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November 3, 1999

George Gerbner
234 Golfview Road
Ardmore, PA 19003

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Dear Professor Gerbner:

Enclosed please find one original signed agreement for your contribution of a chapter to Kamalipour's *Transnational Media and Global Communication*. Please keep this agreement for your files. If you have any questions or concerns, feel free to contact me.

Sincerely,

Dory Schaeffer

Dory Schaeffer
Editorial Assistant
Communication
Wadsworth Thomson Learning
877-999-2350 x413
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Ermond ok

Rock



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August 25, 1999

George Gerbner, PhD
234 Golfview Road
Ardmore, PA 19003

Dear Professor Gerbner:

When signed by you where indicated, the following will constitute the sole and complete agreement between us for the preparation by you of a chapter in Transnational Media and Global Communication.

1. You will write a chapter on the topic of *Global Culture: Homogeneity Versus Diversity*, the chapter to cover current issues and developments in the field and other information that may be necessary and appropriate. Acceptance of the Work will be at our sole and exclusive discretion.
2. You will submit your chapter on ~~double-spaced 8 1/2 x 11 inch pages and on a diskette in WordPerfect or Microsoft Word. The complete manuscript will be delivered to Yahya R. Kamalipour no later than December 1, 1999.~~ *by e-mail*
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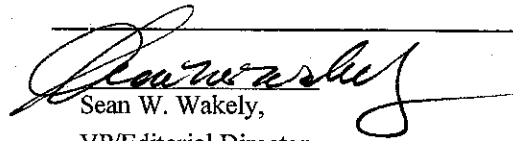
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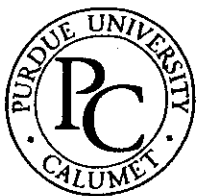
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Department of Communication and Creative Arts

August 4, 1999

George Gerbner, PhD
Bell-Atlantic Professor
Department of Communication and Theatre
Temple University
Ardmore, PA 19003

Dear Professor Gerbner:

In accordance with our earlier correspondence, I have enclosed four (4) copies of an Agreement Letter that has been prepared by the legal staff at Wadsworth Publishing Company. Kindly sign ALL four copies and mail them, at your earliest convenience, to Ms. Karen Austin whose address appears on the second page of the Agreement Letter. Please forgive the legalistic tone of the Letter.

For your information, I have enclosed is a "Guideline" and also an updated "Table of Contents." Hope you find them useful in preparing your manuscript.

Please note that the book, *Transnational Media and Global Communication*, is intended for the upper level undergraduate and lower level graduate students. As you well know, writing for a textbook is quite different than writing for a typical anthology, reader, or an academic journal. My intention is to make the book "reader friendly" and as comprehensive—in terms of scope and coverage—as possible. Hence, chapters should be segmented into parts and subparts, and include introductions, definitions of terms/concepts, examples and illustrations.

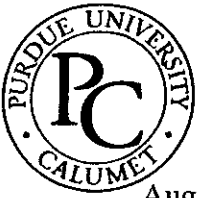
Once again, I would like to take this opportunity to express my sincere appreciation to you for your kind cooperation and for making this exciting and timely project a reality.

Looking forward to receiving your chapter (a paper copy and an electronic copy—Word or Word Perfect) before the December 30, 1999 deadline.

With all good wishes,

Yahya R. Kamalipour, PhD
Professor and Acting Head

Enclosures



Department of Communication and Creative Arts

August 25, 1999

George Gerbner, PhD
234 Golfview Road
Ardmore, PA 19003

Dear Professor Gerbner:

As noted earlier in one of my earlier email messages, in connection with the textbook, *Transnational Media and Global Communication*, we are in the process of creating an electronic journal, *Global Media Monitor*, which is intended to keep students and instructors abreast of developments in international communication. I would like to cordially invite you to serve on the "Advisory Board" of this journal. The journals will include profiles of experts/scholars in international communication, timely articles, list of relevant articles and books, links to various nations web sites, links to radio and television stations, links to newspaper and magazines, and so on.

