

# Global Diffusion through Mass Media and Digitalization: A Sociological analysis of Cultural Globalization

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## Abstract

*Digital culture has emerged as the new tool of operation of modern societies. Societies and its components are so dependent on digital technology that they cannot survive without digitalization. The digital culture has introduced new forms of global cultural diffusions throughout the world. The epistemological understanding of global media diffusion through mass media and digitalization includes understanding of concepts involved in the process, theoretical orientations, and patterns and models involved in the entire process. Digital Convergences and Digitization are the new buzz word in this whole discipline of "Media Sociology" The civilization and cultural changes due to digitalization are systematically analyzed with reference to Globalization. Thus, this paper is an attempt to explore the philosophical, sociological, anthropological and cultural dimensions of digitalization, with reference to existing literature. This is a qualitative study based on secondary literatures.*

**Keywords:** *Digitalization, Globalization, Social Change, Digital Convergences, Digitization*

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## Introduction

Globalization is a multifaceted process in which the world is becoming more and more interconnected and communication is

becoming instant in its nature. Globalization describes an ongoing process by which regional economies, societies, and cultures have become integrated through a globe-spanning network of communication and execution. The term is sometimes used to refer specifically to economic Globalization: the integration of national economies into the international economy through trade, foreign direct investment, capital flows, migration, and the spread of technology (Bhagawati 2004). However, Globalization is usually recognized as being driven by a combination of economic, technological, socio-cultural, political, and biological factors. The term can also refer to the transnational circulation of ideas, languages, or popular culture through acculturation. Andre Gunder Frank, an economist associated with dependency theory argued that a form of Globalization has been in existence since the rise of trade links between Sumer and the Indus Valley Civilization in the third millennium (Frank 1998). Impact of Globalization, both theoretically and practically, can be observed in different economic, social, cultural, political, finance, and technological dimensions of the world. Globalization is the process of rapid integration of countries and happenings through greater network of connections and interconnections via trade. It also refers to increased possibilities for action between and among people in situations where latitudinal and longitudinal location seems immaterial to the social activity at hand as per the definition of social theorists. Globalization is a three dimensional term, encompassing political, economical and cultural aspects.

Globalization can be defined as the increasing “interconnectedness of the world through new systems of communication” (Sacks 2003: 26), and affects all areas of life. This ever increasing capacity to communicate worldwide has resulted in the increasing domination of American and European cultures, whose economics, and political institutions are most affluent and powerful. This process has had profound effects on less powerful cultures. Development planners seem uncomfortable with ethnic diversity because it challenges the homogenizing tendency of

economists to reduce populations to quantifiable groups. Globalization is more than just about economics. It is not only about the ratio of exports to Gross Domestic Product (GDP) but also about culture, society, politics and people (Rangarajan 2007).<sup>i</sup>

## **Defining Globalization**

Globalization can be defined as “the rapidly developing and ever-densening network of interconnections and interdependencies that characterizes modern life. (Tomlinson 1999: 2). In a very real sense, the modern world is undergoing processes of compression or ‘shrinking’ as geographical distances become less constraining of the flow of information, technology, products and people across territorial boundaries. Coupled with the increasing interconnectedness is the growing awareness and experience of the world as a ‘whole’ (Robertson 1992:8; Waters 2001: 5).

Appadurai (1997)<sup>ii</sup> in his work “Modernity at Large: Cultural Dimensions of Globalization” deals with globalization by identifying five cultural flows that he terms as ethnoscaples, mediascaples, technoscaples, financescaples and ideoscaples. He insists that the suffix- scape allows us to point to the fluid, irregular shapes of these landscapes that characterize international capital as deploy as they do international clothing styles.

