Globalization and Network of Media across South Asia: A Study in Contemporary Period

Dr.   Rajesh Das

Globalization and Network of Media across South Asia: A Study in Contemporary Period

Dr.   Rajesh Das

Abstract: Globalization as a concept or theory has emerged as the most prominent one across the social sciences in the last two decades, especially in South Asia. Media and telecommunications have been intimately connected with the globalization process, both as a cause and a consequence. The South Asian region has also been part of this globalization process in terms of media. Television programming is one large media space where globalization is evident in South Asia. India, which has one of the largest and freest media markets in the South Asian region, is showing healthy growth rates across the various media segments. However, India's response to globalization has not been straightforward, rather local enterprise and 'glocalization' seems to be the norm. Are there the emergence of cultural hybrids, or 'glocalization'across South Asia? Is there currently the emergence of regional South Asian networks be it in the realm of broadcasting or the Internet? Is there still a one-way flow of media from North to South? If this is so, what can be done to encourage cooperation in media across the South Asian region? These are the issues addressed in this paper.

Since 1990s, the media ecology in South Asia has changed rapidly along with other parts of the globe. The paradigm of structure, conduct and performance of media organization has taken a new path. There has been a transition from regional or national media to overseas broadcasting, transnational media. In India, before 1990s Doordarshan and its families (International, National, and Regional and Terrestrial categories) dominated audio-visual broadcasting, whereas bouquets of satellite linked TV channels(ZEE TV in 1992; SONY 1995 onward etc) started their broadcasting after globalization era. It helps to exchange a pool of diversified knowledge and information system as well as required and meaningful information formation for development communication within as well as between the South Asian countries.

The decade of 1990s was witness not only to a socio-cultural transition (globalization) but also an interesting ending of forty years of geo-political conflict - Cold War (1947-1991). Perhaps from this decade a new paradigm of international communication was started with ideas and structures of dissemination of knowledge and information changing accordingly in the South Asian region.'Although humans have communicated with each other from times immemorial, international-communication is 20th century phenomenon (Mowlana, 1996).

Shifting of notions of power and authority from State to market was one of most significant transition in post globalization era due to a direct interference and domination of consumerism and commercializationof culture among people in general and audience in specific. Critics have commented that post globalization era offers more immediacy, authenticity and techno based communication network to all but at the same time it has shrieked the voice of free press , liberty and autonomy of journalism and journalist. Some common socio- economic and cultural criteria and geo–political resemblances are shared by the member States of South Asian region.

Strengthen and sustainability of any participatory- democracy is based on debate and discussion, i.e. a free flow of media and information network. We can make a better Media & Information Literate (MIL) society through collaborative efforts by State and Non-State level. The non-state level means several autonomous organizations, private institutions, legal bodies, trusteeship etc. These collaborative approaches make a free voice of media and civil society over the State , Market and Political Parties and may form a new order of public sphere.

In this context we may refer to the South Asia Media Freedom for Democracy project. It initiates the strengthening of South Asian journalist organisations and press freedom groups through the South Asia Media Solidarity Network (SAMSN). The SAMSN is a collaborative organization where diversity of voices, like, journalists, trade unions, press freedom organisations and activists in South Asia are held together. There are several other networks like SAFMA (South Asian Free Media Association) and blogs that have flourished due to globalization and an

integrated urge for freedom of the press[1]. A strong virtual community of the region has given fillip to the concept aided by internet-based social networks.

Background of the Study

Since 1980s (period of Reagon and Thatcher) a fundamental concepts such as power , nation-state and authority are undergoing redefinition in this current era. In the mean time Mao–era (Mao Zedong) was ended in China with his death in 1976 and an economic libearization process began in China. In 1982 -85, Republic of China introduced its open market economy policy and it was a significant development in terms of South Asia's social-economical and cultural viewpoints. Traditional notions of power that described by Nicolo Machiavelli or Hans Morgenthau (Narayan,S,S. 2006) was based on tangible resources, kind of 'hard power'. In the present scenario power structure implies a degree of inclusions with other intangible resources like social, cultural, ideological, educational and information technological factors to form the ' soft power (Nye, 2002, Mowlana,1996), opined that soft power includes the concept of information as an intangible resource, implying the power is transferred from   the capital-rich to the information-rich. This changeover defines that importance of information factor, as compared to the physical recourse.