Would you kindly sign this invitation letter and return it to me along with a copy of your recent picture, a brief biography, a list of your publications, and your web page address for inclusion in the GMM? Please note that each issue of GMM will profile one of the scholars and/or members of the Advisory Board.

Once again, many thanks for your kind support and cooperation.

With warmest regards,

Yahya R. Kamalipour, PhD
Professor and Acting Head

Permission Statement

I GEORGE GERBNER hereby agree to serve on the Advisory Board of the electronic journal, *Global Media Monitor*, to be edited by Yahya R. Kamalipour. I further permit the journal to publish my name, address, photo, biography, titles of my published work, and any links to my personal home pages.

Signature

Date

Fossil
9/26/99



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August 4, 1999

George Gerbner, PhD
School of Communication and Theatre
Temple University
Ardmore, PA 19003

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1. You will write a chapter on the topic of *Global Culture: Homogeneity Versus Diversity*, the chapter to cover current issues and developments in the field and other information that may be necessary and appropriate. Acceptance of the Work will be at our sole and exclusive discretion.
2. You will submit your chapter on double-spaced 8 ½ x 11 inch pages and on a diskette in WordPerfect or Microsoft Word. The complete manuscript will be delivered to Yahya R. Kamalipour no later than December 1, 1999.
3. The manuscript prepared by you for the Work will be a work made for hire and we will own all rights in the Work. You hereby assign to us the copyright and all the exclusive rights comprised in the copyright in the Work and all revisions thereof, including, but not limited to, the exclusive rights to publish and distribute the Work and to prepare, publish, and distribute derivative works based thereon and other versions or translations of the Work in any language throughout the world, in all media of expression now known or as developed in the future, and to license or permit others to do so, during the term of copyright. We may register the copyright in the Work in our name or in any or any other name it designates in any and all countries. The terms of this paragraph will apply to all materials that you prepare as a supplement to the Work. We have the right to edit, or not to publish, the material you submit. We will consult with you about any substantive changes we wish to make, if these consultations can be made within the limits of our publishing schedule.
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6. On publication of the Work, we will send you one free copy of the Work.
7. This letter contains the entire understanding between us of your contribution to the Work, and supersedes all previous agreements about the Work, whether oral or in writing. This agreement can be modified only by a writing signed by both of us. You may not assign this Agreement, or the compensation to be paid under this Agreement, without our prior written consent.
8. This agreement shall be governed by, and construed in accordance with, the laws of the State of New York.

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Sean W. Wakely,
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Author: _____

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MANUSCRIPT PREPARATION GUIDELINES

For the Book

Transnational Media and Global Communication in the Age of Information Revolution

Dear Distinguished Contributors: In order to save time, avoid unnecessary delays, and speed up the process of editing, please follow the following guidelines as closely possible:

1. In writing the chapters, please keep your audience (the students) in mind. Write accessibly, use headings, subheadings, illustrations, and definitions as often as you can.
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3. Please place title, the name(s) of author(s), position(s), institutional affiliation(s), telephone and fax numbers on a separate cover page.
4. Please double-space all portions of the manuscript, including references, tables, figures, and quotations. All margins (top, bottom, left, right) must be 1.5 inches.
5. Please avoid using footnotes or endnotes—incorporate the information in the text.
6. Please list only the sources which are cited in your chapter under “References.”
7. Please proofread and double-check the references for completion (author, date, title, city and state, and publisher) before submitting your manuscript.
8. Please number all pages (except figure pages) in sequence, starting with the title page.
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10. Please obtain written permission for any and all copyrighted materials used in your paper.
11. Please include a brief (about 100 words) biography of yourself on a separate sheet of paper.
12. Please send One Paper Copy of the chapter along with an Electronic Copy on a high-density (HD) disc (Word, Word for Windows, or Word Perfect; IBM compatible) to the editors no later than December 30, 1999.

Thanking you in advance for your kind attention, cooperation, and support

Transnational Media and Global Communication in the Age of Information Revolution

TABLE OF CONTENTS AND CONTRIBUTORS

Chapter 1: History and Development of Global Communication.

Abstract: The chapter will trace the history and development of international communication. In so doing, it will introduce students to the discipline, including origin, evolution, and channels.