The landscapes are thus the building blocks of what he calls imagined worlds (Andreson 1983), that is the multiple worlds that are constituted by the historically situated imaginations of persons and groups spread around the globe. By ethnoscape, he means the landscape of persons who constitute the shifting world in which we live tourist, immigrants, refugees and other moving groups and individual constitute an essential feature of the world and appear to affect the politics of (and between) nations to a hitherto unprecedented degree. By technoscape, he means the global configuration, also ever fluid of technology, both high and low, both mechanical and informational, now moves at high speeds

across various kinds of previously impervious boundaries. Next, *financescape* as the disposition of global capital is now a more mysterious, rapid and difficult landscape to follow than ever before, as currency market, national stock exchanges and commodity speculations move mega monies through national turnstiles at blinding speed, with vast, absolute implications for small differences in percentage points and unit times. Further, *mediascape* refers to the distribution of the electronic capabilities to produce and disseminate information (newspaper, magazine, television stations etc.) which are now available to a growing number of private and public interests throughout the world, and to the images of the world created by these media. *Ideosapes* are also concentration of images, but they are often directly political and frequently have to do with the ideologies of states and the counter ideologies of movements explicitly oriented to capturing state power or a piece of it.

Globalization has become a major topic of discussion and concern in economic circles since the mid-1990s. It is clear that the trend toward more integrated world markets has opened a wide potential for greater growth, and presents an unparalleled opportunity for developing countries to raise their living standards. At the same time, however, the Mexican crisis has focussed attention on the downside risks of this trend, and concerns have arisen about the risks of marginalization of countries. All of this has given rise to a sense of misgiving, particularly the developed countries.

So what is "globalization"? What are its implications for the conduct of economic policy, particularly in Africa? What are its potential benefits and risks? What will developing countries have to do to get benefit from it, to avoid its downside risks? Is there any good reason to fear globalization? To answer these and other questions, it would be useful first to explain what globalization is, and what it is not, what has caused it, and what effects it has had. Situating the discussion in this context will make it easier to

identify the benefits and the true risks of the trend to global integration and, in turn, to determine the correct policy response(Amin 1999: 200).<sup>iii</sup>

Globalization thus includes several aspects such as-

- Transformation of the spatial arrangement and organization of social relations involving 'action at distance'.
- Stretching of social relations and transaction through the globe.
- Inclusion of instantaneous communications across time and space.
- Increasing intensity and velocity of impact of global social relations.
- Creation of new networks and nodes of network society, associated with the new levels of dependence on knowledge, information and expert systems.
- Distribution of new risks also involved in the risk society to all.
- Dialect between global and local in which a dialect of power, duality of structures and its mere triumph of centre and periphery is present.

## **Globalization of Culture**

The tendency for worldwide diffusion of cultural patterns in such a manner that the local and global cultural elements are well mixed and well spread is known as globalization of culture. Globalization of culture increases the cultural pluralism and media plays a very important role in such kind of diffusion. Globalization and culture came into analytical paradigm through its negative concerns. The critiques of global culture were concerned about the crisis of cultural identity of particular region

therefore, the globalization of culture stood as a question before them. The homogeneity of the cultural elements within the locality and the heterogeneity among the diversified cultures of the local and global bring scepticism for globalization of culture. Robertson (1998) explains the combination of global and local i.e. Glocalization, to be operational alternative to such sceptical questions. In other words it is the local dispositions of the global patterns of culture. The local expression of the globally based practices, ideas and institutional forms are marked. It is the economic, social, and cultural aspect of globalization which has local implications. They are considered to be sides of the same coin instead of diametrically opposite poles. Ritzer (2000) explains 'Glocalization' represents the intersection of political, economic and socio-cultural concerns with its emphasis on the local community and global structures and functions. He defines 'glocalization' as the integration of the global and the local structures, resulting in unique outcomes in different geographical areas. It refers to 'global localization'. Glocalization can thus represent the consequences both tangible and intangible of globalization which creates heterogeneous and hybridized culture, communities and identities. This is the process through which global processes, such as the activities of transnational enterprise, results in the provision of locally specific goods and services. This is the gateway to communicate locally specific goods and services with the globally oriented system.

Tomilson (2001) in a recent debate for analyzing the cultural globalization hints towards the fact that even if cultural globalization may flow towards continuation of universalism, but it's not possible as the progressive individual under universalism also gets exposed to multiple local pluralities, thus creating heterogeneity.

