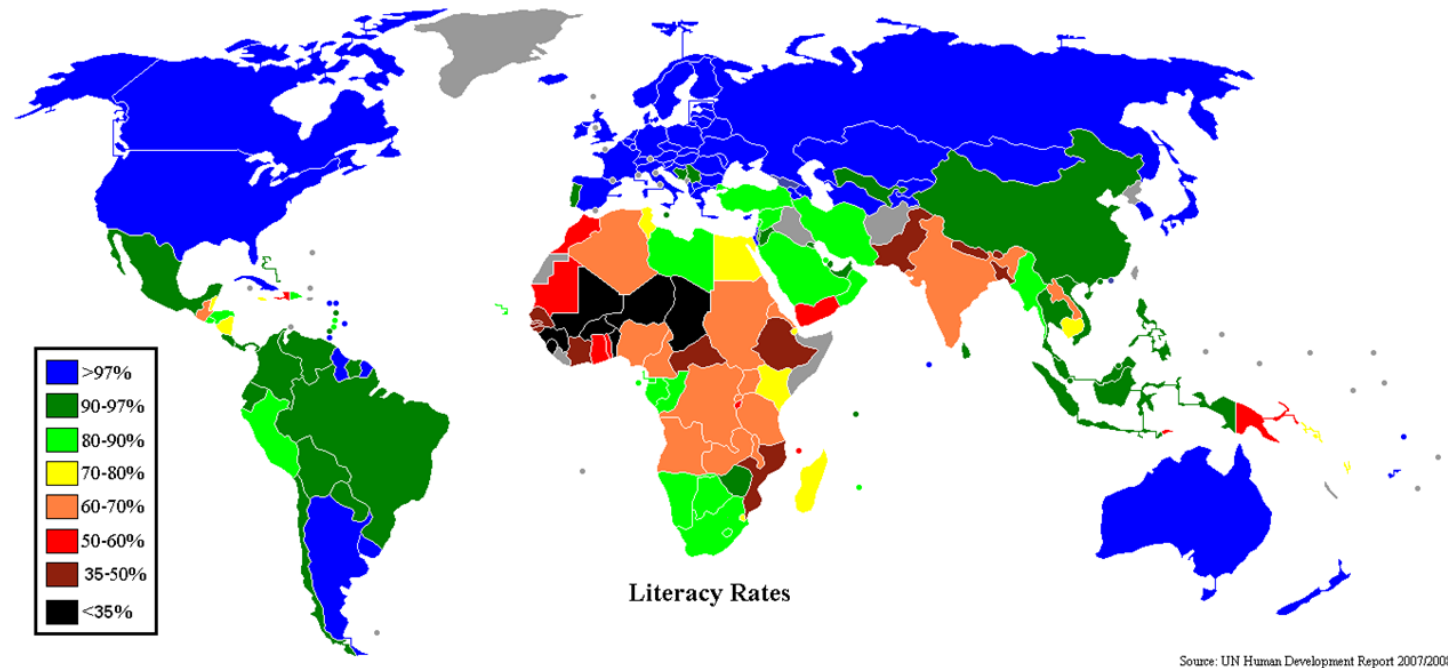


# LARGE-Scale Patterns in Global Communication & Culture



**Harold Adams Innis**

The Development and Evolution of Global  
Media & Communication

# G-20 Countries



# Harold Innis (1894-1950) Background

## Global Communication Scholar

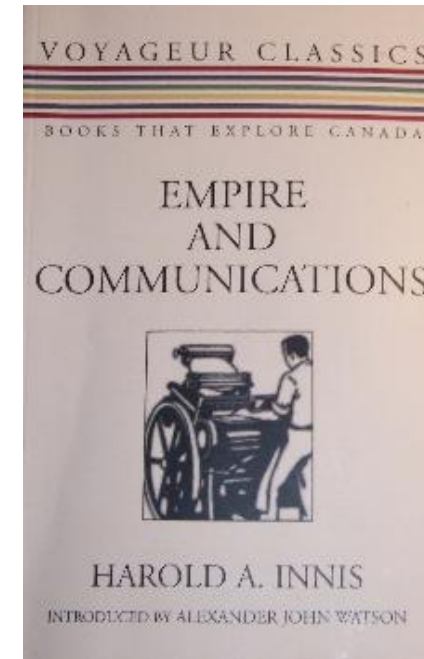
- Canadian Social Historian--really a **sociologist/economist**
  - A **non-conformist** scholar— interdisciplinary
  - The University of Chicago, School of Sociology (under Lewis Mumford, Robert Park, George Herbert Meade – economics combined with symbolic interactionism)
  - Completed his PhD. at the University of Chicago in 2 years. Innis' dissertation focused on the **history of TECHNOLOGY**. Specifically, the impact of the railway (as a technology) in creating Canadian Society (economics, culture, communication).
- A **structuralist**. He looked at the underlying structures (foundational pillars) that shaped culture.
- One of the original "founders" of **GLOBAL Media and Communication** as an academic discipline.  
Innis→Marshall McLuhan→ American/European Media, Comm, Cultural Studies, etc

### • Books by Innis:

- Minerva's Owl (1938) Looks at how the mass print media made "culture" a sellable commodity.
- The Bias of Communication (1950)
- Empire and Communications (1952)
- A World History of Communication (**unpublished** 1,200 pages long)

→ **FOUNDATIONAL ARGUMENT#1**: Media & Communication Techniques and Technologies serve as one of the most culturally transformative (and under-examined) forces of historical change for ALL cultures.

→ **FOUNDATIONAL ARGUMENT #2**: If you want to truly understand the **transformation of human society and civilizations ON A GLOBAL SCALE**, then you **must** examine the **(1) ECOLOGY/MIX** of **media technologies**, **(2) the BIASES** that they instill, and **(3) intended and UN-intended consequences**.





# The TRANSFORMATIVE POWER of Media and Communication TECHNIQUES & TECHNOLOGIES across cultures

## Key Idea/Argument:

Our media techniques & technologies constantly FILTER & SHAPE both our **INFORMATIONAL DIETS** and our **BEHAVIORAL LIVES** in largely “invisible” ways.

1. “Normalization” → most mainstream media devices become quickly “normalized.” That is the more they are used or promoted, the more they appear “normal,” “common-place,” and largely **UNQUESTIONED**.

2. HABITUAL-Ritualistic MEDIA USE → “Invisibility”

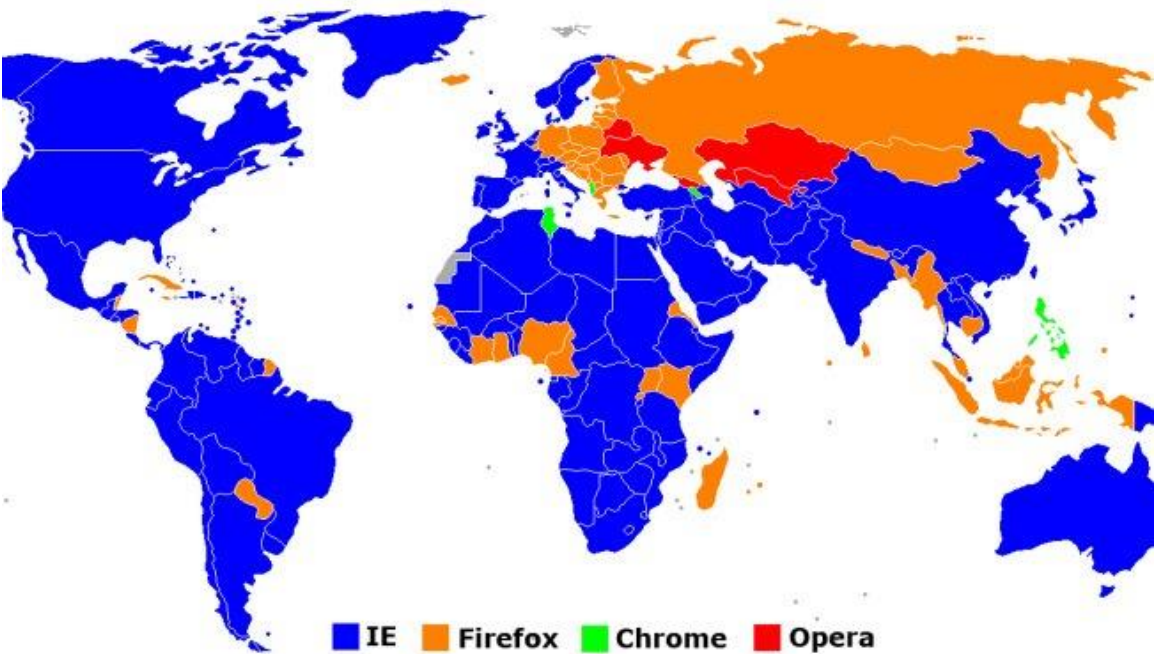
- a. We are largely **UNCONSCIOUS** of our media consuming habits!
- b. People **DO NOT** tend to earnestly question their communication devices, habits, or the people who control such devices or media technologies.
- c. **MEDIA INFLUENCE** often goes unnoticed by the general populace at both an individual level and a mass level.

3. **HABITS OF MIND** → INFORMATION CONFIRMATION BIAS: People tend to rely on sources of information which simply confirm what they already believe. We tend to create information “bubbles.”