Rosenau (1992), observed that sweeping changes of global power onward 1980s has also changed the social, cultural and information ecology based on some factors on global scale:A change of global dynamics was observed, such as the shift from industrial order to a post-industrial order, with the associated emphasis on information technologies. Growing of sub-system in the process of decentralization of administration and political sphere was recognized. Considering the South Asian region, new ideas and issues were emerged in the field of Panchyat Raj Institutions (PRIs), Self Help Groups (SHGs), subaltern's right or empowerment of rural communities or women . The new global scale of information networks had taken an initiative to form the phenomenon of 'glocalisation'- where global and local community and

---

[1] SAARC SECRETARIAT. (2019). Retrieved 1 December 2019, from https://www.saarc-sec.org/

interconnectedness be retained. At the beginning of the 21st century, a new terminology in information network system, i.e. the 'network society' - the society in which society and media networks are shaping its prime mode of its organization and most important structure - were beginning to be defined.

Changing paradigm of political and cultural flows on a global scale also redefine the content and coverage in mass media. Onward 1991, Indian audience witnessed the flavor of transnational media. In 1990s and 2000s, two consecutive decades saw the flow of satellite link channels including foreign television in Indian territory. This deterritorialization of Indian media network popularized the 'global culture' in South Asia.

Along with the rise of television channels it is also observed that there has been a tremendous rise in the number of print media, like newspaper and periodicals in this region. South Asian Newspaper Directory (2017-2019)[2], published by World Association of News Publishers reported that newspaper printing and publishing industry has grown in South Asia and due to rise of circulation it is also expected that growth of advertisement revenue would be increased up to 8% in print media business during 2017-19 financial year.In their report, Registrar of Newspapers in India (RNI), pointed out that almost 25.5 % increased of circulation in Indian dailies in 2015-16 compare to 2014-15. Audit Bureau of Circulation (ABC) also supported that CAGR(Compound Annual Growth Rate) of 5% in Indian newspaper industry in last 10 years.

Media & Entertainment Report by FICCI-KPMG[3], observed, by the year 2020, India media industry will reach at INR 2260 billion and growth of digital media would be as vigorous pace. This new media based 'media scape' will emerge an informational transition from information society to knowledge society. During 1950s-70s the member states of South Asian region were recognized as a pool of agricultural society, now they are ready to offer a knowledge economy to other parts of the globe. Post globalization era also introduced high extent of possibilities of

2 See https://www.wan-ifra.org/articles/2017/11/16/south-asian-newspaper-directory-2017-2019

3 See - Media & Entertainment Report by FICCI-KPMG - https://economictimes.indiatimes.com/topic/FICCI---KPMG-Media-and-Entertainment-report

digital media among the member states and ICT based communication gets a stable footprints in developmental program. Two important phases, ICT4D 2.0 and ICT4D 3.0, of development were introduced in 2000 and 2010 respectively

Phenomenon in South Asia

Commercialization, Consumerism and Convergence (C3) , this digitalized media management network significantly redefined the media policy and ownership structure in present era**.** Media Policy in four of the eight South Asian countries viz. India, Pakistan, Bangladesh and Sri Lanka has been the legacy of their colonial history *("SAARC SECRETARIAT", 2019)*. On the other hand in the case of the other four countries, Maldives, Nepal, Afghanistan and Bhutan the very recent political history of these countries shaped their process media policy formulation.

Post 1990s most of the countries went through a spurt of commercialization in media along with liberalization of the economies. It led to influx of global content and access to global content. With FDI coming in, the debate on the ownership of media became rife with layered discussion.

While in case of broadcasting, India and Sri Lanka were the first countries to have opened up television sector to private players followed by the rest. Radio had enjoyed more liberty in Nepal rather than thatof other countries. Few of the countries like Afghanistan, Nepal and Maldives had seen political turmoil and therefore media policy formation is a recent phenomenon in these countries. In the case of Afghanistan, the USA had been instrumental in giving a fillip to the media growth in the form of monetary aids and investment. Bhutan's media is still growing under the auspices of the monarchy. She is the last country in the world to have allowed television in her territory in 1999 with cable television following closely on the heels.