In this recent line of debates critical thinkers such as Theodor Adorno and Max Horkheimer are to be also understood with specific reference to 'culture industry'. In their famous work 'Dialectic of Enlightenment' (1947) they explain that popular

culture is produced like a product in industry for larger consumption. Thus, accordingly cultural globalization like culture industry tends to produce standardized cultural goods such as films, radios, programmes, magazines etc. Thus, these kinds of cultural products are in critical note of only contributing towards capitalism and are falsifying in nature. Thus, mass communication cultural products just make people standardized as themselves and does not explore the creative aspect of culture. Therefore Adorno and Horkheimer emphasize on the freedom, creativity and genuineness of the culture and explain the inherent danger of globalization of culture and culture industry which kills the intellectual aspect of culture and makes it more technological product.

## **Global Culture, Mass Media and Digitalization**

Global culture is the continuous outcome of globalization of culture, and it is understood as circulation of particular ideas, institutional forms around the world as central aspect of global cultural functioning. Global culture is very thick and rich as compared to Americanization or any kind of homogenization process. Mass media plays a very vital role in diffusing the global cultural patterns. Media is defined as the technology that communicates messages to audiences in different parts of region, country or even the world. The term 'mass', is the process in which massive reception of media is taking place, for instance television, films, telefilms etc. Mass media describes the institutionalized forms of public message production and dissemination process, operating at larger scale, involving a considerable division of labour in the production process and functioning through complex mediators of print, digitalization, film, recording tapes and photography (Sharma 2015: 207).<sup>iv</sup>

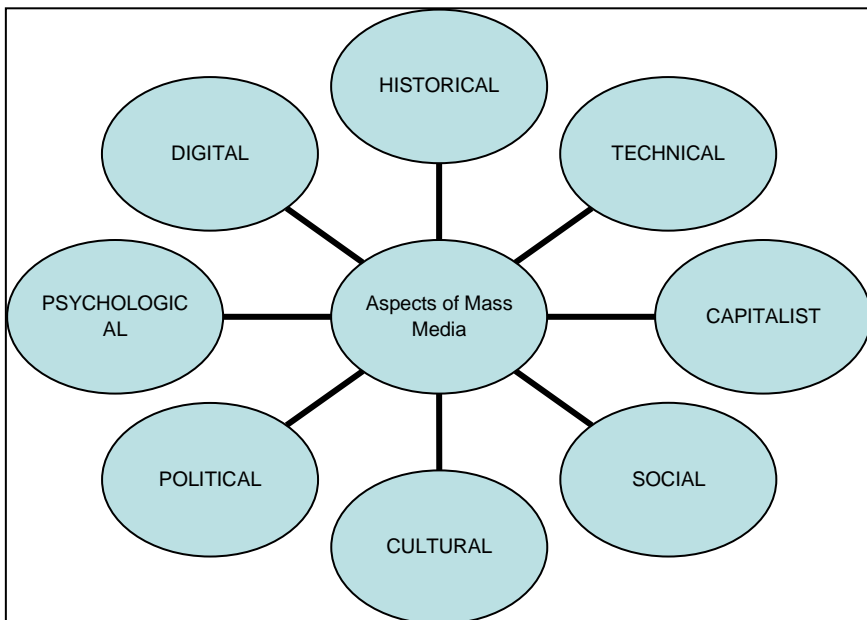
There are several characteristics of mass media such as-

- They require complex formal organization to operate.
- They are directed towards larger audiences.

- They have unstructured distribution intended towards the public.
- Audiences here are of diversified nature and composition.
- Stimulus contact can be established with larger audiences at distance places.
- Audiences are collective whole, though they are not known of each other.
- They lack leadership and they are spread all throughout the larger audience group.

## **Different Aspects of Mass Media**

There are several aspects of mass media which includes historical, technical, capitalist, social, cultural, political and psychological, digital dimensions (Williams 1970: 270).