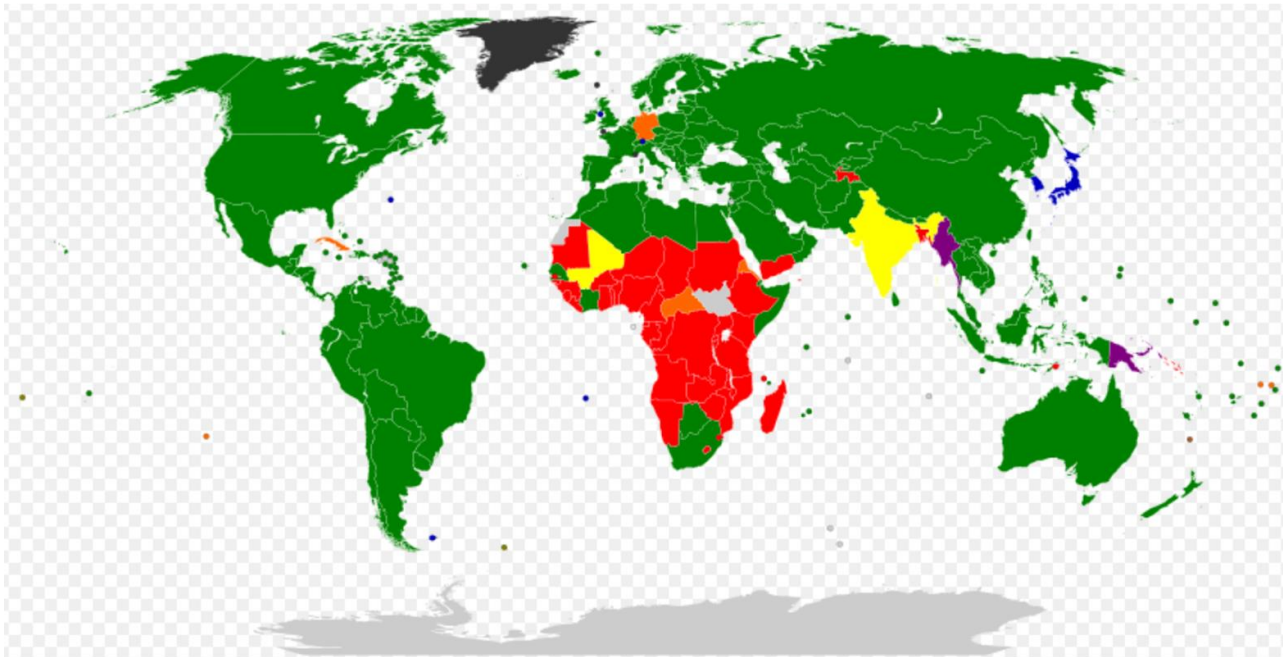
4. This tends to lead to **conservative HABITS OF MIND** and **dogmatic media filters**.



# BROWSER DOMINANCE ~2009



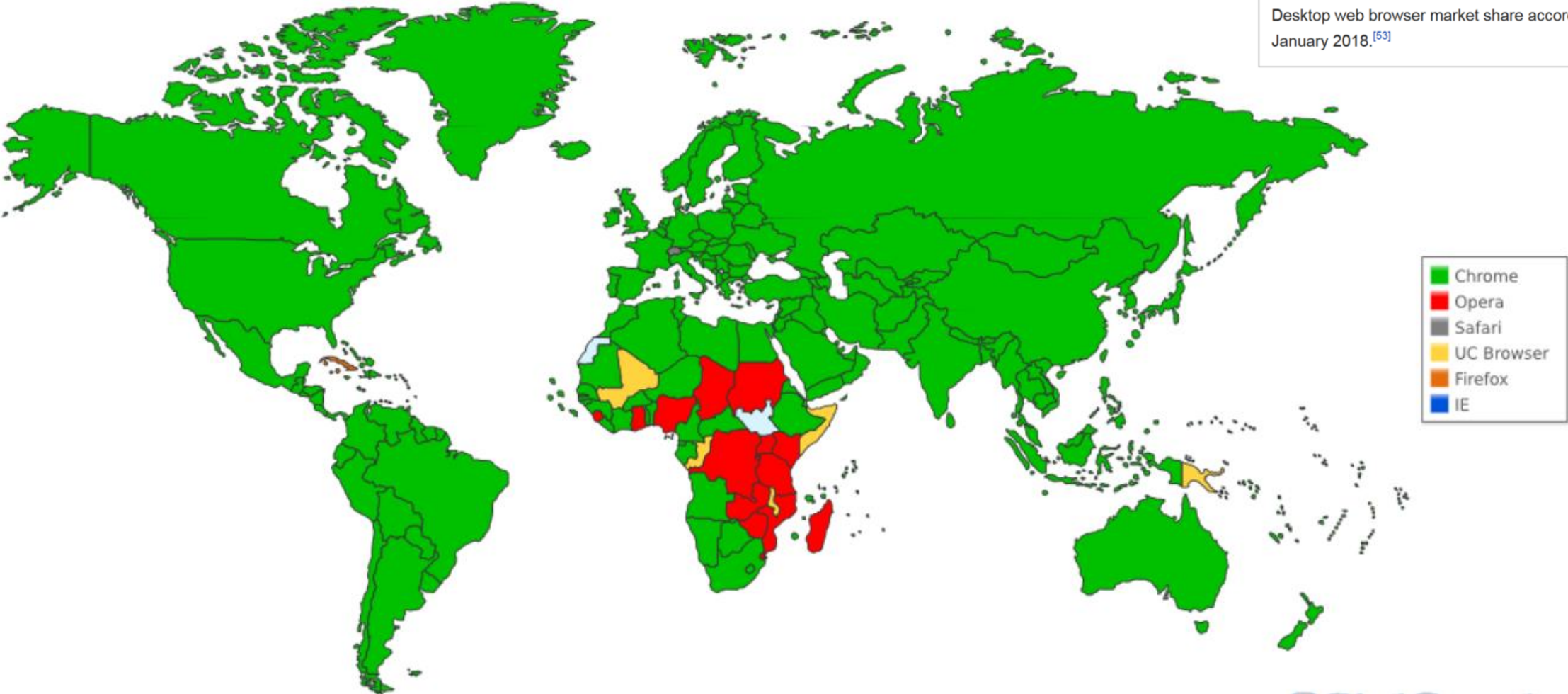
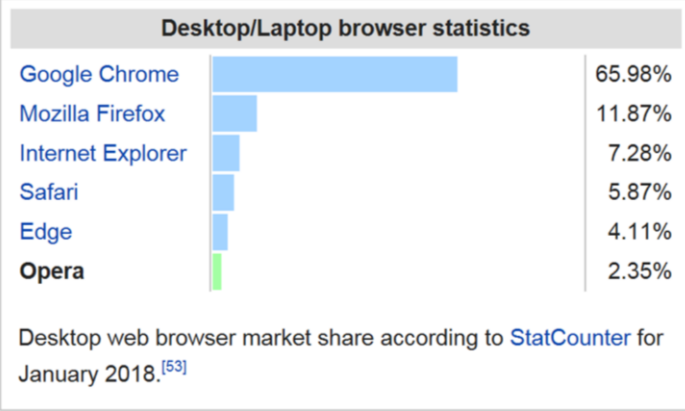
# BROWSER DOMINANCE 2015



Most used web browser by country as of June 2015, before the launch of Microsoft Edge [1]



# Browser Dominance July 2017



# 100 Websites that “Rule” the internet

## 100 WEBSITES that Rule the Internet

These are the top 100 websites, ranked by traffic, in the United States, according to data from Alexa. They are color-coded by type: Search engines, streaming sites, streaming (video, music, etc.), and each circle's size indicates how highly ranked within the top 100 a website is, as you can see by the diagram to the left.

You can also see which websites are connected as businesses. For instance, Alphabet Inc. owns Google, YouTube, and a few other sites. These websites are linked together with a solid or dotted line depending on the nature of the connection and labeled with the organization they fall under.

CATEGORIES:

The Top 100 Websites by Category - Number of Sites in Each Category

Search Engines 4, Informational Databases 4, Streaming 7, Web and File Hosting 11, Social Media 12, Web Portals 3, Email 3, Games 1, News 14, Sports 2, Social News 3, Retail and E-Commerce 9, Technology 3, Business 9, Banking 6, Social Mail 2, Porn 3, Torrenting/Illegal Streaming 2, Ad Networks 2

CONTINUOUS LINES  
A continuous line indicates that two organizations share the same owner for the majority of their assets.

DOTTED LINES  
A dotted line indicates a partial connection. This could indicate that an organization has partial ownership of a website or that two websites share a founder despite being separate entities.

vodien  
24/7 Managed Hosting

## The top 10 sites on the web

Based on data from Alexa, a combination of the highest visitors and page views.

Daily Page Views (per person) Daily Time on Site (mins)

1. Google.com	8.6	8:45
2. Youtube.com	5.38	9:21
3. Facebook.com	5.17	13:25
4. Baidu.com	6.63	7:44
5. Wikipedia.org	3.31	4:26
6. Yahoo.com	3.88	4:27
7. Google.co.in	7.12	8:24
8. Reddit.com	9.53	14:05
9. Qq.com	4.52	5:03
10. Taobao.com	4.48	8:33