Interestingly, print had been comparatively free from government control in the countries where colonial powers had ruled. Regulation of the media in the colonial time was an effort by the colonial powers to consolidate their authority in the countries they ruled. However there were incidences where the post-colonial governments had curbed media freedom more than the colonial rulers did. For example, during the internal emergency in India, media independence was curbed, and similarly media independence became a myth under the military rule in Pakistan

and in Sri Lanka the government nationalized the independent Associated Newspaper of Ceylon without any qualms. There are many more such examples.

Internet and related new media are however challenging the entire process of media policy making in all the South Asian countries. Maldives as the country with the highest literacy rate in the entire region has the highest internet penetration. The mostly state controlled mediascape has been challenged vis-à-vis the democratic and empowering space of new media. The convergence of media has become a challenge for the media owners as well as the journalists who are generating the content. In the coming years it will be interesting to observe how this entire trajectory of media policy making spans out in South Asia and how the media behaves in this intriguing political economic milieu today.

Media,Communication and Development - Collective Approaches

Communication has different meanings as well as different definitions. At the same time the term 'communication' has its own sociological, cultural, psychological, and bio-cultural orientations. After Denis McQuail (2005) the central idea is of a process of increased commonality or sharing between participants on the basis of sending and receiving 'messages'.

Communication should be interactive and participatory instead of one way transformation. In this process, 'communication scar' could be raised as the name of 'barriers of communication'. More or less these barriers could be identified in four categories. These are, i) encoding barriers, ii) transmitting barriers, iii) decoding barriers, and iv) responding barriers. Modern social scientists and communication researchers are   considered that as a subject communication is an interdisciplinary theme. So it has number of areas of study, like public communication, interpersonal communication, organizational communication, mass communication, public affairs and issue management, performance studies and current trends of communication studies.

Booming of mass media, digital media and convergence phenomenon help to identify diversity of culture and entertainment at one end, and on from another end the people of South Asian countries are able to access global and national issues/events in their daily life. These issues may interfere or provide comparison with their local or regional subject. This type of bane and

explosion of multiple media exposure has provided secular democratic societies and civil society activism in South Asia (Carlsson U, 2005).

The post globalization era also witnessed an interference of corporate lobby and / or state and political parties in media industry more specifically in decision making level. Republic TV Group, Reliance's Media and Entertainment Industries, Sun TV, Jaya TV etc in Indian perspectives or Lankapuvath news agency in SriLanka or ATN News, ATN Bangla, Ekattur TV, DBC, Ekushey TV are the examples, where those are controlled by the State or pro state political parties or corporate sector.

In recent period, the experience has been that opposing political parties, student union, social activists, NGO worker or subaltern communities raise a voice, and whose expressions would remain in the media. But end of the day it is also true that post globalization media scenario has converged not only the media content and technology, but also helped to empower local communities, local cultures and grassroot organizations. ICT based communication networks offer an extended mode of media communication system from 'lab to land'. The DTH (Dish To Home) service offers bouquets of multi-channel packages to audiences. In this package Hollywood films or MTV entertainment shows or BBC's news network are available; but competition among the local channels have also made community issues or cultural proximity or ritual practices being shown or discussed at the global level.

We live in an age when the global environment is undergoing exceptionally rapid change. It is incumbent upon the media to respond to these changes more quickly and more correctly than other sectors of society. Otherwise, people will face a future of even greater confusion and instability. Every day, new technologies are developed which seem to transcend time and space and connect even the farthest corners of the Earth in a matter of seconds. Media and communication plays a crucial role at every level of the globalization process.