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Chapter 2: Theories of International Communication.

Abstract: This chapter will briefly review the traditional theories of the press (authoritarian, libertarian, social-responsibility, Soviet-totalitarian, developmental, revolutionary) vis-à-vis international communication. Furthermore, some U.S. mainstream media theories (e.g., agenda-setting, functionalism) and European critical theories (e.g., Gramsci, Habermas, Castells) for their relevance or otherwise to understanding international communication processes. Empirical illustrations will mostly be drawn from Russia and Eastern Europe over the past decade. The chapter will seek to demonstrate the critical lacunae of various kinds that afflict media theory in the current era of globalization.

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Chapter 3: Communication and Culture.

Abstract: This chapter illustrates the critical linkages between culture and communication. In fact, without communication, culture could not be passed from generation to generation. This book is about international communication issues and culture is one of the most basic building blocks in understanding the processes involved in international communication. People try to disseminate and maintain their won cultural identity through their communication products. These products include films, television programs, videos, books, newspapers and magazines—and now web sites. In an era of global communication, porous borders allow these same products to be consumed cross culturally, thus possibly posing a threat to indigenous cultures. Western cultures, particularly that of the United States, have been able to produce such popular products that they can overwhelm the domestic products in many cultures. Of course, people don't always spend their whole lives within the confines of their own cultures. They travel for economic, political, or personal reasons, and take up residence in other cultures. In the diaspora, they begin to set up new systems of communication, establishing hybrid cultures. Some cultures are always in conflict and communication both helps create the divide across them and serves as a bridge to join them. This chapter will focus on the following topics:

What is culture—and what types of cultures exist (Transnational, national, Professional or Organizational, Group).

Traditional culture vs. modern culture.

How is culture transmitted?

The role of language.

The position of English in global cultural transmission.

What is cultural identity and cultural orientation?

How is it built, how does it change?

What are culture industries?

Why the West dominates in the production of culture?

What influence doe it have on the rest of the world?

How do local cultural industries respond?

Through resistance?

Through the appeal of local products?

What role do journalists play in the production of national and international culture?

Managing cultural conflict

Why conflict arises?

Types o cultural conflict—ethnic, linguistic, religious

What role communication plays in
heightening or ameliorating such conflict
Hybrid and deterritorialization in the Diaspora
What the terms mean.
What is multicultural as an approach to
conflicting perspectives.
Communicating interculturality.
Cultural studies as a discipline
What it is
Why is it so popular today

Author: Christine L. Ogan, PhD
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Chapter 4: Global News and Information Flow.

Abstract: A major concern of the New World Information Order movement of the 1970s and 1980s was that Western information monopoly had resulted in a heavy imbalance in the flow of news, with information moving predominantly from advanced Western countries to developing countries. The movement was also concerned that the little coverage given to developing countries in the Western media was often tainted by stereotypical portrayals of such nations. This chapter will investigate whether these concerns are still valid in this age of Information Revolution, which has greatly facilitated the speed and volume of news and information internationally. The chapter will also explore both the traditional patterns of news flow via international news agencies and news organizations, and emerging patterns of news flow via the Information Superhighway.

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Chapter 5: Communication and National Development.

Abstract: Communication for national development has grown in importance as a sector of strategic communication since the end of World War II and the implementation of the Marshall Plan to rehabilitate post-war Europe. The field is more closely associated with the efforts to modernize former colonial territories as a strategy to contain Soviet expansionism during the decolonization period after World War II. Specifically, communication for national development has sought to mobilize the power of communication, particularly mass communication initiatives to accelerate and sustain economic, political, and social progress in the developing regions of the world. As such, communication and national development has existed at the confluence of foreign policy, international communication and development drama. Over the past four decades, advances in social theory, social science theory, and research methods have contributed to dramatic changes in the communication and national development field. Today, communication and development is recognized as a special form of strategic communication (research, theory, planning, and participation). These theoretical, methodological, and ideological developments provide the framework that will guide the selection and exploration of important milestones in the field. The chapter will be organized around the following topics:

A brief history of field.