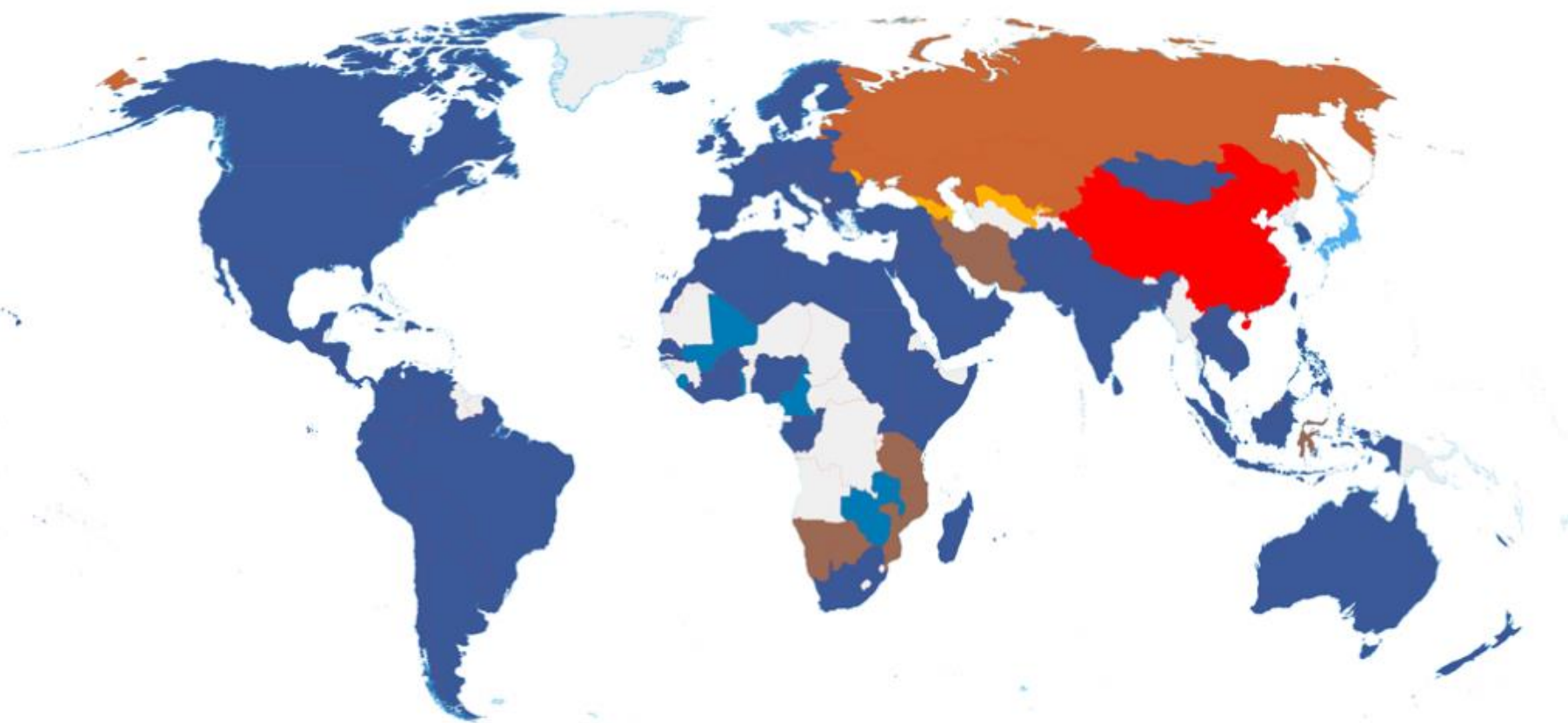
Source: Alexa.com

Source: World Economic Forum 2017



## WORLD MAP OF SOCIAL NETWORKS

January 2017



Facebook

QZone

V Kontakte

Odnoklassniki

Twitter

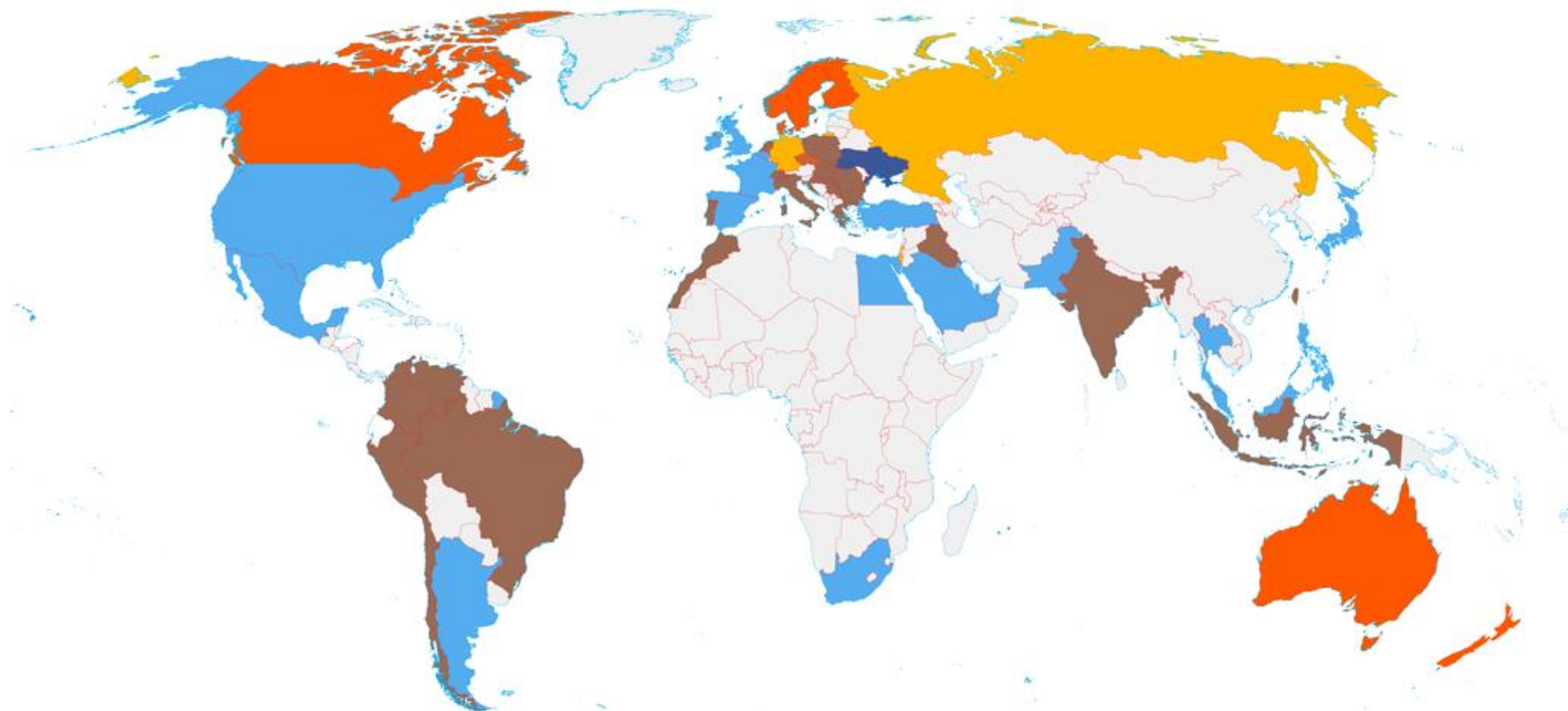
LinkedIn

Instagram



# 2<sup>nd</sup> Ranked Social Networks 2018

Ranked 2nd - January 2018



Instagram

Twitter

Reddit

Odnoklassniki

V Kontakte

Facebook

credits: Vincenzo Cosenza vincos.it

license: CC-BY-NC

source: SimilarWeb/Alexa

# Filter Bubbles

- [Eli Pariser Filter Bubbles](#)



## Key Questions:

1. What is a “**Filter Bubble**”?
2. How do they operate?
3. What is an “**algorithm**”?
4. What’s the difference between **filter bubbles** and **corporate CENSORSHIP**?

# Netflix

## Global Bandwidth

- **15% of ALL global internet Traffic**
- **Other video content = 13.1%**
- **YouTube = 11.4%**
- **All other web browsing = 7.8%**

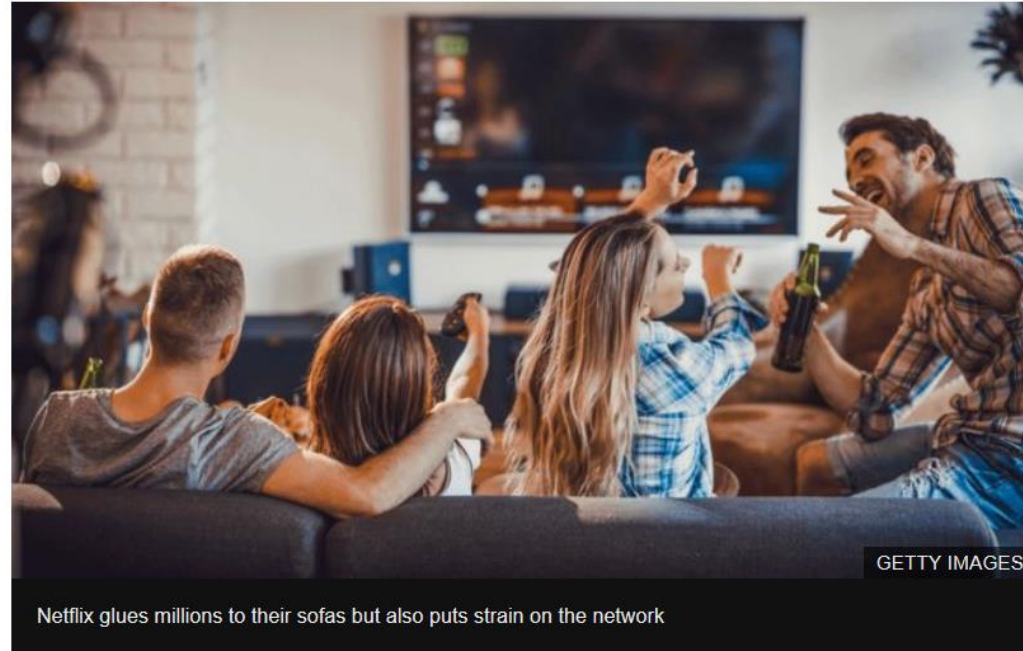
Technology

## Netflix viewing eats up world's data

By Jane Wakefield  
Technology reporter

🕒 4 October 2018 | 📄 98

f 🗨️ 🐦 ✉️ Share



Video streaming service Netflix is the world's most data-hungry application, consuming 15% of global net traffic, according to research from bandwidth management company Sandvine.

Video in general accounts for more than half of net traffic, it suggests.

Other media streaming such as embedded video on websites accounts for 13.1%, YouTube, 11.4% and web browsing, 7.8%.

The report also found that gaming and file-sharing are becoming a significant force in traffic volume.



# Smartphone use falls among young for first time

By Rebecca Marston  
Business reporter, BBC News

🕒 30 October 2017

[f](#) [t](#) [m](#) [e](#) [Share](#)



June King is in almost constant contact with her phone

## Are we seeing the start of peak phone?

For the first time, young people in the UK aged between 16 to 24 are spending slightly less time on their smart devices, according to a report.

**Market researcher Kantar TNS** found that those within that group now spent an average of 3.8 hours on their phones a day down from 3.9 hours last year.

## Health

# Millennials 'set to be fattest generation'

🕒 26 February 2018

[f](#) [t](#) [m](#) [e](#) [Share](#)



**UK millennials are on track to be the most overweight generation since records began, health experts say.**

Based on population trends, more than seven in every 10 people born between the early 1980s and mid-90s will be too fat by the time they reach middle age.

In comparison, about half of the "baby boomer" generation, born just after World War Two, were fat at that age.

Being fat as an adult is linked to 13 different types of cancer, says Cancer Research UK who did the analysis

# Technological “Interactive” “Norming” Toys and Ecological change

## Barbie doll will be internet connected to chat to kids

🕒 17 February 2015 | Technology



Barbie is having a digital makeover, with the release of an internet-connected version of the iconic doll.

Toy maker Mattel is partnering with US start-up ToyTalk to develop Hello Barbie, which will have two-way conversations with children.

The Barbie will use a speech-recognition platform developed by ToyTalk.

A prototype of the doll was at the New York Toy Fair on 14 February, where a glut of smart toys were on display.

"The number one request we hear from girls around the world is that they want to have a conversation with Barbie. Now, for the first time ever, Barbie can have a two-way conversation," said a spokeswoman for Mattel.

The Hello Barbie will be able to play interactive games and tell stories and jokes.

# Technological “Norming” and Ecological change

In the name of “Science” : Can you see the light?  
Implant to “touch ultraviolet light”

## Lab rats 'acquire sixth sense'

🕒 14 February 2013 | Science & Environment

US researchers have effectively given laboratory rats a "sixth sense" using an implant in their brains.