**Figure 1.1: Diagrammatic Representation of Aspects of Media, Source; Author's Self Crafted Representation.**



The historical sense of media refers to the fact that media plays the site of three things to diffuse global culture, which includes object, organ and medium. The technical sense of media refers to the development of print, audio and visual, which keeps on gradually expanding. The capitalist sense of media explains the fact that media companies only operate to make profit, so it's a capitalist oriented market, where the rich has the take on everything and the poor stands nowhere. Further, the socio-cultural and political notions of media explains the fact that, media is interpreted in a socio- cultural manner, when it tries to introduce several social functions to its audiences. The political orientations of the media appear when a particular channel is dominated by a particular ruling or opponent political party's opinion and reflects it to its audiences. Last but not the least, psychological aspect of media is the angle which explains how psychologically people are affected due to media coverage i.e. yellow journalism, which interacts with people and asks them about their feeling in crisis situation such as cyclone and thunderstorm. Digital dimension of mass media includes the concept of Digitalization. *Digitalization* refers to the adoption or increase in use of digital or computer technology by an organization, industry and country etc. Digitalization includes the concept of 'digitization', which refers to the action or process of digitizing; the conversion of analogous data (use of images, videos and texts) into digital form. Digital information is the only possible way to interpret big data and bring value added production of digital business. Further several applications of digital media get reflected through Digital India, Digital Camera, Digital Computer, Digital Economics, Digital Education, etc. Digital media is also marked in E-Commerce products which widely include Games, Websites, Animations, Social Media, Videos, Augmented Reality, Virtual Reality, Data Visualization, Location –based services, Interactive Storytelling etc (Pattnaik: 2013)<sup>vi</sup>.

Emphasizing on the need of digital technology Manuel Castells explains that it was essential for the creation of an

economy with the capacity to work as a unit in real time on a planetary scale (Castells 1996:92). Mass media patterns of functioning have been more fastened and speed up due to usages of digital technologies. Digital technologies have changed our ways of creating and communicating so that scientific practices, arts, and entertainment media all move in a double rhythm than before. Networked computing and digitalization has redefined the nature and characteristics of our social lives. Social media like Facebook<sup>vii</sup> are clear illustrations of how the very practices of social interactions redefined due to digital connections. The internet has further made it possible to bring Globalization and digitalization more closely mainly through the processes of *Digital Convergence*.

Digital *Convergence* is a process in which inclination for various innovations, media sources, contents that becomes similar in due course of time and in the process involvement of the internet, home devices such as smart television, camera, you tube applications and digital contents. Mainly all components of mass media such as films, music, print, audio etc are now vastly converting to digital ways. Media convergences are involving information, communications and technologies, films, computer networks, new media houses etc all converting to digital platforms. For example the creation of OTT platforms through Netflix and Amazon Prime Video etc are burning example of entertainment convergence to digital platforms. These convergences bring together computing, communication and contents directly sequencing towards digitalization of media through internet. Thus media convergences are based mainly on five major components such as *the technological, the industrial, the social, the textual, and the political*. (Erstad : 2012).<sup>viii</sup> The *technological* aspect reveals that with introduction of World Wide Web, smart phones, tablet computers, smart television, and other digital devices billions of people were able to access media content that was once only tied up to specific communication media partners such as print, broadcast or platforms such as newspaper, magazine, radio, television and cinema. For example media

houses now develop cross media contents. Apart from developing texts, videos and podcasts they are also providing links to other relevant resources, online access to their archives, opportunities for users to comment on the story or provide links to relevant materials. Such melting of boundaries is also creating new horizons of journalism such as *Citizens journalism* (Boltanski and Chiapello 2005: 38). *The industrial* convergences emerged as essential part to facilitate digital media players. There were large mergers such as Viacom-Paramount (1994), Disney ABC (1995), Viacom- CBS (2000), NCB-Universal (2004) and the America Online and Time Warner Merger (2004), which emerged as a result of digitalization and globalization. *The social media* enhanced through micro blogging services such as Twitter, the You Tube, Word Press, Instagram, Snap Chat etc. These were the sites where users created their own contents and promoted them as well. *The textual* mass media of newspapers and magazines are now converting into virtual wallpapers of news, through several snippets of headlines, newspaper and news media channels app. For instance, in places where newspaper production distribution etc is taking long and expensive modality, easy access through digital medium is the best possible alternative. Further the distant location challenges are addressed through digital textual conversion and the issue of regularity of newspapers can be also addressed through textual media conversion to digital world. *The political* aspect reflects on the media convergence policies. In most of the 20<sup>th</sup> century media content was delivered through particular platforms such as books, newspapers, magazines, radio, television, cinema and video games. Regulations for all these aspects were separate in nature, but in 21<sup>st</sup> century content being available digitally across multiple devices, specific regulations were difficult to hold on. Now the media policies were more diversified in their approach and the 'digital natives' younger users were more familiar with usages of convergent media technologies. Therefore, diversified ownership and regulations are framed. For example : the computer company Apple, Inc has become the largest distributor of music and Google Inc plays an

important role in news and TV content distribution. Thus, the nature of consumerism is now melting its boundaries in the era of digital convergence. This further opens doors of social change as well.<sup>ix</sup>