Modernization

Dependency critique and the emergence of grassroots and alternative media

New World Information and Communication Order

Development support communication

Another development

Participation, self-efficacy, communication and development

Key institutional players in various parts of the world (Africa, Asia, North America, Europe).

Key intergovernmental organizations (UNESCO, UNICEF, UNDP, FAO).

The international foundations and the NGO community (the Ford Foundation).

Regional collaborative mechanisms (the Caribbean Broadcasting Union, the Southern African Development Communication Network)

Case studies in Africa, Asia, Latin America, the Caribbean, and Europe.

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 Professor
 School of Telecommunication
 Ohio University
 Athens, OH 45701

Tel: 740-593-9178; Fax: 740-593-1837
 Email: vcambridg1@ohiou.edu

Chapter 6: The Economics of Transnational Media Corporation.

Abstract: This chapter provides a comprehensive look at today's transnational media corporation. Special attention is given to why TNMC's engage in foreign direct investment. This chapter also explores the business of transnational media ownership referencing a few select characteristics that distinguish the TNMC from other kinds of transnational corporations. And finally, the chapter will look at other issues pertaining to media acquisitions and mergers in a world that is becoming increasingly privatized.

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 Western Michigan University
 Kalamazoo, MI 49008

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 Email: Richard.Gershon@wmich.edu

Chapter 7: The Politics of Global Communication.

Abstract: This chapter will focus on the following issues:

1. The new realities in the politics of world communication. The shift from a political regime to a trade regime and the emergence of the WTO as key regulatory institution.
2. The key issue-areas for global governance in communication politics, including equity in access to infrastructures; sharing of knowledge; and participation in decision making. Illustrations from such fields as telecommunication services, intellectual property, and computer networks will be provided.
3. The need for public intervention. How the mobilization of civil movements is needed to intervene in the political process on behalf of the public interest.

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 Center for Communication & Human Rights
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 The University of Amsterdam
 Amsterdam, 1064 CL
 The Netherlands

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Chapter 8: Global Broadcasting in the Age of Information Revolution.

Abstract: This chapter will be organized around the following topics:

Theoretical Issues for Direct Satellite and Radio Broadcasting
 Technological Evolution: Radio to satellite to DBS

International Radio

Propaganda

National sovereignty

Commercial trends

International Satellite Policy Debates in the 1960s and 1970s

Propaganda fear

National sovereignty

Prior consent vote

International Satellite Television

Accidental footprint spill-over phase

Satellite-to-cable distant signals

National satellite television (SITE, etc.)

Global cable channels (CNN, etc.)

Direct Broadcast System (DBS)

Regional operations (Star TV, etc.)

Global conglomerates

Policy and Theory Issues and Challenges

Author: Joseph D. Straubhaar, PhD
 Professor
 Department of Radio-Television-Film
 University of Texas, CMA 6.118
 Austin, TX 78712-1091

Tel: 512-471-5304; Fax: 512-471-4077

Email: jdstraubhaar@mail.utexas.edu

Chapter 9: Global Communication and Information Technologies.

Abstract: This chapter will focus on the following topics:

The World as a System

Global division of labor

Need for coordination & control via communication technologies

Explosion of communication technologies

Legacy of the Past

Current debate is greatly influenced by legacy of the past

Empires and telegraph networks

Echoes of the past audible in the NWIO debate

Trade in Services and Global Communication Networks

Global trade has gone beyond physical goods to services

Trade services have made communications networks critical for global commerce

Perceptions/interests of industrialized countries vs. poor countries

Transborder data flows

Satellites

Emerging Network Structures

In past, communication networks aided the creation of centralized center-periphery relations

Will the new technologies change the center-periphery relationship?

Existing structure of the global Internet network

Towards a New World System?

Thoughts on how communication technologies may change the world system.

Author: **Harmeet Sawhney, PhD**
 Professor
 Department of Telecommunications
 Indiana University
 Bloomington, IN 47405

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Chapter 10: Global Communication Law and Ethics.