An experimental device allowed the rats to "touch" infrared light - which is normally invisible to them.

The team at Duke University fitted the rats with an infrared detector wired up to microscopic electrodes that were implanted in the part of their brains that processes tactile information.

The results of the study were **published in Nature Communications** journal.

The researchers say that, in theory at least, a human with a damaged visual cortex might be able to regain sight through a device implanted in another part of the brain.

Lead author Miguel Nicolelis said this was the first time a brain-machine interface has augmented a sense in adult animals.

The experiment also shows that a new sensory input can be interpreted by a region of the brain that normally does something else (without having to "hijack" the function of that brain region).

"We could create devices sensitive to any physical energy," said Prof Nicolelis, from the Duke University Medical Center in Durham, North Carolina.

"It could be magnetic fields, radio waves, or ultrasound. We chose infrared initially."



The rats had no reduction in their ability to "feel" things as a result

“

**This is the first paper in which a neuroprosthetic device was used to augment function**

Eric Thomson, Duke University



# Amazon Enter!

## Amazon buys 'smart' doorbell firm Ring

🕒 28 February 2018

f t m ✉ Share



**Amazon has bought a US firm that makes high-tech doorbells in a move expected to help the online retailer improve how it delivers parcels.**

Ring makes doorbells that record live videos of customers' doorsteps, then sends the videos to their smartphones.

The doorbell could help Amazon customers trust its new service which lets couriers open people's front doors and put deliveries inside.

Amazon is reported to have paid more than \$1bn to secure the Ring deal.

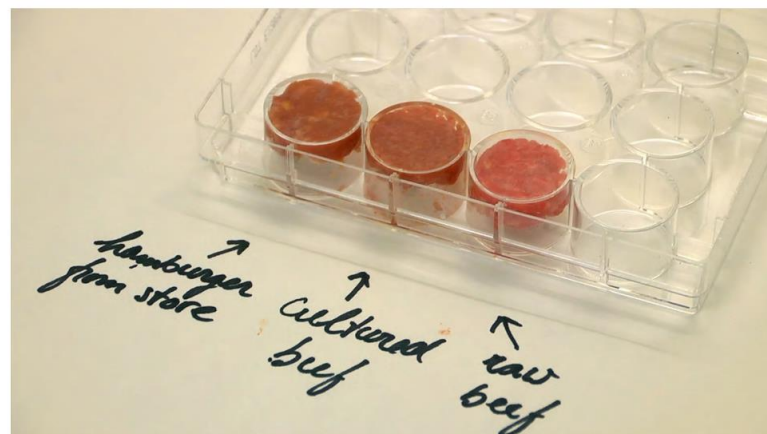
Amazon and Ring both declined to comment on the price, which was reported by Reuters.



Health & Science

# Lab-grown meat is in your future, and it may be healthier than the real stuff

By Marta Zaraska May 2, 2016



Samples of beef including hamburger from a store, left, cultured beef, center, and raw beef. (Maastricht University via Bloomberg)

Scientists and businesses working full steam to produce lab-created meat claim it will be healthier than conventional meat and more environmentally friendly. But how much can they improve on old-school pork or beef?

In August 2013, a team of Dutch scientists showed off their [lab-grown burger](#) (cost: \$330,000) and even provided a taste test. Two months ago, the American company Memphis Meats fried the first-ever lab meatball (cost: \$18,000 per pound). Those who have tasted these items say they barely differ from the real deal.

deal.

The Dutch and the Americans claim that within a few years lab-produced meats will start appearing in supermarkets and restaurants. And these are not the only teams working on cultured meat (as they prefer to call it). Another company, Modern Meadow, promises that lab-grown “steak chips” — something between a potato chip and beef jerky — will hit the stores in the near future, too.

*[How does a lab-created hamburger actually taste?]*

For some people there’s an ick factor to the idea of lab-grown meat, but its backers say that cultured meat may help alleviate the environmental and health challenges posed by the world’s growing appetite for conventional meats. The Organization for Economic Cooperation and Development estimates that the demand for meat in North America will increase by 8 percent between 2011 and 2020, in Europe by 7 percent and in Asia by 56 percent.



Professor Mark Post from Maastricht University holds the world’s first lab-grown beef burger. (David Parry/AFP/Getty Images)



The burger was fried in a little oil and butter, and served to volunteers. (David Parry/AFP/Getty Images)

Meanwhile, a 2011 study calculated that growing meat in labs would cut down on the land required to produce steaks, sausages and bacon by 99 percent and reduce the associated need for water by 90 percent. What’s more, it found that a pound of lab-created meat would produce much less polluting greenhouse-gas emissions than is produced by cows and pigs, even poultry.

A 2015 life-cycle analysis of potential cultured meat production in the United States painted a less rosy picture if one includes the generation of electricity and heat required to grow the cells in a lab.

*[What makes a hamburger and other cooked meat taste so good?]*



# Corporate Fitness Trackers

## (Growing and Creating new symbol networks)

### Do you want your company to know how fit you are?

By Emily Young  
BBC News

17 July 2015 | Business



"I'm a big fan of finding reasons to get up once in a while and walk around a bit," says Blake Menezes.

He works as a social media strategist at the US software firm Autodesk and is taking part in a company-led health challenge.

Staff teams equipped with pedometers are competing to see who can achieve the most steps over 100 days.

"Having that pedometer does illustrate quite clearly how active you are... and it makes you walk," Blake says.

And the benefits are immediate, says colleague Clay Helm, the firm's PR director: "I'm a lot more productive and less stressed. Sometimes your best

#### Technology of Business

**Could Vietnam become the next Silicon Valley?**

**The tech giving people power to deal with disability**

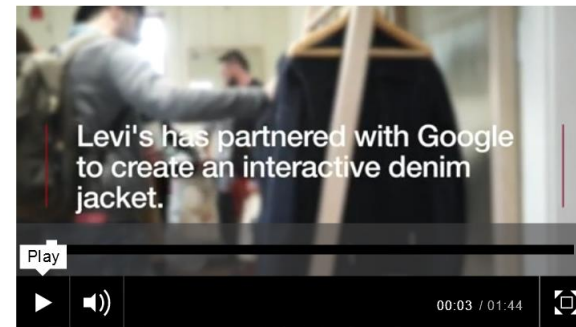
**Toilet tech proves that where there's muck there's brass**

**How blockchain tech could change the way we do business**

### • Businesses in Taiwan tackles weight

## NEWS

Home | Video | World | US & Canada | UK | Business | Tech | So



### Hands-on with the jacket with Google woven in

14 March 2017 Last updated at 01:00 GMT

A partnership between Levi's and Google has yielded the Jacquard, a denim jacket with technology woven into the fabric.

Once paired to a smartphone via Bluetooth, the jacket allows the wearer to control key functions with just a brush or tap of the cuff. A double tap with two fingers, for example, starts or stops music.

The BBC's North America technology reporter Dave Lee tried it on for size.

Follow Dave Lee on Twitter [@DaveLeeBBC](#)

### IBM and Apple want to share how you are with others

By Dan Simmons  
Technology reporter

14 April 2015 | Technology



Watson Health tries to make sense of health data from smartphones and fitness trackers

IBM has launched a health unit to make sense of the wealth of data created by the boom in fitness trackers and apps.

Watson Health aims to create "a secure, cloud-based data sharing hub" that can feed analytic technologies, it said.

It could provide diagnoses or health alerts which could also be sent to doctors, carers, or insurers for example, with the user's permission.

IBM has teamed up with Apple and wants to launch "new employee health and wellness management solutions".

The company says it is buying two firms to help with its goal: **Explorys** which has one of the largest healthcare databases in the world and **Phytel** that works with



# Technological Norming and Ecological Change

## Getting “Chipped”

- [Chip Implants in Sweden](#)

**BBC** Sign in News Sport Weather Shop Earth Travel Mor

## NEWS

Home Video World US & Canada UK Business Tech Science Magazine Enter

### Technology

## Office puts chips under staff's skin

 **Rory Cellan-Jones**  
Technology correspondent

🕒 29 January 2015 | Technology | 📧



📺

# Key Idea: Dominant Media TECHNOLOGIES (DMTs) within a Society

- Every culture, nation, or empire relies upon a small set of **DOMINANT MEDIA Techniques** and/or **INFORMATION TECHNOLOGIES (DMTs)** through which essential elements of information are communicated to that culture.
- ✓ **The Dominant Media/Information TECHNOLOGY (DMT)** = Is one that **the MAJORITY** of mainstream people in a society uses and/or **relies upon** regularly to stay **“CONNECTED”** to their culture.
- ✓ **The DMT** is the media source that the **MAJOR messages** (political, economic, social) must conform to in order to reach a critical portion of a society's mass audience.
- ✓ The DMTs are the MAJOR culture PRODUCERS in a society. (Identity, Knowledge, Fashion, Politics, etc.)
- ✓ **Cultural/Political/Economic POWER**. Those who control and/or best manipulate a DMT are the groups which control **informational power** in a society.
- ✓ The **DMT** can **vary widely** between cultures (Japan vs. Mali) and **within** cultures (Urban vs. Rural).
- ✓ **Competition vs. Change**-There is a constant **competition between media** forms going on all of the time in every society over which will deliver important information to the masses. However, the DMT in a culture does NOT shift very quickly.

# Growing & Norming New Media/Symbol Technologies

## BodyHack Conference - Austin Texas



### The bodyhackers enhancing the human form

Would you add new body parts or change what your limbs were capable of doing, if you were given the choice?

The BBC's Dave Lee visited Austin, Texas to meet the biohackers determined to push the human body - and the law - into new territory.

