

Effects of Media on Globalization- Case of Multinational Corporations in United Kingdom.

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Abstract: The research paper aims to explore the effects of media on globalization in Multinational corporations (MNCs) in United Kingdom (UK). The study under consideration aspires to integrate primary sources. The data for the study is gathered via primary sources; thereby, interviews of selected participants were conducted. The sample for the study is gathered via convenience based sampling technique. For this study, 5 employees of MNCs were conducted via online media. The interviews of participants were analyzed using ethnographic content analysis technique. Traditionally, media related possibilities are effective in strengthening and engaging the ways in which nations internationalize. It can be further clarified that globalization is the wellspring of universal globalization which is the wellspring of hostile to globalization development. The globalization can be noted as huge in light of the fact that it encourages in shaping direct useful and in addition national associations among individuals. The review of findings clarified that globalization is the procedure that has turned out to be a standout amongst the most widely recognized pattern. The term is observed to be applicable in various distinctive settings.

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I. INTRODUCTION

The development and exchange of ideas and culture can be regarded as globalization. The increased globalization is said to be the result of development in media (Slater, 2014). Precisely, the research paper under consideration intends to summarize the past studies and evidences about effects of media in globalization. The problem statement aspires to discuss that whether media can certainly play a major role in contributing towards globalization or not. The research paper aims to explore the effects of media on globalization in MNCs of UK. The discussion in this paper provides brief introduction of the thesis statement followed by critical debate and discussion based on past studies. Apparently, the paper under consideration is comprised of secondary information and data. Thus, the present essay attempts to explore the ways in which media is driving globalization.

II. METHODOLOGY

The selection of suitable methodology is essential for a research because it incorporates the suitable tools and techniques. The methodology of the study follows primary or secondary sources. Primary sources integrate fresh and unused data for the study while secondary data integrates the already used information in terms of past studies and publications. The study under consideration aspires to integrate primary sources. The data for the study is gathered via primary sources; thereby, interviews of selected participants were conducted. The sample for the study is gathered via convenience based sampling technique. For this study, 15 employees of MNCs were conducted via online media. The interviews of participants were analyzed using ethnographic content analysis technique.

III. LITERATURE

3.1 Globalization

Conceptually, in most general terms and ways, globalization is explained as the rapidly developing process of effective interconnections and interactions among societies, institutions and cultures. (Flew and Waisbord, 2015; Bondebjerg, 2014). Arguably, Jin (2015); Bragg &Kehily (2014) noted that globalization is certainly a source of social as well as cultural integration. It involves numerous different services and goods that are required for economic resources. In accordance to Watson and Hill (2015), with globalization, people, communities and societies are able to integrate the time and space compression specifically within 20th century.

The globalization trends are found to be distancing media related policies that are augmenting the ways in which people interact and communicate with each other.

The study completed by Pieterse (2015); Kraidy (2017) explained that globalization is the medium of message because it widely referred as the global village. The globalization is effective for nations because trigger the sense of democracy and civics. It strengthens policy developments and involvement specifically for national development. In literature, Crane, Kawashima and Kawasaki (2016) explained that globalization is the source of international globalization which is the source of anti-globalization movement. The globalization can be noted as significant because it facilitates in forming direct functional as well as national interactions among people. The arguments of Lule (2017); Mitu&Poulakidakos (2016); Pieterse (2015); Kraidy (2017); Bragg & Kehily (2014); Lule (2017); Mitu&Poulakidakos (2016) explained that globalization is the process that has become one of the most common trends. The term is found to be relevant in numerous different contexts. Officially, internationalization is regarded as the source of international discourse that is associated with non-official contexts. The globalization has evolved over time due to the changing and advancing trends of media sources.

Contemporarily, globalization is the process that is constantly evolving these days. In fact, globalization is mainly driven by the economic aspirations of millions around the world. The production of knowledge is determined to be decentralized and democratized. It is accountable of strengthening decentralization that contributes towards the technological advancements and developments (Sobré-Denton, 2016). Globalization can introduce new quality social spaces that are effectively required for improving potential circumstance. The identification related possibilities can upgrade the ways in which traditional possibilities are integrated for media advancements (Albarran, 2016). Culturally, globalization sets out the realistic agendas of communication because it is viewed as a source of westernization. It is the way in which cultural fuse together and resolved conflicts among people (Fuchs, 2017). The study of Schroeder (2018); Flew (2018) explained that globalization is accountable of opening significant opportunities for a broad development across the globe. In addition, Sonnevend (2018) cited that considering the recent opportunities been offered by globalization, it cannot be just viewed as a contemporary phenomenon.