## **Theories of Diffusion and Digitalization**

Diffusion is the process by which new products, behaviours or ideas are communicated among members of social systems (Rogers 1994). Diffusion is unplanned and spontaneous in nature. It is distinctive from dissemination, as dissemination is planned and structured in nature. While diffusion is used for new products and practices, dissemination is just to spread already existing news and events. Thus, theorization of diffusion refers to the fact that there can be two different kinds of theories of diffusion i.e.

- i) Theory of diffusion of Innovation (Rogers 1994)
- ii) Theory of diffusion of News (Rosengren 1979)

## **Theory of Diffusion of Innovation**

This explains that mass media both print (books magazine and newspapers) and broadcasts (cinema, radio and televisions) were playing a major role in spread of innovations, but the wide spread adoption of digital media (email websites and social networking) has completely distributed the role of diffusion of innovation (Daru 2012: 298)<sup>x</sup> identified certain reasons responsible for innovation diffused through ICT methods. Such as:

- i) Heavy usage of ICT methods for dissemination of information regarding innovation.
- ii) Number of adopters and their status in the adopting organizations are visible.
- iii) Ambiguity about the innovation attributes due to competing forms of innovation
- iv) Herd Effect is marked which explains that everyone decides, acts and thinks in the same way of innovation diffusion

- v) There is reduced inter personnel communication (a necessary condition for logistics diffusion)
- vi) There is a specific mandate for adoption of innovation diffusion techniques.

Rogers (1994) point out that diffusion typically involves mass media and interpersonal communications. Further, as media primarily informed potential adopters about the innovation and interpersonal networks, it is understood that individuals take their own decisions either to adopt or reject adoption of innovative ideas.

## **Theory of Diffusion of News**

Diffusion of news theory explains that the diffusion pattern and degree of diffusion of news depend on the content and nature of news (David 1994). The perceived importance of news is generally determined by the following:

- i) Number of people to be affected by the news
- ii) Novelty of the news whether it is anticipated or not
- iii) There is an concomitant relationship between these parameters i.e. more the degree of unanticipated news, greater is the speed of diffusion of the news and lesser is the degree of unanticipated news, slower is the speed of diffusion of the news.
- iv) Physical proximity of audiences to the news events also matters, as Indian will get the news even more rapidly when Indians get affected as compared to Americans responding to Indian news.

Park (2008 :251-268) explains that due to the wider usages of digitalization process of World Wide Web, Instagram, Twitter, Google News, Yahoo News and MSN news diffusion of news have melted all these boundaries and have now become ultra flexible and widely accessible in nature. Further developed apps

of BBC, New York Times etc are determining the entire portable nature of diffusion of news and digitalization.

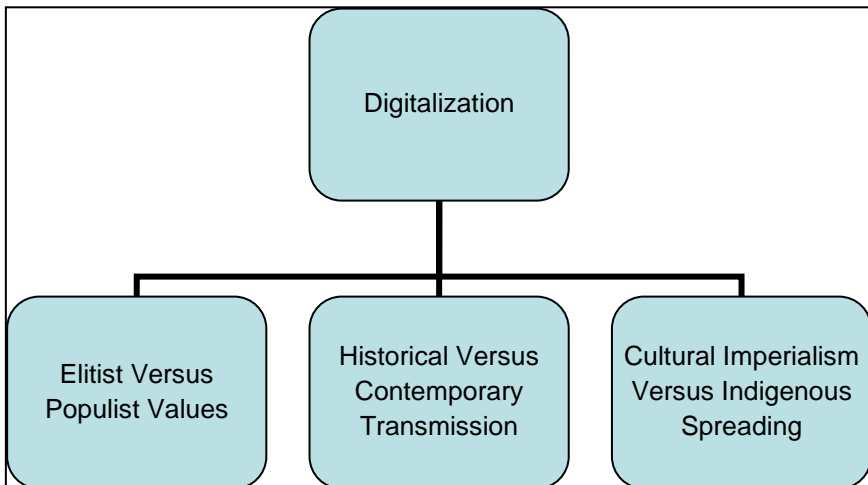
## **Theory of Instrumentalization of Technology**