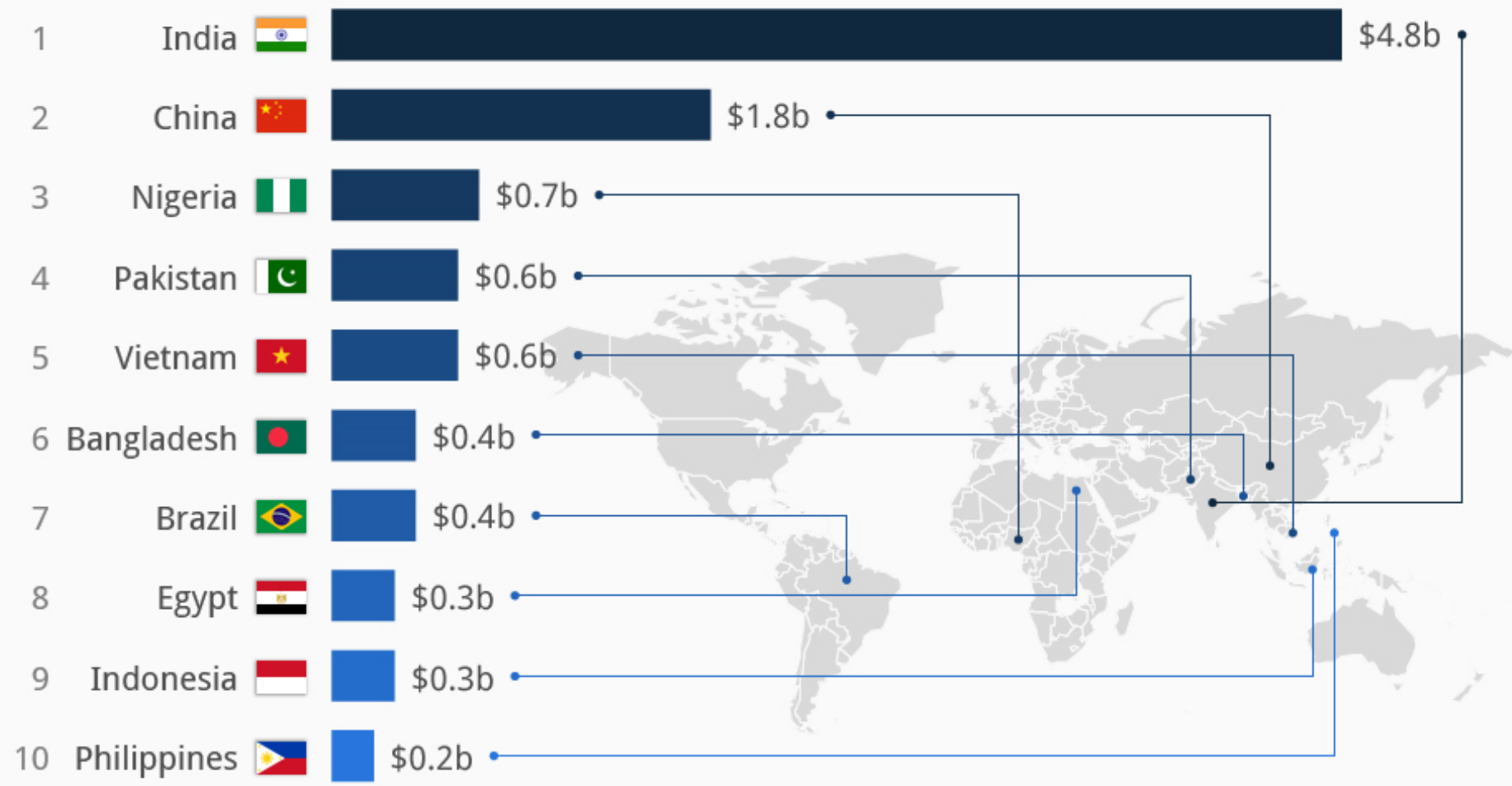
🕒 08 Feb 2018 | Technology



Share



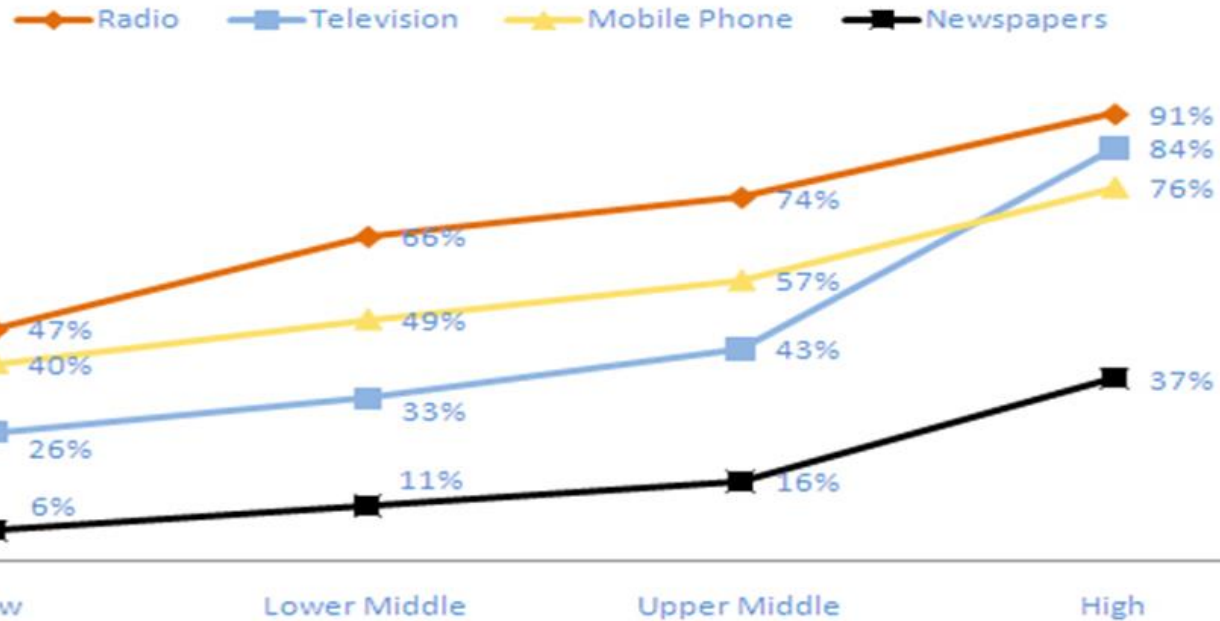
# Global Media Tech Growth



# Zambia Media + Power Source

## Zambia: Medium Use by Income Grouping

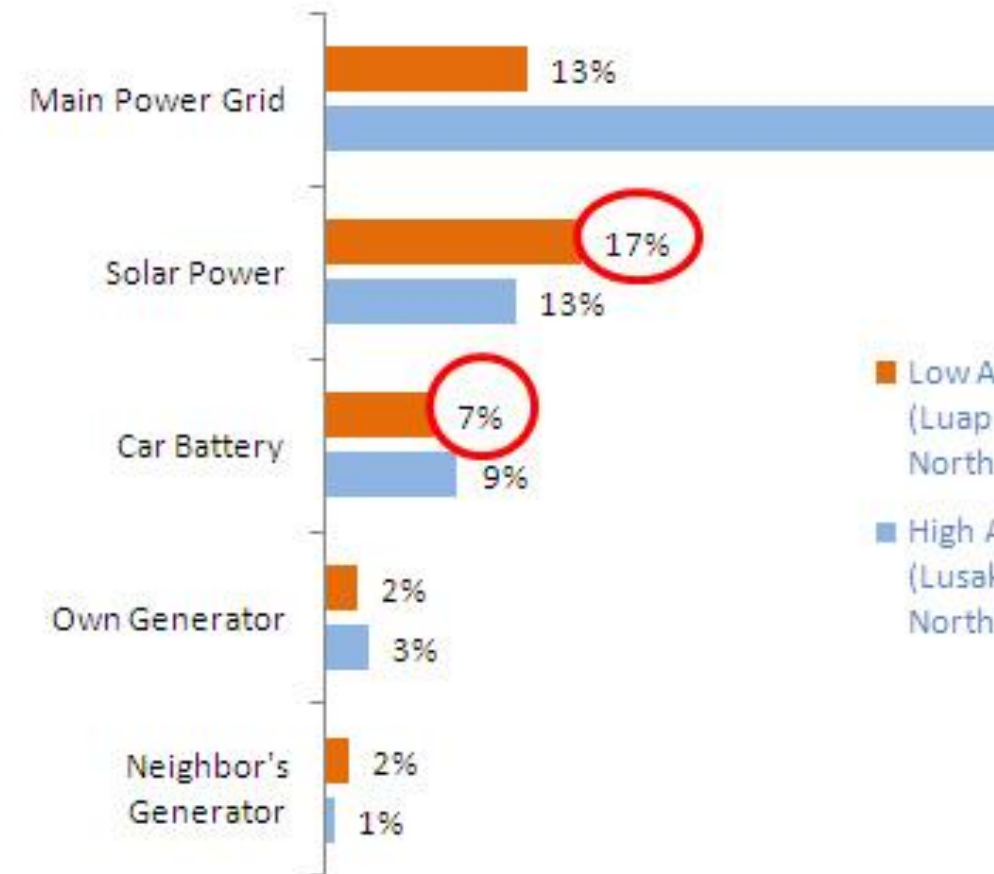
% of respondents who use the following medium at least weekly



ienceScapes Zambia National Survey of Adults (15+) n=2000

## Zambia: Radio Access by Electricity Source Across Pro

Percent of respondents in top-3 high and low access providing access to working radios at home



# Netflix in 190 Countries

## CES 2016: Netflix extends its service to almost all the world

By Leo Kellon  
Technology desk editor

🕒 6 January 2016 | Technology



Netflix chief Reed Hastings discusses its future with BBC Click's Spencer Kelly

**Netflix has gone live in nearly every country in the world.**

The firm announced it had switched on its service in 130 additional countries.

It said it was still trying to expand to China. The other exceptions are North Korea, Syria and Crimea, where it is banned from operating by US law.

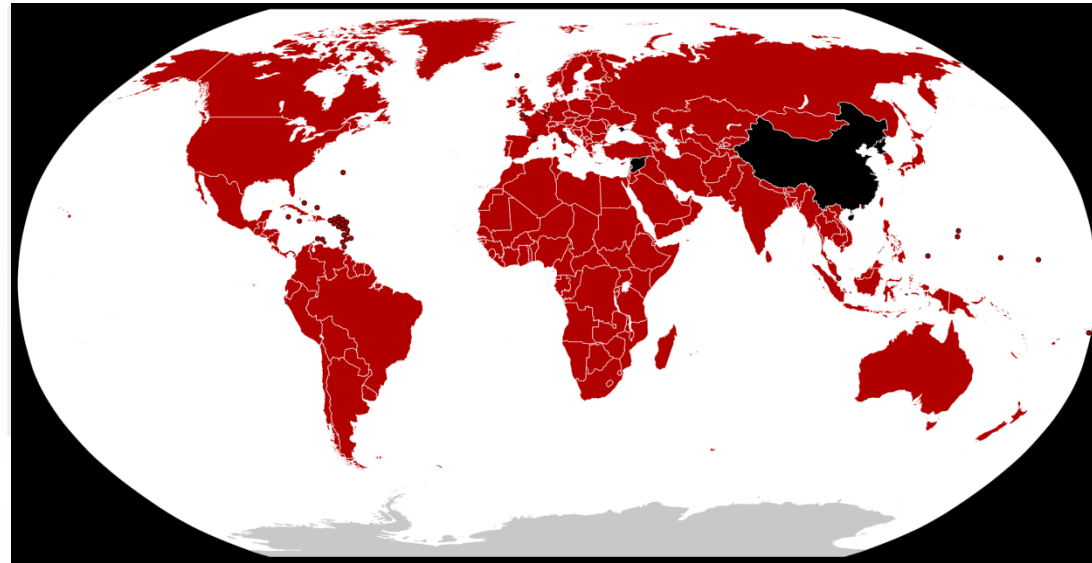
The announcement was made by the firm's chief executive Reed Hastings at his keynote speech at the CES tech show in Las Vegas.