In the domain of SAARC, media gains its relevance, not only for international development cooperation but equally for diversity management, conflict resolution and other processes of change like trade, rural development, transport and tourism, science and technology, cross border

terrorism, education, culture and sports. The UN Inter-Agency Round Table on Communication for Development plays a significant role in bringing awareness on effective communication for better development and cooperation within the member state. The 10th UN Inter-Agency Round Table in Paris (December, 2007)[4], called for a 'common strategy in communication for development 'to formulate a strategic information – communication management in South Asia.

Before that, UN agencies assembled to discuss why communication is needed for development and how it makes possible for better and easy access to all people (February, 2006)[5].

In the last 25 years the World has witnessed a great impact of the internet and the generational changes due to the introduction of new media, the growth of convergence and commercialization on news content along with the vertical ownership and foreign direct investment (FDI) in the media industry. In this context an effective communication order tries to explore all possibilities of media communication and find out the intra and inter level network gaps, if any in the SAARC region. This kind of quality information service system (QIS) can facilitate to build a better communication network in South Asia as a whole. Because the states of the South Asian region share some common characteristics feature in their social, cultural, environmental, business and political affairs .

The countries within the SAARC region share a common socio –cultural identity. For instance, there has been observed a lot of similarities the Southern states of India and neighbouring country, Sri Lanka in their languages, culture, festivals, and livelihoods. These kinds of similarities are also found in between, western states of India and Pakistan as well as, Bangladesh and *PaschimBanga*, Eastern part of India.

Communication Network inSAARCRegion: Different Issues and Structures

---

[4] http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/communication_form_development_oslo_c4d_pda_en.pdf, Communication for Development: Strengthening the Effectiveness of United Nations.

[5] http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/communication_form_development_oslo_c4d_pda_en.pdf, Communication for Development: Strengthening the Effectiveness of United Nations.

Political Communication

Political system is undergoing a significant transformation in South Asia. Never before one witnessed a record political participation in the 'body politic' and the rising aspirations what scholars depict as the emergence of 'new public' in South Asia. This new public is visible though in the expression of anger, humiliation and emotions brought to home through electronic media and circulated through social media. The imageries and expressions have created a lasting impact in society. Political leaders and parties now use diverse spaces and media to exercise greater communicative power and derive political mileage. The language of politics has also transformed in disparate ways. More than any other elections, the 2014 elections in India witnessed the intrusive impact of technology in mechanically reproducing political speech in domains of audio-video, cyber, print and telecommunications.

Mass media are playing a crucial role in the South Asian countries by educating the socio-economic-cultural as well as the political aspects of an individual. It act as an agent of political socialization.There exists a close link between media and politics.Most of the politicians use media as a platform to create awareness, to inform and educate the common mass about the various aspects of politics. A country can be regarded as fully democratic only if the competition between the different political parties in the elections is fair and just. As multi-party-political system is very much prominent in India, elections play a vital role for the parties to establish their relevance in the society. Political parties and elections are of utmost significance in the context of Indian politics as both of them can socialize and articulate public policies, civic needs and problems. Media can mobilise the public by providing them ample scope to participate in the decision-making level through voting.

Globalization as a concept or indeed as a theory has emerged as the most prominent one across the social sciences in the last two decades. Media and telecommunications have been intimately connected with the globalization process, as both a cause and a consequence. The South Asian region has also been part of this globalization process in terms of media. Television programming is one large media space where globalization is evident in South Asia. India, which has one of the largest and freest media markets in the South Asian region is showing

healthy growth rates across the various media segments.   However, India's response to globalization has not been straightforward, rather local enterprise and 'glocalization' seems to be the norm.

The interesting questions in this scenario are is the emergence of cultural hybrids, or glocalization evident across South Asia?   Is there the emergence of regional South Asian networks, be it in the realm of broadcasting or the Internet currently a reality? Is there still a one way flow of media from North to South? If this is so, what can be done to encourage cooperation in media across the South Asian region?

The role of the State in challenging the global order and encouraging regional cooperation in media and telecommunications in South Asia across the spectrum of media production, including training, distribution and consumption could be examined. At present the government of India through its scholarship schemes has been providing media training for journalists across the developing world. Over the years the South Asian countries have been large beneficiaries of this program. New Media is an interesting space where media networks across South Asia can be explored ("Digital Review of Asia Pacific 2009-2010", 2019)[6].