Abstract: The study of communication law and policy has, in large measure, traditionally been nation-specific except in those areas where particular technologies or common goals mandated a degree of international cooperation. Thus, freedom of speech and freedom of the press, prior restraint and censorship, libel and slander, the right to privacy, free press-fair trial conflicts, freedom of information, obscenity, and advertising

regulation were studied in the context of a particular nation. A global approach to law and policy administered by an agency such as the International Telecommunications Union (ITU) was reserved for areas such as broadcasting, where radio and television signals freely crossing international boundaries had the potential to interfere with one another and destroy any utility the medium might have, as well as the potential to carry political and social messages that affected many countries. A global approach has also been embraced when mutual cooperation forwarded social goals such as the protection of intellectual property rights—patents, trademarks, and copyrights—under the Berne Convention, the Universal Copyright Convention (UCC), and the General Agreement on Tariffs and Trade (GATT). However, Marshall McLuhan's global village is inexorably if somewhat belatedly becoming more of a reality, and the unforeseen catalytic medium is the computer tied to the Internet. Suddenly, all of the aforementioned nation-specific areas of communication law and policy are going to have global dimensions as the Internet continues at breakneck speed to interconnect the planet and make gratuitous the physical boundaries formerly used by nation-states to control communication. This chapter will address the following issues:

1. The traditional roles of freedom of the press and freedom of speech in Western democracies and the role of Article 19 of the Universal Declaration of Human Rights.
2. The interplay of communication policy, communication law, and communication ethics in nation-states' communication systems.
3. Existing international regulatory and policy making bodies and their roles, such as the ITU, the Berne Convention, the UCC, GATT, etc. (including a discussion of international radio frequency allocation, piracy and protection of intellectual property, and direct broadcast satellites).
4. Censorship's role in nation-states' security issues (such as U.S. in the Persian Gulf War, U.K. in the Falklands, China in Tianamen Square, etc.).
5. Censorship's role in nation-states' maintenance of social mores (in areas such as pornography, violence, and religion—e.g., Salman Rushdi's vs. Islam, hate-speech in Germany, pornography regulation throughout the world).
6. Media ownership patterns in nation-states and their impact.
7. The Internet and its impact on nation-states communication systems.
8. Areas of concern in international communication law.

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And

Denise M. Trauth, PhD
 Provost
 University of North Carolina-Charlotte
 Charlotte, NC 28226

Chapter 11: Global Advertising and Public Relations.

Abstract: Both advertising and public relations—when examined on a global scale—must be comparatively considered within a context that includes historical and evolutionary factors that have influenced their development worldwide. Furthermore, full appreciation must be given for the diverse cultural, governmental/regulatory, economic, geographical, and technological factors that have differently influenced the development of advertising and public relations in the world's regions, as well as the range of ideological beliefs that have mitigated their development and contemporary practice. Advertising and public relations are changing rapidly throughout the world, partly in response to changing transnational media and global communication that are being influenced by globalism, itself, as well as by a corresponding multiculturalism—all of which are only possible because of previously unimaginable technological advances that are changing how and why people communicate. This chapter provides an historical analysis and a prognosis of the continuing development of advertising and public relations worldwide.

Brief History of Advertising and Public Relations Worldwide

Historical and evolutionary factors

Cultural factors

Governmental and regulatory factors

Economic factors

Geographical factors

Technological factors

Contemporary definitions and perception of advertising and public relations

Status and Future of Advertising and Public Relations Worldwide

Implications of globalism, multiculturalism, and technology

Implications of economic and cultural imperialism

Integrated communications
 Toward a global ideological foundation for advertising and public
 relations
 Prognosis for the future and its implications

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Chapter 12: Global Communication and Propaganda.

Abstract: We begin this chapter by providing one or two examples of why the understanding of international communication propaganda is important. We note that propaganda may be found in a variety of media and interpersonal communication contexts including advertising, news, terrorism, corporate public relations, the military, and government. We theorize as to why propaganda is a problem in international communication. We then turn to an overview of propaganda theory and apply it to mediated and interpersonal communication in a global setting. The message delivered here is that the term propaganda may be somewhat confusing and depends largely on one's perspective. What may be considered as information sharing by some could easily be thought of as manipulation by others.