He also confirmed that Netflix would begin offering HDR (high dynamic range) content later this year.

The company's shares closed the day more than 9% higher.

"We were expecting Netflix to go everywhere, but this has happened more quickly than we thought," commented Fernando Elizalde from the tech consultancy Gartner.

"Until now, the firm had been doing it in phased stages because of the costs of marketing and dubbing or subtitling the content.





# Netflix & Amazon Global TV Dominance

## Netflix to raise another \$8bn to finance new films and shows for next year¶

23 October 2017-BBC¶



Netflix's Stranger Things has been one of the company's big hits ¶

Netflix is raising another \$1.6bn (£1.2bn) from investors to finance new shows and possibly make acquisitions.¶

The video streaming service plans to spend up to \$8bn on content next year to compete with fast-growing rivals.¶

Netflix will issue bonds to investors, although the interest rate it will pay has yet to be decided, the company said in a statement.¶

Netflix plans to release 80 films next year, but some analysts are wary about its cash burn and debt interest costs.¶

The company's latest debt fundraising is its largest so far, and the fourth time in three years it has raised more than \$1bn by issuing bonds. ¶

Earlier this month, Netflix said it would raise prices in countries including the UK and US for

Some critics say it is a contender for the Academy Awards and would be the first Netflix feature to be in the Oscars race.¶

Netflix's share price has risen more than 50% this year on the back of subscriber growth that has beat expectations. The company now has more than 109 million subscribers globally, adding 15.5 million so far this year.¶

The move to take on more corporate debt comes amid expectations that borrowing costs may increase in coming months. The US Federal Reserve is weighing another rate hike by the end of 2017.¶

## Only 8% of college students don't have Netflix, and that's a great sign for the company's future¶

Nathan Malone  
Apr. 7, 2017, 11:29 AM¶

The vast majority of college students have access to Netflix, even if they don't have their own account, and that bodes well for the future of the streaming juggernaut.¶

In a new survey of US college students, commissioned by LendEDU, only 8% of respondents said they didn't have a Netflix account. That means that a whopping 92% have Netflix. That stat jives with recent research on US teens by Piper Jaffray, which found that 37% of them watch Netflix every day. Significantly, Netflix's big competitors, Amazon Prime Video and Hulu, came in way below Netflix at just 3% each for daily viewing.¶

This all doesn't mean young people actually pay for Netflix, however. 54% of college respondents to LendEDU's study said they use a friend's or family member's account, and 5% said they used an account owned by their significant other or ex.¶

Only 34% said they had their own account. But that might not be such a big deal for Netflix, which has always taken a hands-off approach to

## Amazon will spend about \$4.5 BILLION on its fight against Netflix this year, according to JPMorgan¶

Nathan Malone  
Apr. 7, 2017, 2:48 PM¶

Amazon is set to spend a gargantuan ~\$4.5 billion on video in 2017, according to analysts at JPMorgan, a figure that would put the internet giant much closer to rival Netflix than many industry observers thought.¶

In July, Amazon CFO Brian Olsavsky said Amazon would "nearly double" its investment in video, while "tripling" its amount of original content in Prime Video, over the remainder of 2016. This new estimate from JPMorgan on the 2017 budget suggests that spending will continue to blast upward.¶

Even so, Amazon would still sit below Netflix's \$6 billion content budget for 2017. But \$4.5 billion would make Amazon a major, major player in the market. For reference, HBO spent around \$2 billion on programming in 2016, and while Time Warner CEO Jeff Bewkes said that budget would rise a bit this year, he characterized the 2017 HBO programming budget as a "couple of billion dollars" in December. ¶

¶

"It's actually efficient and good economics," Price said of "The Grand Tour." ¶

But Amazon isn't only focused on shows. Amazon and the NFL recently struck a \$50 million deal for Amazon to stream 10 Thursday night games, according to The Wall Street Journal. This is a similar deal to the one the NFL had with Twitter last year, except about five times larger for the same number of games. These games will only be available as part of Amazon Prime Video, and the general public won't be able to watch. ¶

"We're focused on bringing our customers what they want to watch, Prime members want the NFL," Amazon SVP Jeff Blackburn told the Journal. ¶

If this NFL deal proves a success, it could embolden Amazon to further go after the cable and satellite TV industry, which has seen competition from streaming TV packages. YouTube, Hulu, AT&T, and others have recently jumped into market, and Amazon has long been rumored to be working on its own. ¶

# Liter of Light

ILLAC Diaz -- Philippines



## Liter of Light Introduction

from **Mark Finguerra** PRO 2 years ago

More from Mark Finguerra

☒ Autoplay on

# Innis Key Idea: Knowledge MONOPOLIES

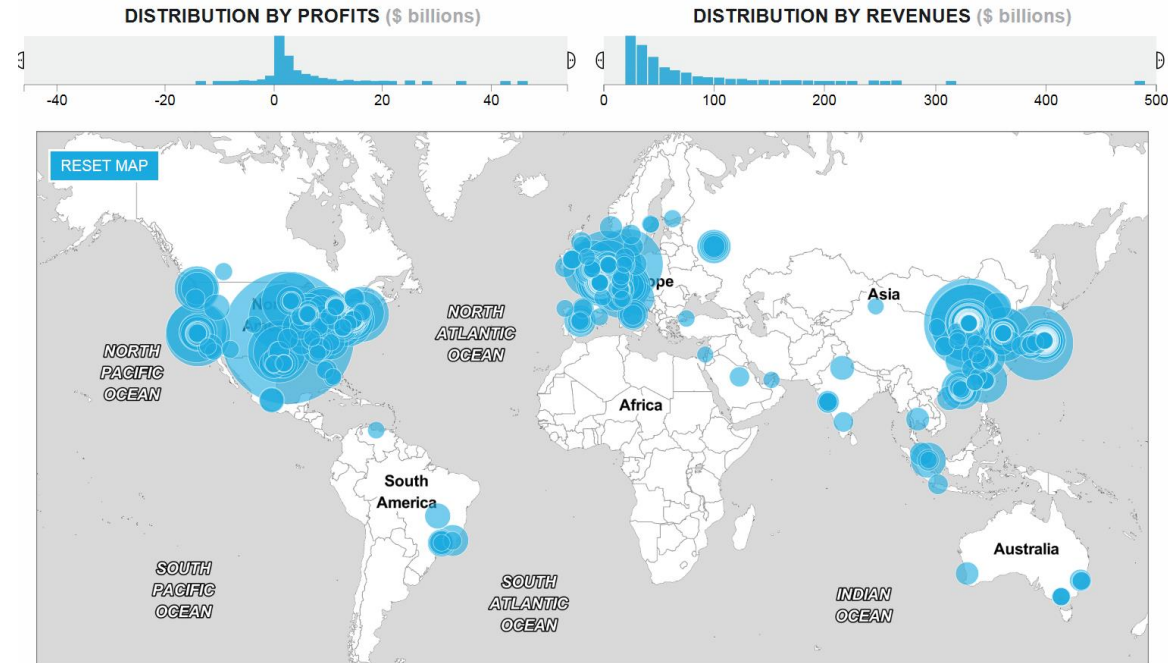
- Every culture or nation develops an elite set of **KNOWLEDGE MONOPOLIES** which have **TREMENDOUS POWER** over **ALL information flows**, technology development/adoption, and **CULTURE EVOLUTION**.

- Knowledge Monopolies =

- Usually a small group of people who have harnessed the **TECHNICAL SKILLS** and have the
- **ECONOMIC clout** necessary to use and gain
- **EXCLUSIVE/DOMINANT CONTROL** over the development and evolution of a society's **CENTRAL** communication or information technologies/systems.

## Mapping the Global 500

Each circle on the map points to the location of a company headquarters; and the circle's size represents company revenue. Zoom in by double-clicking on the map to explore company locations and hover over the circles for more information.