Media and 'Modi' – A Framework of Political Communication to Branding

South Asian society is dynamic and is undergoing transformation at different levels more so during the 21st century which has witnessed a remarkable development in the field of technology. With the introduction of technologies like Wi-Fi and other digitalized internet facilities it has now become very easy to organise and connect through these facilities. Generation X and generation Y or the youth of today as a whole are in a captivated environment of internet. This has an impact on their decision making process and their potential of making judgment too.

The social movements can be considered as a collection of issues, which may help in establishing a new order in the life of these youth. This will help in having a network of Bio

---

[6] https://www.idrc.ca/en/book/digital-review-asia-pacific-2009-2010

cultural communication and will give rise to a new ecology. Initialising the process from unrest condition there are two dimension of the current form of life. In one hand there is dissatisfaction and in the other hand there is hope for a new beginning, which can arise from schemes or new living systems. India had witnessed extreme radicalism, which has resulted in corruption, crime, degrading status of women and increase in social evils due to the influence of the previous regime.

This phenomenon has been witnessed recently in the LokSabha elections, when the nation, in a show of unity, gave a humungous mandate to NarendraModi to clear the cobwebs in the gallery of power. Analysts called it India's first 'social media election'. Rising from a very poor family,Modi has reached height which none of us can dream of. He started with creating a model out of Gujarat, making the state the best administered state in the Union of India. It is his intention to replicate the model, with suitable modifications, for the entire country.

His emphasis is to bring about a social revolution in the country for its upliftment by educating every child, restoring the dignity of women, removing poverty and corruption from its roots. The very recent *abhiyan* of clean India movement popularly known as, "Swachh Bharat" movement, to solve the sanitation problem in the country and make India a clean country, ensuring hygiene all across the country is yet another mission of this great personality. And he is using the best tool available in today's world to bring about this change. This tool is the social media. His endeavour is to spread awareness through the social media, especially amongst the youth.

In this paper, an attempt has been made to understand this phenomenon and the impact it is having on the transformation brought about by the social movements with special emphasis on the way in which the 'Modi effect' swept through the entire length and breadth of the country and routed the sitting Congress government beyond all expectations. A new level of euphoria has been created amongst the masses especially the youth of the country and they are looking forward for Prime Minister Modi to deliver the desired results which will bring the country out of the rut and put it at par with the best in the world. The 'Modi- effect' is not a simple case of an effective political communication, perhaps it's a most successful case study of political brand identity.

In this post globalization period political identity is an important concept because it defines the ethical value, emotional waves and logical substances, (ethos, pathos logos) and sense of individuality that can help to differentiate a political person or his / her party – ideology from its rivals.   If we consider the content, coverage and procurement of message design both in conventional mass media and social media during the General Election (2019)in India, then it will be revealed how Modiand his political ideology was represented as a   separate identity among the voter's mind. It was too simple but too channeling to establish the concept of political branding, 'what is my political ideology or commitment?' Media content follows the ten criteria of a good model of political identity. These are: visual clarity, ease to interpretation, logical sequence, adjustment and adaptability, production of synergies, employee operationalization, ease to memorizing, efficiency and effectiveness, modularity and productivity. The post globalization era successfully introduces a mode of convergence media with a defined architecture, topology and mechanism.

Issues of Social Media

Social media is used as a tool for communication as well as gathering of information in this Internet age. The digitized public of 21st century is more inclined towards the social media like Facebook, Twitter, YouTube, etc. for remaining updated as well as freely expressing their views and are playing a major role both to influence and communicate with the common mass. Mobilisation of the people for any social cause or movement is dependent on several factors and one of the major being the media ("Digital Review of Asia Pacific 2009-2010", 2019). The advent of the Internet has been mooted as the most revolutionary technological innovation which had changed the face of communication. It supplements the effort of globalization in making the world a global village. Marshall McLuhan (1964) said, 'As electrically contracted, the globe is no more than a village. Electric speed at bringing all social and political functions together in a sudden implosion has heightened human awareness of responsibility to an intense degree'.