3.2 Media and Its Effect

Media is defined as a collective communication outlet or set of tools that are accountable of delivering desired information and data. New digital media can turn out to be the source of traditional communication processes. It plays a pivotal role in channelizing the ways in which communication means are adopted and used (Broersma and Graham, 2016). Media effects are found to be immeasurable because they tend to influence the messages and mediums both. Development in media due to technological advancement has influenced the way people interact and relate with each other's (Chadwick, 2017; Broersma and Graham, 2016; Colleoni, Rozza and Arvidsson, 2014). The study completed by Couldry, Livingstone & Markham (2016); Pieterse (2015); Kraidy (2017); Bragg & Kehily (2014); Lule (2017); Mitu&Poulakidakos (2016) explained that internet is arguable the most effective and efficient source of communication. The electronic media is playing a major role in bringing people together. The examination finished by Feroz-Khan, Young-Yoon, Kim & Woo-Park (2014) clarified that web is doubtful the best and effective wellspring of correspondence. The electronic media is assuming a noteworthy part in uniting individuals. The created online groups are expanding multifaceted acknowledgment among individuals which is an extreme wellspring of globalization. The investigation of Couldry, Livingstone & Markham (2016) clarified that electronic media gadgets can encourage in breaking social, sexual orientation and national obstructions. The web innovation is resolved to be seen as an open door that can set up reasonable and meet frameworks of information. In like manner, Feroz-Khan, Young-Yoon, Kim & Woo-Park (2014) announced that web openness gives chance to individuals to share and read distributed data.

3.3 Role of Media in Globalization

The media is determined to be the source of development because it employs multidimensional concepts. The changing directions of media policies are related with the management of interpretation that is required for globalization. Certainly, development is found to be interacted with the transformational policies. Globalization can play a major role in differently organizing national policies and practices (Flew and Waisbord, 2015). Explicitly, globalization is determined to be the source of economic development because it appropriately required for adequate resources of national development. The global economic policies can play a major role in improving and strengthening economic stabilities (Bondebjerg, 2014). The increasing globalization trends are found to be growing in accordance with the integration of international markets. The servicing and capitalizing trends are related with the creating possibilities of industrial developments (Flew and Waisbord, 2015). The arguments of Pieterse (2015); Kraidy (2017) explained that the expanding globalization patterns are observed to develop as per the joining of universal markets. The overhauling and promoting patterns are connected with the making potential outcomes of mechanical improvements.

The opportunities can relate with the advancement of globalization since it relates with the local governmental issues. The globalization can assume a noteworthy part in growing the procedures in which media related conceivable outcomes can enlarge the collaborations and engagement among countries (Flew and Waisbord, 2015). Positively, Kawashima and Kawasaki (2016); Bragg and Kehily (2014); Lule (2017); Mitu&Poulakidakos (2016) expressed that the formative conceivable outcomes are responsible of propelling the manners by which individuals are connected with the key potential outcomes. In certain, it can be further supported the fact media impacts are observed to be inconceivable in light of the fact that they tend to impact the messages and mediums both. Arguably, Jin (2015); Bragg &Kehily (2014) noted that improvement in media because of mechanical progression has affected the way individuals cooperate and relate with each other's. The work of Watson and Hill (2015) explained that it includes various diverse areas that can consolidate the electronic media potential outcomes. Moreover, the work completed by Bragg &Kehily (2014) argued that the social effects of innovation are observed to be seen as critical on the grounds that they are expanding step by step. The youthful age is urged to use web-based social networking instruments particularly to understand the accessibility of social acknowledgment and nearness.

The study of Bragg &Kehily (2014); Lule (2017); Mitu&Poulakidakos (2016) explained that the opportunity can relate with the development of globalization because it relates with the domestic politics. The globalization can play a major role in expanding the processes in which media related possibilities can augment the interactions and engagement among nations. In likewise manner, the study completed by Pieterse (2015); Kraidy (2017) stated that the media is resolved to be the wellspring of advancement since it utilizes multidimensional ideas. The study of Lule (2017); Mitu&Poulakidakos (2016) explained that globalization can assume a noteworthy part in contrastingly sorting out national arrangements and practices.

IV. FINDINGS AND DISCUSSION

The findings of this study are interpreted as;