Feenberg (2010: 73) explains that all technology involves “primary instrumentalization” in which objects are “de-worlded”. It refers to the very fact that technologies are torn out from their very place of origination and disseminated all across societies. Further, they are also reduced from their fundamental properties in order to be adaptable in all required situations. The ‘technical code’ created by instrumentalization condenses values of each society and creates a neutral structure of culture. Thus, it is essential that each technology must be “re-worded”, “recontextualized”, “re-aestheticization” through a “secondary instrumentalization” which would add a human and aesthetic dimension to the technical objects. This whole process is termed as “valuative mediation” where, meaningful human usages are marked for technology. He proposed an inclusive approach for technology and human lives so as to make both integrated and interconnected.

## **Global Cultural Diffusion through Mass Media and Digitalization**

Diffusion of global culture through mass media gets reflected through stimulation, which brings senses to audiences like hearing, tasting, touching, feelings etc. It also brings impact on cultural values, social orientations, youth dynamics, family discourses, consumerism, food, clothes, political orientations, socialization, interactional patterns, social functions, marriage, kinship, educational institution, economic institution and relaxation from all kinds of anxieties and tensions. Further when digitalization is used in global cultural diffusion the process becomes further faster. There are mainly three models of diffusion (Matei 2006) which are developed due to such massive diffusions

of global culture for example- i) *elitist versus populist values*, where the elitist values constitutes of ‘high cultural audiences’ and sophistication is present in its functioning e.g. sufi music, picaso painting . Populist values on the contrary refers to middle culture and ‘low cultural audiences’, which has concrete entertainment.. such as folk dance, folk song. The mass media diffusions of such categories of values generate a series of followers. ii) *historical transmission versus contemporary transmission*, where historical primacy of culture is diffused at times from the resources of historical sources, whereas sometimes the mass media diffusion is only spreading the news, ideas, values and information of contemporary period. iii) *cultural imperialism versus indigenous spreading*, where mass media at times diffuses the cultural imperialistic characteristics such as Americanization and dominant westernized elements. On the other, hand the indigenous elements of the micro levels are also diffused by mass media on a systematic manner. All such processes doubles with operation of digitalization and becomes easily accessible to wider audiences. (Gans 2011).



**Figure 1.2: Graphical Representation of Digitalization Intersectionality with Models of Media, Sorce; Author’s Self Crafted Representation.**

Post digitalization there has been a considerable alteration marked in comprehending all functions of models of mass media for example, with the introduction of online platforms the sharp division between elitists versus populists is melting as now sophisticated cultural arts and dance forms are accessible online through affordable prices and folk culture is even wider spread. Similarly websites, and historically rich apps and you tube channels have melted the division between historical versus contemporary transmission, as the past is no more distinctive from present and the present is submerged within the future through digitalization. Further the sharp divisions between cultural imperialism of America, and other developed countries versus indigenous cultural traits of developing countries like India are no more present. For instance, through the shopping apps such as Myntra, Nyaka and many more national and international shopping brands, a singular digitalized platform has developed where both western outfits and traditional indigenous outfits are available widely. Further through digital platforms, indigenous culture of Particularly Vulnerable Tribal Groups ( PVTGs) like Kondhas are promoted internationally and international cultural traits can be also introduced to them vice-versa (Sagarika 2019 ).