This idea seems to have been consolidated by the internet phenomenon that we are seeing today. It has become a medium, which promotes the idea of an integrated global community. With the existing perception that the advent of information technologies has successively been

empowering the people, social media tools have gradually metamorphosed into the arena of progressive thought. The digital outreach medium is an illustrious tool for empowerment, activism, campaign, promotion and participation. There is more to the concept of engaging in just mere chatting about the social networking sites as the new media can be put to use for the betterment of society. The most prominent social networking platforms such as the Facebook, Twitter, blogs, YouTube, Flickr, to name a few actually involve millions of users in a common interaction forum in real time.

With the ongoing innovations in information technology and communication tools, the course and features of social movements have underwent a gradual transformation. For example, the present age social movement campaigners and activists have resorted to the new technologies for organizing the protest and revolution of a noble cause. In India, example of one such social movement where social media played a key role is the 'Nirbhaya' case of December 2012 that involved the sexual and fatal assault of a 23 year old girl by six men. In this particular case, social media became the hotbed of public protest and agitation that finally spilled into the streets as mass demonstrations forcing the government to take stringent actions against the accused.

The South Asian region is still a digitally divided area. However, there have been recent examples of social media increasingly being used in social movements. Indian middle class had set an example of a huge public uproar during the Anna Hazare's movement for passing of an anti-graft bill and that through social networking. Similarly the 2013 *Shahbag* protests in Bangladesh had bloggers work furiously towards generating support for the movement. During the protests, Ahmed RajibHaider, a pro-Shahbag blogger, was brutally killed outside his house ("Social Movements in India: Meaning, Features and Other Details", 2019). In Bangladesh, the Shahbag movement of February 2013, where the people demanded capital punishment for Islamist leader Abdul QuaderMollah and other convicts for war crimes. This movement saw swift dissemination of information through social media urging people to stand against authority, exploitation, oppression and domination that exist in the country. In both Nirbhaya and Shahbag cases, social media had spread the news of the revolutions and protests by the people in these two cases across the globe making them huge mass uprisings of recent times.

When media was gagged by General Musharraf in 2008, people increasingly logged on to the internet and social media for information and news. Similar examples can be also cited from other countries around the region. With this increasing usage of social media in protests also is the issue of controlling the media is getting a lot of attention. At this cross road it would be interesting to listen to the deliberation during this session on the issue.

*Socializing Movements: Locating Media in South Asia*Movements are a factual part of South Asian history ranging from anti-colonial freedom movement, sub-national movement and anti-establishment movement to social movements. In the post globalization era movements in South Asian countries like India, Sri Lanka, Bangladesh, Pakistan and Nepal started to attract media attention and several critical questions started to be raised. This paper is a humble attempt to understand the interlinking between movements and media in a comparative perspective through selected case studies of movements – bhudan movement of 1970s vis-à-vis anti-corruption movement of 2012 in India, LTTE movement of 1980s with LTTE movement of 2012 in Sri Lanka, anti-monarchy movement of 1980s with pro-democracy movement of 2010 in Nepal, independence movement of 1971 in Bangladesh.

Keeping in mind the role of politics, political economy of media houses and the stupendous acceleration in ways of faster modes of communication, the paper concludes that like other regions in South Asia too media helps in socializing the movement but unlike other regions, in South Asia movements and media are circumscribed, controlled and coalesced by politics resulting in the transformation of the society from a 'mass society' to a 'mediated society'.

Media Policy and Ownership

The colonial and post-colonial legacy of media policy in South Asian countries was mentioned earlier. Post 1990s most of the countries went through a spurt of commercialization in media along with liberalization of the economies. As was discussed earlier, it led to influx of global

content and access to global content. With FDI coming in, the debate on the ownership of media became rife with layered discussion[7].

Interestingly print had been comparatively free from government control in the countries where colonial powers had ruled. Regulation of the media in the colonial time was an effort by the colonial powers to consolidate their authority in the countries they ruled. However there were incidences where the post-colonial governments had curbed media freedom more than the colonial rulers did, as discussed earlier.