S #	Question	Responses	Responses
1	What is globalization?	Respondent 1	Rapidly developing process of effective interconnections
		Respondent 3	source of social as well as cultural integration
		Respondent 4	medium of message
2	What do you mean by media?	Respondent 15	collective communication outlet
		Respondent 14	delivering desired information
		Respondent 8	traditional communication processes
3	Do you think it can influence relationships?	Respondent 7	Bringing people together.
		Respondent 13	uniting individuals
		Respondent 15	Breaking social, sexual orientation and national obstructions.
4	What are the opportunities related with the advancement of globalization?	Respondent 1	The opportunities can relate with the advancement of globalization since it relates with the local governmental issues.
		Respondent 2	internet accessibility
		Respondent 5	Directing correlation that can play a major role in connecting diverse people.
5	Does globalization impacts messages and mediums both?	Respondent 6	media impacts are observed to be inconceivable in light of the fact that they tend to impact the messages and mediums both
		Respondent 10	Executing telecommunication policies and infrastructures.
		Respondent 11	combine the electronic media
6	Do you think mechanical progression can affect society?	Respondent 9	establish fair and equal systems of knowledge
		Respondent 10	Collaborated with the transformational strategies.
		Respondent 13	utilize social media tools
7	What is the relationship between social acknowledgement and globalization?	Respondent 12	Understanding the availability of social acceptance and presence.
		Respondent 15	opportunity for people to share and read
		Respondent 14	Social acknowledgment and nearness.
8	Do you think globalization	Respondent 2	responsible of propelling the manners

	is the source of development?	Respondent 3	Electronic media is assuming a noteworthy part in uniting individuals.
		Respondent 4	Web openness gives chance to individuals to share and read distributed data.
9	What is the importance of media?	Respondent 15	promoting patterns are connected
		Respondent 1	growing the procedures in which media related conceivable outcomes
		Respondent 2	Interactions and engagement among nations.
10	What are the trends of globalization and media in your company?	Respondent 3	utilizes multidimensional ideas
		Respondent 14	processes among systems and societies
		Respondent 15	Sustainable solution that can facilitate in overcoming public related barriers.
11	Do you think media can play a major role in influencing globalization?	Respondent 13	Globalization is determined to be the source of economic development because it appropriately required for adequate resources of national development
		Respondent 12	psychological trends
		Respondent 11	executing telecommunication policies
12	How globalization can help in organizing operations differently?	Respondent 8	Communication
		Respondent 11	Networking
		Respondent 9	Innovation

In response to the question, manager said that globalization is determined to be the rising concern of numerous accredited practitioners and accredited scholars. It is defined as the increasing interaction of people, states or countries specifically via growing international flow of money and funds. In addition, another manager said that the globalization is the process that refers to the development of entire world system because it facilitates the interchanging processes among systems and societies. Thereby, it has been analyzed that the process of globalization is regarded as the process of development for societies because it facilitates them in expanding operations and interaction. Mitu&Poulakidakos (2016) declared that internet accessibility provides opportunity for people to share and read published information. The internet is suitably known as a sustainable solution that can facilitate in overcoming public related barriers. The work of Pieterse (2015); Kraidy (2017); Bragg & Kehily (2014); Lule (2017); Mitu&Poulakidakos (2016) explained that media related communications and psychological trends are accountable of directing correlation that can play a major role in connecting diverse people.

The second question of the study inquired about the usage of media for globalization. In response to this question, manager said that technological developments are found to be important that are executing telecommunication policies and infrastructures. Globalization can be economic, political and cultural depending on the grounding scenarios. In addition, manager said that psychologically, it involves numerous different sectors that can combine the electronic media possibilities. Socially, media possess significant importance as technology being used for strengthening communication and interactions. Thus, it can be evaluated that the developed online communities are increasing cross cultural acceptance among people which is an ultimate source of globalization. The web is appropriately known as an economical arrangement that can encourage in beating open related boundaries. Arguably, Guo & Saxton (2014) clarified that media related interchanges and mental patterns are responsible of coordinating relationship that can assume a noteworthy part in interfacing differing individuals. The study of Coudry, Livingstone and Markham (2016) explained that electronic media devices can facilitate in breaking cultural, gender and national barriers. The internet technology is determined to be viewed as an opportunity that can establish fair and equal systems of knowledge.

The third question of the study inquired about media and globalization. In response to the last question of the interview session, manager said that socially, media have noteworthy significance as innovation being utilized for reinforcing correspondence and connections. In addition, another manager said that the changing headings of media strategies are connected with the administration of elucidation that is required for globalization. Unquestionably, improvement is observed to be collaborated with the transformational strategies. Therefore, it has been evaluated that the developmental possibilities are accountable of advancing the ways in which people are related with the strategic possibilities. The study completed by Pieterse (2015); Kraidy (2017) explained that expressly, globalization is resolved to be the wellspring of monetary advancement since it properly required for sufficient assets of national improvement. The worldwide monetary approaches can assume a noteworthy part in enhancing and reinforcing financial dependable qualities.

V. CONCLUSION

The overall review of the research discussion facilitate in understanding that researcher has successfully accomplished the research objectives. Primarily, it has been evaluated that media is accountable of contributing towards the globalization. It is apparently the source of reduced poverty which is evidences for rapid growth and development. The social impacts of technology are found to be viewed as important because they are increasing day by day. The young generation is encouraged to utilize social media tools specifically for understanding the availability of social acceptance and presence.

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