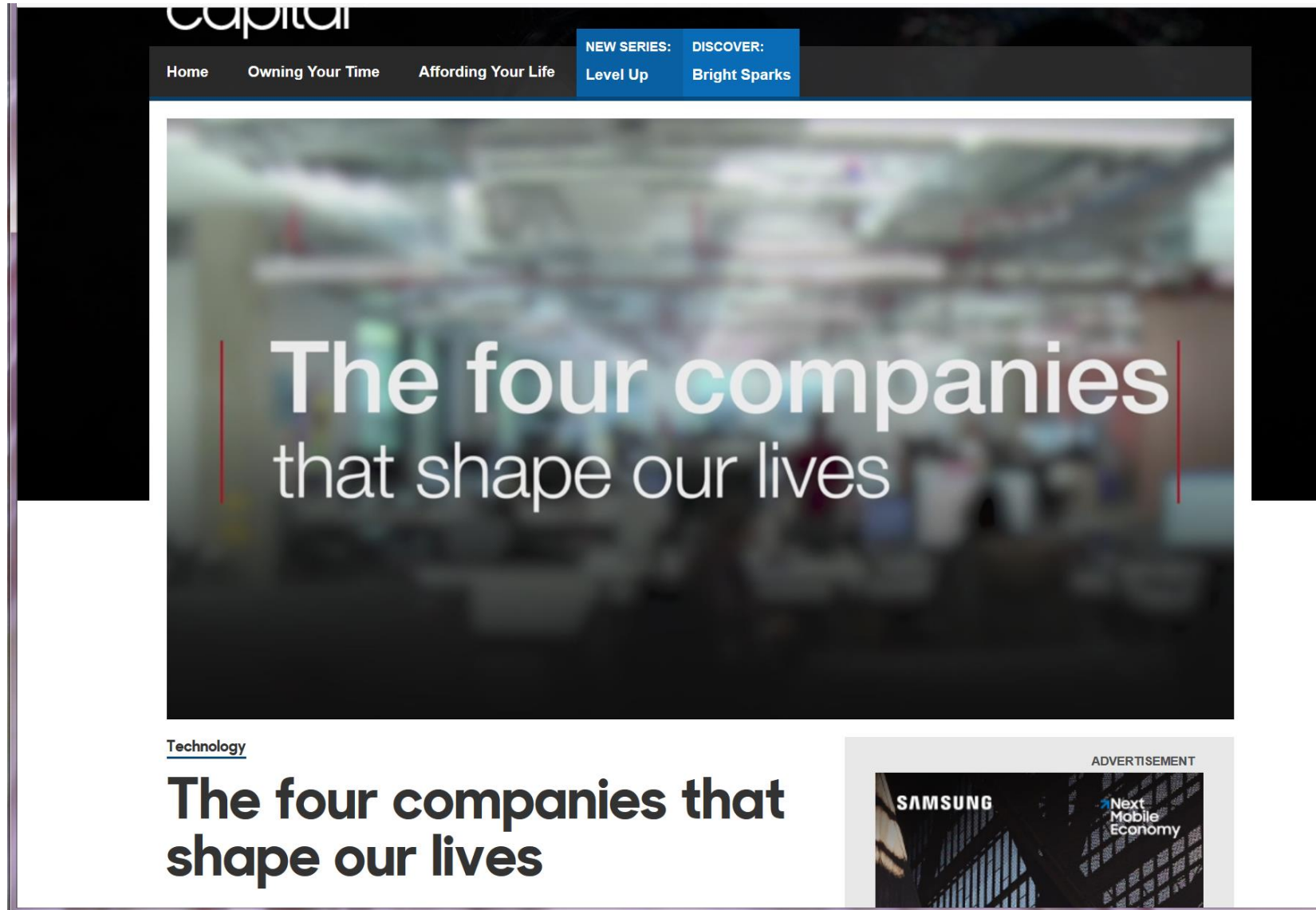


500 COMPANIES DISPLAYED

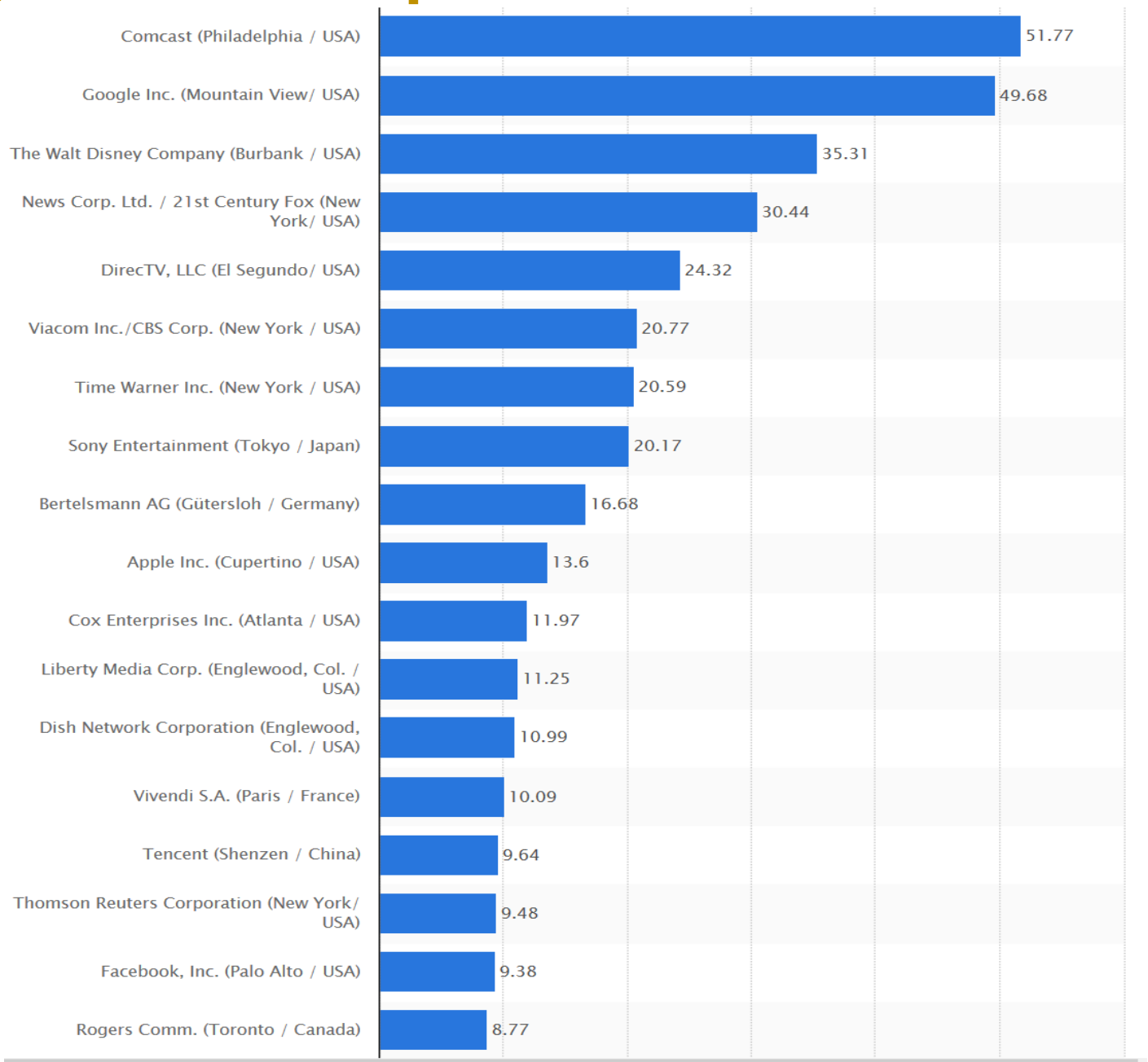
Map tiles by Stamen - Design by Nicolas Rapp for Fortune



# Facebook + Google



# Worlds Largest Media Corporations

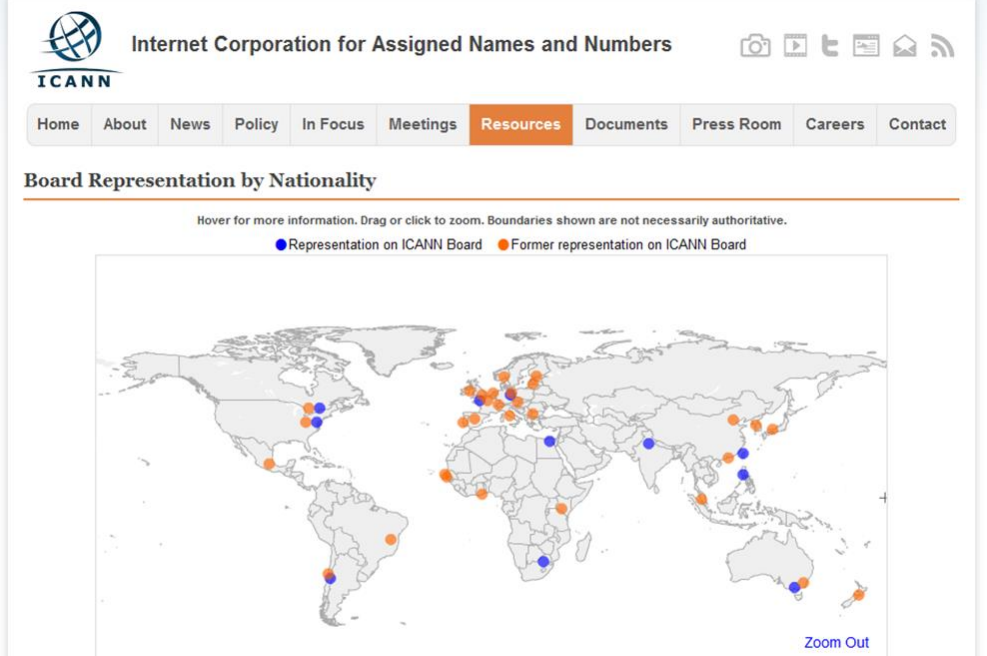


# Who Runs the Internet Anyway?

## (And why it is NOT culturally neutral)

1. **The Internet Corporation for Assigned Names and Numbers (ICANN):** A **private** nonprofit corporation in Marina del Rey, California. It took over the management of the internet from the U.S. Government (DoD) in 1998. **ICANN** manages the Internet's **Domain Name System (DNS)** and correct **IP addresses**.
2. **U.S. Dept of Commerce (DOC)** gives ICANN the limited right to make policy for the internet.
3. **The Internet Engineering Task Force (IETF):** An international organization with an open membership policy that has several **working groups**. Each working group concentrates on a specific topic, such as Internet security. Collectively, these working groups try to maintain the Internet's architecture and stability.
4. **The Internet Architecture Board (IAB):** An IETF committee, the IAB's mission is to oversee the design of Internet protocols and standards.
5. **Upstream internet providers:** •UUNETLevel 3, Verizon, AT&T, qwest, Sprint, IBM

**ICANN Board Members:**  
<http://www.icann.org/en/general/board.html>





# Knowledge MONOPOLIES - AGENDA SETTING

- **Agenda Setting:** Those knowledge monopolies continually try to shape your life in specific ways:
  - What you do with your time! How you think about time.
  - What information you do **or don't** receive (filters)
  - Your **prioritization of WHAT or WHO is important in life.**
- **Culture Creators/Shapers:** Knowledge Monopolies are the primary creators and communicators of culture as a “product.” They tell us about what our culture is and then sell us the products/ideas associated with that cultural notion.
- **CURRENT KNOWLEDGE MONOPOLIES?**



## The design tricks that get you hooked on your phone

Feel like you have to always use your phone?

You're not the only one - technology companies use psychological tricks to get you hooked to your phone.

James Reeve explains.

🕒 14 Apr 2018

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# SOVEREIGNTY:

NATIONAL, CULTURAL, Personal Freedoms for Self Definition / Determination

## What does it mean?

1. The **FREEDOMS** to control and develop **one's own destinies in one's own timeframe**. Implies a moral necessity to have it as a cornerstone of free will and the democratic process.
2. The **QUALITY** and the **REALITY** of having **independent authority** as well as **control** over the **SYSTEMS of GOVERNANCE** (Economic, Political, Cultural).
3. **MEDIA SOVEREIGNTY** usually refers to the capability to produce and control one's own media and communications systems **AS WELL AS** the **INFORMATION/content** WITHOUT outside interference.