Internet and related new media is however challenging the entire process of media policy making in all the South Asian countries. Maldives as the country with the highest literacy rate in the entire region has the highest internet penetration. The mostly state controlled mediascape has been challenged vis-à-vis the democratic and empowering space of new media. The convergence of media has become a challenge for the media owners as well as the journalists who are generating the content. In the coming time it will be interesting to observe how this entire trajectory of media policy making spans out in South Asia and how the media behaves in this intriguing political economic milieu.

The change in Indian media, especially in the last two decades, has been revolutionary. The communication satellite, in the hands of the private sector, loosened the grip of the public broadcasting system, the Doordarshan, over the Indian audience forever. The digital radio introduced the FM revolution and again sidelined the impact of the government-dominated All India Radio. The internet, and more recently the mobile phone, has introduced a new kind of a 'divide', not so much between the haves and have nots - as was once predicted by many media and social experts -   but between the traditional 'big media' and the more personalized social media.

The economic liberalization of 1990s coincided with rise of the private channels and the eventual race for TRPs and more advertising and marketing revenues. The TV channels became

7 Globalization and Social Transformation: Yogendra Singh on Culture Change in Contemporary India | Globalization | Consumerism, 2019.

'transnational' in their programs and tastes: the north-Indian channels entertained Pakistan and Nepal; the south-Indian channels, specially the Tamil channels, were watched by Sri Lanka; while the Bengali channels served Bangladesh as well. Against a fear of flattening of tastes under 'globalisation', we have practically seen a boom in regional cultures and tastes in the Indian broadcast media.

- *Media and Communication: An Integrated Curriculum*

The role of the State in challenging the global order and encouraging regional cooperation in media and telecommunications in South Asia across the spectrum of media production, including training, distribution and consumption could be examined. At present the government of India through its scholarship schemes has been providing media training for journalists across the developing world. Over the years the South Asian countries have been large beneficiaries of this program.

Unfortunately there is no regional South Asian university media program, though launching such a scheme has been discussed.The ' Media Issues, Ideas, Scope and Challenges in South Asian Region' could be introduced as a chapter in social science like in sociology and political science and as a special paper in the study of journalism, mass communication and media studies, in post graduate level. The common media history of the member states, existing structure of the various type of media, scope of ICTs and e- governance, film studies, media ownership, scope of community based media and audience research technique may be included as an individual chapter. If the students from the journalism and mass communication opt for this area as dissertation paper in their M.Phill or doing PhD, the member states should act as host when they would visit their country for the research work. Based on mutual discussion both in State and Non-State level the member country could arrange faculty exchange as well as student exchange program in media studies and related to other discipline of social science.

Conclusion

Its true that the post globalization period in South Asian region may be defined as digitalized media and communication networking, an information system that is governed by convergence phenomenon and a specialized media mapping that is designed by social media or new media technology. On the other hand it will be a right time to explore the links between globalisation and poverty in South Asia. Otherwise the contemporary media network will suffer with some major limitations, like exclusion between social community vs real time media community.

Agrarian society, poverty and deprivation, low literacy rate ,agriculture based economy, rural society with cultural proximity and diversity are the common experiences in   socio-cultural paradigm in South Asian or among the members State of SAARC. In this context if we want to introduce a holistic and integrated communication network then an alternative paradigm of convergence should be introduced ,i.e. a convergence between indigenous knowledge system and digitalized media network. Through this model it could be defined how IKS (Indigenous Knowledge System) be used in modern agriculture extension program or other related issue like health and hygiene in a rural society. It is a socio-cultural communication network that encompasses a better networking for the communities, those are till deprived or yet not able to access the modern communication network.

It's true that social media makes the existing media ecology more interactive but to offer a communication network in whole South Asian region an alternative model of media network would defined major elements of communication process for community development. What will be the paradigm of network of media in the era of globalization and after?Considering across the South Asian region, globalization of media ecology should support the global-local negotiation on information collection, procurement and distribution process.

