Technology and Social Change: The Debate	35
	Evolution of Media and Globalization	37
	Oral Communication	38
	Script	40
	The Printing Press	42
	Electronic Media	44
	Digital Media	48
	Once Again: No Globalization without Media	49
4	“The Rise of the Global Imaginary”: The Global Village	51
	<i>The Blue Marble</i>	51
	Study of the Imaginary	53
	The Global Imaginary: The World as Imagined Community	55
	Global Imaginary to Global Village	57
	Regaining Babel	59
	The Technological Sublime	59
	Lewis Mumford	61
	The Pentagon of Power	61
	Conclusion: A Global Village of Babel	63
5	Media and Economic Globalization: Starving	
	Children, Hannah Montana, Football, and the Bottom Billion	67
	Nestlé, Marketing, and an Infant Formula Controversy	67
	How to Sell Shoes: From Cobblers to Nike	70
	Media, Marketing, and Myth: “Just Do It”	70
	Nestlé: Just Don’t Do It?	72
	Media Oligopoly	73
	Implications of Media Oligopoly: Is Big Bad?	75
	“Global Village or Global Pillage”?	77
	A Closer Look: The Walt Disney Company	78
	Rupert Murdoch, News Corp., Fox, and Football	81
	Time Warner: From <i>Life</i> to CNN to AOL	83
	No Media, No Capitalism, No Globalization	85
	No World News Tonight: The Demise of International Reporting	86
	Ignoring the Bottom Billion and the Megacity	88
	Mo Amin: A Spotlight on the Bottom Billion	91

6	Media and Political Globalization: Killing Stories—and Journalists	95
	Media and Politics in the Global Village	95
	Killing Journalists: The World as War Zone	96
	The Beheading of Daniel Pearl	97
	UNESCO and Freedom of Expression	98
	Killing Stories to Save Journalists	100
	Killing Stories to Manufacture Consent	101
	News and the Rationales for War in Iraq	103
	Metaphors of War	104
	Metaphors Can Kill	110
	Facebook Revolution? Mohamed Bouazizi	112
	New Media in the Global Village	114
	New Media, Malaysia, and the Case of Raja Petra	116
7	Media and Cultural Globalization: Cartoon Riots and Dismantled McDonald's	121
	"Those Danish Cartoons"	121
	Local Cartoons, Global Riots	123
	Globalization and Culture: Three Possible Outcomes	124
	Cultural Difference: McDonald's and "The Clash of Civilizations?"	125
	Cultural Convergence: McDonaldization or McWorld?	128
	Cultural Hybridity: McCurry and Glocalization	132
	Cultural Hybridity and Music: Omara Portuondo and Cuban <i>Filin</i>	134
	Cultural Globalization and China: Qiangguo Luntan and Tiananmen	136
	The Daily (and Historical) Negotiation of Local and Global	139
8	Conclusion: The Globalization of False Promises	141
	" <i>Homo Homini Lupus</i> "	141
	Roshaneh Zafar: Media, Microfinance, and Women	142
	Cell Phones: A Better World?	144
	Cell Phones—and Slaughter: Coltan	146
	Fulfilling the Promise of Globalization—and Media	147
	Notes	149
	Index	169
	About the Author	175