We will begin by outlining the evolution of the term propaganda, largely recognized as growing out of the Seventeenth Century Catholic Church. From there we move to H.D. Lasswell and his classic work on propaganda technique in the World War (1927). Opinions by psychologist Roger Brown (1958) and social psychologist Hadley Cantril (1965) will be included. Next we will review selected theories of persuasion worth considering in a discussion of propaganda. These include Carl Hovland's army and Yale research (1953, et al), plus contemporary writings by Janis and Feshbach (1967), Cook and Flay (1978), Rogers (1975), Whitehead (1968), and the Schramm-Berlo-DeFleur and Ball-Rokeach bullet theory (Schramm, 1971). The next stage is to take various categories of propaganda in order to provide a better understanding of it and its potential effect. Here we shall loosely base our discussion around the seven propaganda devices identified by the Institute for Propaganda Analysis in 1939 (Lee and Lee), and gear the examples to a global setting. Examples would include: the Persian Gulf War, the Oklahoma City bombing, United

Fruit News agencies, Middle East and Latin American terrorism, U.S. politics, and other recent events and issues.

Our "solution" section will offer commentary on propaganda and its implications for effective global communication. Recommendations will include greater awareness and dialogue. Specific targets will be mechanisms for greater community and citizen participation, increased public awareness and a more aggressive posture by journalists, and the development of better global outreach programs and international education exchanges.

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Chapter 13: Globalism and Localism: Migration, Identity, and World System Development.

Abstract: The transition from national to global capitalism can be characterized by a historical passage from agrarian to industrial and infomatic imperialism. If we label the new phenomenon "Pancapitalism," its main features may be summarized as follows: Pancapitalism is global, based on flexible accumulation, acquisitive, information intensive, and communication extensive. The global reach of Pancapital is, however, subverted by a number of spatial sites of resistance, from localism to pan-nationalism, ethno-nationalism, and regionalism. Pancapitalism is also resisted by the counter ideologies of environmentalism, feminism, and revivalism. For Pancapitalism to survive the economic, political, and cultural crises on its path, the current imbalance between state, markets, and civil society must be corrected. In an age of globalization, such correction calls for a dialogue among civilizations and their competing worldviews and normative preferences. This chapter will explore these and other related issues.

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Chapter 14: Global Culture: Homogeneity Versus Diversity.

Abstract: If future historians wanted to know about the common cultural environment of stories and images into which a child was born in the second half of the twentieth century, where would they turn? How would they describe its action structure, thematic content, and representation of people? How would they trace the ebb and flow of its currents? Pathetic to say, they would find no other source than our own Cultural Indicators database and reports. Humans are the only species that live in a world erected by the stories we tell. The story-telling process used to be hand-crafted, home-made, and community-inspired. Now it is the end result of a complex manufacturing and marketing process that is becoming increasingly homogenized, monopolized, and globalized. This situation calls for a new diagnosis and a new prescription. That is what the Cultural Indicators research project and the Cultural Environment Movement attempt to do.

This chapter will briefly trace the transformation of our cultural environment by global media and transnational corporations. In doing so it will focus on a number of issues, including changes in interpersonal communication, story-telling, ethnic identities, representation, methods of cultivation, mainstreaming, the Mean World Index, exposure to global media contents, and the formation of Cultural Environment Movement.

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Chapter 15: Patterns in Global Communication: Prospects and Concerns.

Abstract: This chapter will reflect on the patterns and trends, on both empirical and theoretical levels, in recent developments in global communication and the scholarship which addresses those developments. Initially, this chapter will delineate patterns of convergence and recurrent trends in global communication through a reading of the literature on globalization. Those trends will be discussed in terms of their performance and dynamism in the economic, socio-political, and cultural registers of global communication. The economic register will address the dynamics and implications of ownership and control; the socio-political register will address the socio-political implications for international relations and the world order emerging out of the new global communication order; the cultural register will address the dynamics of cultural differentiation and homogenization founded by global communication. Finally, this chapter will examine the preceding discussion in order to map out the theoretical directions for future research in global communication.

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