More specifically we want to say that, media globalization should ensure the horizontal integration of communications, a trio between the State, Non- State Organisations, Corporate and Citizen. This information network catered by national and international agencies along with local, community based and group communication. Here we may mention the model of Development Support Communication (DSC) by Childers in the year 1976 (Melkote and

Steeves, 2001) here. This model reads as a concept of communication activities that take on swap of messages at more participatory level to accomplish specific goals of exchange and growth.

The Globalization, since it began around four decades ago have transformed every aspect of human life, especially culture. This transformation has witnessed both positive and negative vibes, both empowering and repressing. Media is the vehicle of globalization. The South Asian media contours are no longer linear but present a complex matrix of cultural and cross-cultural reagents that promise the empowerment of people. The C3 model does not support to secure audient's participation in media network, it emphasized on corporate identity rather form of monopolization of information.

In the present era it is, perhaps, the most significant limitation of media network, which defined and designed by few Corporate entities in SouthAsia (like ZEE, STAR, JAGRAN, RELIANCE group in India; SEO.COM, NOTIONHIVE, ABC RADIO, ASIAN TV in Bangladesh; MGM NETWORKS, PEOPLES MEDIA NETWORK in Sri Lanka).   In the early phase of globalization, within the   media – sphere the role of   audiences everywhere were in passive mood, now they are becoming increasingly 'active' in the contemporary period. The proposed 'alternative media network paradigm' will create an 'activeaudience',to decode and interpret messages according to their cultural and social contexts. It helps to reach high extent of social inclusion of real time media audiences. Thus media globalization involves much global-local negotiation in State and Non-state Level.

References

- Bandyopadhyaya J (2003), The Making of Indian Foreign Policy. 3rd ed. Allied Publishers Private Limited,
- Banerjee D, ed.(2002)SAARC in the 21st Century towards A Cooperative Future. India Research Press, New Delhi.
- Carlsson U (2005) From NWICO to global governance of the information society, Ulla Carlsson, Retrievable from -   http://bibliotecavirtual.clacso.org.ar/ar/libros/edicion/media/17Chapter11.pdf

- Chadda ,M (2000), Building Democracy in South Asia. Vistaar Publication, New Delhi.

- Dijk V J (2006) , The Network Society – Social Aspect of New Medai (2nd ed). Sage, New Delhi

- Khan   R. Zillur, ed(1991),SAARC and the Superpower. University   Press Limited , Dhakka.

- McLuhan M., Lewis H. L. (2003)   Understanding Media: The Extensions of Man . McGraw-Hill, USA

- McQuail D (2005) , Mass Communication Theory (vth Ed.) Vistaar Publication, New Delhi.

- Melkote R S, & Steeves L H (2001). Communication for Development in Third World Countries, Sage Publication, New Delhi.

- Mowlana H. (1996) Global Communication in Transition : the End of Diversity? . Sage , California.

- Mowlana, H ed (1985), International Flow of News; An Annotated Bibliography, retrieved from -, http://unesdoc.unesco.org

- Mody   B (1991), Designing Message for Development Communication - An Audience Participation – Based Approach. Sage, New Delhi.

- Narayan   S S   (2006),   the New World Order : International Relations and Communication in the Post-Cold War Period. Communicator Vol.XLI No. 1 Jan-Dec. 2006, Indian Instti of Mass Communication, New Delhi

- Navnita, Chadha Behera (2008), International Relations in South Asia. Sage, New Delhi.

- Nye, Joseph S. Jr.(2002), *The Paradox of American Power,* Oxford, New York.
- Rosenau J (1992), The Relocation of Authority of Shrinking World , *Comparative Politics,* April. Pp 253-272

- Sengupta B (1998), SAARC-ASEAN: Prospects and Problems of Inter-Regional Cooperation. South Asian Publishers, New Delhi

- Sparks. C (2012)Stirrings of Cultural Imperialism Emanating from India, Sonwalkar,Communicator,vol. xxxix No .1 January-June,2004
- Legum and Cornwell, (1978), A Free and Balanced Flow. Report of the 20th Century Fund Task Force on the International Flow of News.Legum Collin and Cornwell John ,Lexington Books, Massachusets: DC
-

* Dr.   Rajesh Das is Assistant Professor, Department of Mass Communication, University of Burdwan, West Bengal