

Announcement

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- Prof. Boateng will have extra office hours at the same time (11:30 to 12:30) on Wednesdays and Fridays this and next week

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- A final keywords list will be posted on December 4

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- Please read the article for Wednesday (by Akosua Darkwah) on Monday, so we can use all of Wednesday's lecture for review
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Evaluations

- Evaluations for Comm 10A will take place on Monday, December 3
- Evaluations for Comm 10B will take place on Wednesday, December 5
- Please come early and participate. Your feedback is very important to us

Global Communication

Challenges to
Cultural Imperialism

The Center-Periphery Model

- Dependency scholars argued that the world economy had been organized into a dominant “center” or “core,” and a dependent “periphery”
- Cultural imperialism followed this center-periphery analysis of global communications

Cultural/Media Imperialism

- In Schiller's analysis, the U.S. did not only exercise cultural dominance through programming sponsored by the military and the state
- It also exercised cultural dominance through commercial programming that crowded out local programming in foreign nations

Cultural/Media Imperialism

- Advances in technology that made national control of information more difficult added to concerns of cultural imperialism:
 - E.g. Direct Broadcast Satellites (DBS) that made it possible to broadcast content across national boundaries without the permission of national governments

Cultural/Media Imperialism

- Schiller argued against calls for the “free flow” of information and instead advocated cultural protectionism for poor nations
- He also recommended international regulation of communications technologies (like DBS) that threatened national cultural sovereignty

Media Imperialism

- Schiller's analysis is very much a center-periphery model of communications
- Challenges to this model began to emerge in the 1980s and 1990s

Challenges

- Media imperialism ignores centers of media power outside the U.S., including Germany, Brazil, Mexico, India and Nigeria

Beyond Center and Periphery

- Information flows are not only North to South but also regional
- It is therefore important to look at regional centers of media influence
- For example, long before Bollywood came to popular attention in the U.S., Indian film was popular in several parts of the global South

What is Nollywood?

Nollywood Shoot



Nollywood

- Nigerian film industry using relatively inexpensive video technology
- Produces Nigeria-centered content
- Popular not only in Nigeria but also in African immigrant communities around the world, including San Diego

Challenges

- In addition to ignoring other centers of media power, media imperialism ignores hybridization, where there is reciprocal borrowing
- It further ignores audience agency, where audiences
 - “create meaning based on their preconceived cultural attitudes and political backgrounds”

Challenges

- Studies of effects of foreign content have mixed results
- Some studies show that audiences prefer national to foreign programming

Challenges

- According to Jessica Gienow-Hecht, media imperialism also casts audiences in the periphery as helpless in a gendered male aggressor, female victim mode

Beyond Center and Periphery

- The Internet has opened up even greater possibilities for multi-directional media flows
- For example, *An African City* was a highly successful YouTube series

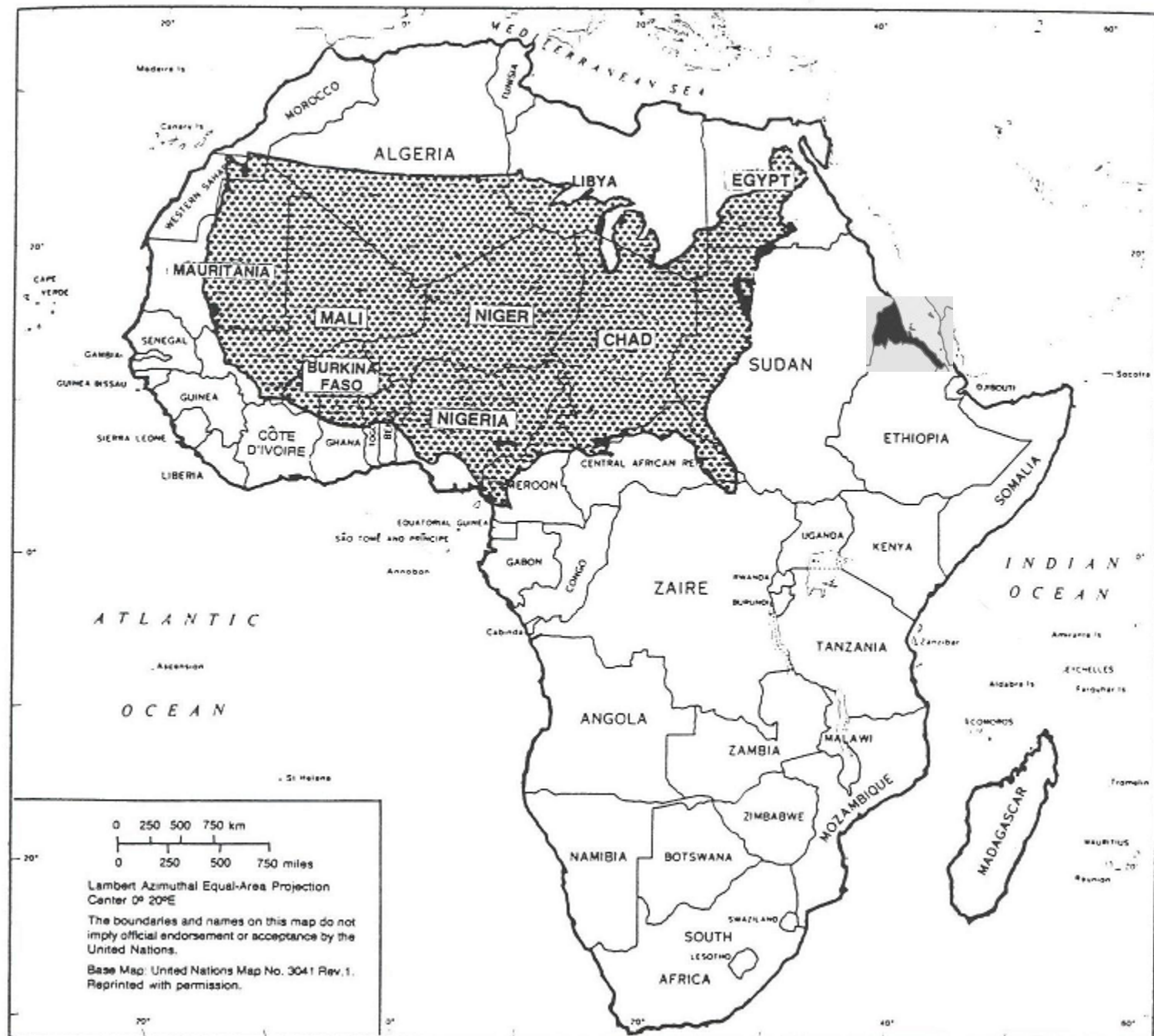


An African City
by
Nicole Amarteifio

Ugochukwu's Study

Context

- Nigeria, the most populous nation in Africa
- A federation of 36 states
- Three main ethnic groupings: Yoruba, Igbo, Hausa/Fulani
- Combination of state and commercial programming



Ugochukwu's Study

- Tested five measures of effects of U.S. TV on Nigerian students:
 - Knowledge
 - Beliefs
 - Behaviors
 - Attitudes
 - Values
- Only found effects on knowledge

Ugochukwu's Study

- Concluded that U.S. TV programming had limited effects on students
- Also concluded that students constituted an active audience
- Provides a concrete example of some the challenges to cultural imperialism

Reading Guide

- How does Arjun Appadurai's framework (in Monday's reading) offer an alternative to the center-periphery model of globalization that we see in cultural imperialism?
- What examples of Appadurai's framework do we see in the reading by Akosua Darkwah?

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