## **Conclusion**

Diffusion of global culture through mass media has brought several changes in the world discourses. The major change which was marked was dissemination of the macro level cultural elements but at the same time spread of the micro level cultural elements were also marked. The analysis of the future course of diffusion of globalization of culture (Holt and Perren 2009) reflects majorly four processes such as *acculturation*, where there is a process of cultural change and psychological change which results in meeting different cultures. This process also gets easier through mass media and digitalization. Secondly, *hybridization*, (McLuhan 1964) <sup>xi</sup>where it is the process by which cultural



elements such as food, language or music blended into another culture modifying it fit into the structure. This is also made easier by the process of mass media and digitalization. Thirdly, **homogenization** is an aspect which brings similarities and reduces differences between culture in case of ideas, customs, orientation and values. Further, these all elements get transmitted in a faster manner through mass media and digitalization. Fourthly, **heterogenization** is an aspect, where cultural pluralism and varieties stay intact. In this process of intact keeping as well mass media and digitalization plays a major role. Thus, with such kinds of probable processes, the future course of global cultural diffusion through mass media can be visualized as a balancing act of the local and global cultural elementary features (Friedman 1998). Further extension of these modalities through digitalization becomes even faster and progressive; therefore the balance act of diffusion of global culture via mass media with specific reference to digitalization opens new horizons of media cultural globalization and digitalization.

Thus, such kind of a media cultural globalization along with digitalization opens horizon of new digitalized capitalism (Boltanski and Chapello 2007). The economy in such a condition is thus informationalized<sup>xii</sup> (Castells 1996). Corporate which are global in their outreach operates in virtual world ( Sassen 2002) and the new spirit of digital capitalism is the crux of the whole development. Thus, the cultural diffusions are faster and the cultural patterns diffuse and amalgamate into new patterns of new digital culture. This is considered to be the new trend of modern societies. Thus, according to Manuel Castells, technology was essential in creating the new digitalized capitalism. This new form of capitalism has changed our flow of science, arts, aesthetics, entertainment and media. Networked digitalized computing has made definition of our own new world and it has also widened new horizons of capital creation through improvised technologies and computerization.

## Notes

<sup>i</sup>Dr.C.Rangarajan is a Professor at Madras School of Economics and he addressed a gathering on January 15, 2007 and explained about the relationship between Globalization and Gross Domestic Product.

<sup>ii</sup>Arjun Appadurai has also mentioned about these terms such as ethnoscape, mediascape, technoscapes, financescapes and ideoscapes in the article “Theory Culture and Society’ (1990) Sage Publication.

<sup>iii</sup>Samir Amin was an Egyptian –French Marxian economists who is considered to be the pioneer of the Dependency Theory. He is the pioneer of the term Eurocentricism also.

<sup>iv</sup>Sharma, D. (2015).Conclusion: The Making of a Digital Nation. In *The Outsourcer: The Story of India’s IT Revolution* (pp. 207-220). MIT Press. Retrieved from <http://www.jstor.org/stable/j.ctt163tcfk.16>.

<sup>v</sup> Santosh Kumar Patra and Arbind Sinha has widely discussed Digitalization in the article ‘Social media and the society:’Network self and the others’ (2013) p 48-51.

<sup>vi</sup>Prof. Binay Kumar Pattnaik is Professor in the Department of Humanities and Social Science, Indian Institute of Technology, Kanpur and he has been working in this field of Globalization since last twenty-five years and more.

<sup>vii</sup>Nandini, C. elaborates about Facebook activism in her article “Activism with a New Facebook” (2013) in *Yojana*, published by Ministry of Information and Broadcasting.

<sup>viii</sup>In the article 'Learning Life of Digital Youth', Ola Erstad, Oxford Review of Education explains how deeply digital media associated with day to day lives of youths is.

<sup>ix</sup> Jean Baudrillard (1998). *The Consumer Society: Myth and Structres* .Sage Publication, London Pp.200.

<sup>x</sup>Daru Arun Kumar, *Technological Growth in India*, MIT

<sup>xi</sup>Due to global diffusion hybridization of culture is marked which is opening doors of hot media. Hot media is a pattern of media where there is literally no space left for any kind of interpretation or there is no information gap, therefore cultural hybridization is usually marked. For reference M.McLuhan (1964) (1997) *Media hot cold .Understanding Media*, New York can be seen.

<sup>xii</sup>Informational zed economy is the punch theme of network society by Castells, where he emphasizes on the fact that society survives due to information circulation.

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