# Cultural Imperialism!

## CURRENT RESULTS BY TERRITORY

(Weekend Ending April 19)

Nation/Territory (click to view)	#1 Movie	#1 Movie Wknd Gross
<b>AUSTRALIA</b>	Furious 7	\$3,413,913
<b>AUSTRIA</b>	Furious 7	\$506,435
<b>BELGIUM</b>	Furious 7	\$705,377
<b>BOLIVIA</b>	Furious 7	\$204,053
<b>BULGARIA</b>	Furious 7	\$113,793
<b>CHINA</b>	Furious 7	\$182,400,000
<b>CROATIA</b>	Furious 7	\$67,277
<b>CZECH REPUBLIC</b>	Furious 7	\$154,727
<b>ECUADOR</b>	Furious 7	\$627,417
<b>FINLAND</b>	Furious 7	\$211,037
<b>FRANCE</b>	Furious 7	\$3,081,620
<b>HUNGARY</b>	Furious 7	\$193,655
<b>ITALY</b>	Furious 7	\$1,587,122
<b>LEBANON</b>	Furious 7	\$126,701
<b>NETHERLANDS</b>	Furious 7	\$842,475
<b>NEW ZEALAND</b>	Furious 7	\$644,775
<b>RUSSIA - CIS</b>	Furious 7	\$7,107,056
<b>SINGAPORE</b>	Furious 7	\$731,059
<b>SLOVAKIA</b>	Furious 7	\$64,152
<b>SLOVENIA</b>	Furious 7	\$68,514
<b>SOUTH AFRICA (ENTIRE REGION)</b>	Furious 7	\$485,761
<b>SOUTH KOREA</b>	Furious 7	\$3,642,177
<b>THAILAND</b>	Furious 7	\$647,247
<b>TURKEY</b>	Furious 7	\$1,065,608
<b>UNITED KINGDOM</b>	Furious 7	\$4,551,501
<b>URUGUAY</b>	Furious 7	\$145,498

Indices: [Weekend](#), [Yearly](#)

## CURRENT RESULTS BY TERRITORY

(Weekend Ending April 2)

Nation/Territory (click to view)	#1 Movie	#1 Movie Wknd Gross
<b>BULGARIA</b>	Smurfs: The Lost Village	\$141,259
<b>CHINA</b>	Kong: Skull Island	\$23,545,418
<b>COLOMBIA</b>	The Boss Baby	\$1,122,541
<b>CZECH REPUBLIC</b>	Smurfs: The Lost Village	\$305,108
<b>FINLAND</b>	Beauty and the Beast (2017)	\$326,958
<b>HUNGARY</b>	Beauty and the Beast (2017)	\$230,943
<b>ICELAND</b>	Beauty and the Beast (2017)	\$45,214
<b>ITALY</b>	Beauty and the Beast (2017)	\$2,443,443
<b>LITHUANIA</b>	Smurfs: The Lost Village	\$68,178
<b>NETHERLANDS</b>	Beauty and the Beast (2017)	\$1,698,806
<b>NEW ZEALAND</b>	Beauty and the Beast (2017)	\$1,402,717
<b>NORWAY</b>	Beauty and the Beast (2017)	\$408,852
<b>PORTUGAL</b>	Beauty and the Beast (2017)	\$321,706
<b>ROMANIA</b>	Smurfs: The Lost Village	\$236,008
<b>SLOVAKIA</b>	Smurfs: The Lost Village	\$147,458
<b>SLOVENIA</b>	Smurfs: The Lost Village	\$53,333
<b>SOUTH AFRICA</b>	Smurfs: The Lost Village	\$332,410
<b>SOUTH KOREA</b>	Beauty and the Beast (2017)	\$4,849,385
<b>TURKEY</b>	The Boss Baby	\$469,061
<b>UKRAINE</b>	Ghost in the Shell (2017)	\$439,209

## International

Select locale:

## Box Office Mojo International

Updated 5/7/15 4:20 P.M. Pacific Time

Indices: [Weekend](#), [Yearly](#)

## CURRENT RESULTS BY TERRITORY

(Weekend Ending October 21)

Nation/Territory (click to view)	#1 Movie	#1 Movie Wknd Gross
<b>AUSTRALIA</b>	A Star is Born (2018)	\$4,285,045
<b>CHINA</b>	Project Gutenberg	\$13,591,168
<b>COLOMBIA</b>	Venom (2018)	\$608,517
<b>ICELAND</b>	Venom (2018)	\$42,120
<b>LITHUANIA</b>	Ashes in the Snow	\$245,874
<b>NORWAY</b>	Kutoppen (Cattle Hill)	\$378,950
<b>PORTUGAL</b>	Johnny English Strikes Again	\$202,293
<b>SLOVENIA</b>	Johnny English Strikes Again	\$95,809
<b>SOUTH AFRICA</b>	Venom (2018)	\$160,770
<b>TURKEY</b>	Yol Arkadasim 2	\$954,583
<b>UKRAINE</b>	Venom (2018)	\$330,927
<b>UNITED KINGDOM</b>	A Star is Born (2018)	\$3,767,150



# Bieber Fusion





0:44 / 2:41

### Pakistani sisters 'The Justin Bibi's' - BBC Urdu

 BBC Urdu  33,586

349,177

 Add to  Share  More

Published on Mar 9, 2015  
The two girls 15-year-old Saania and 13-year-old Muqqadas Tabaydar, also known as 'Justin Bibis'.

Up next 

 **Pakistani Justin Bieber girls On Morning with Juggan 7 MAY 2015**  
DRAMAS Online  
15,975 views

 **'First human' discovered in Ethiopia BBC Urdu**  
BBC Urdu  
17,286 views

 **Reham Khan Interview.BBC Urdu**  
BBC Urdu  
352,669 views

 **Amitabh Bachchan LOVES Pakistani TV shows.**  
BBC Urdu  
88,036 views

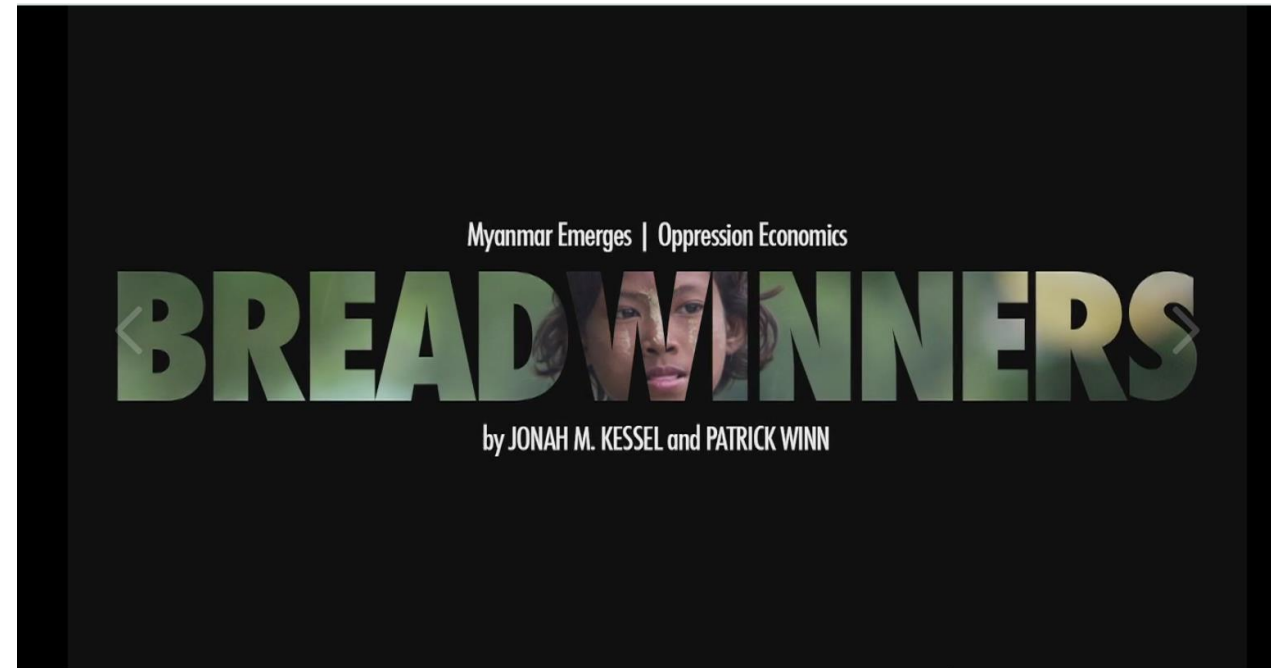
 **Meet Pakistan's Woman Commandos.**  
BBC Urdu  
18,822 views

 **Two Pakistani girls splendidly sing desi version of 'Baby' by Justin Bieber**  
Murtaza Ali Shah  
59,151 views

 **'Justin Girls' all set to rock #Dubai**  
MAS TV  
47,366 views

 **Pakistani Shakira singing WAKA WAKA**  
Freaky Vines  
74,558 views

# EDUCATION: The Realities



# Media Education & Media Literacy/Fluency

Media Education/Literacy is a MUST for INDIVIDUAL FREEDOMS w/in a GLOBAL consumer culture.

• **Argument** → Media education involves MUCH MORE than technology/button pushing.

1. **Literacy.** Reading & writing is at the **CORE** of a larger media literacy.
2. **Critical Analysis (Sociological + Media)** of our media is a **MUST for freedom** of the individual w/in a consumer culture.
3. **Creative Production Skills** across multiple media forms is **prerequisite for truly understanding media** → writing, photography, graphic design, art, video/film, STORYTELLING.
4. **MEDIA IMPACT IN CONTEXT.** Cultural, Contextual & Demographic Knowledge. Age, Race, Geography, Income, Gender, etc.
5. **MINDFUL CONSUMPTION** of information across multiple sources is increasingly more necessary than ever before.

## Quotes:

Media is constantly changing, therefore our methods of criticism need to change with the forms.

People learn more from our media than they do from our schools. Therefore, we need to constantly ask, WHAT is being taught, by WHOM, and WHO benefits?

Identify and critically examine the sources of ALL media messages.

Don' t be a blind, single-source media consumer.

Media is constantly changing, therefore our methods of criticism need to change with the forms.



# Innis' Fears -- Generalizing his historical ideas to "modern" society.

→ **Major Historical Trend #1:** Modern society has become **technologically obsessed** and reliant upon technologies to communicate to such a degree that we are becoming increasingly **Technologically Determined**. We equate human progress with Technological Progress. ([chat bots article](#))

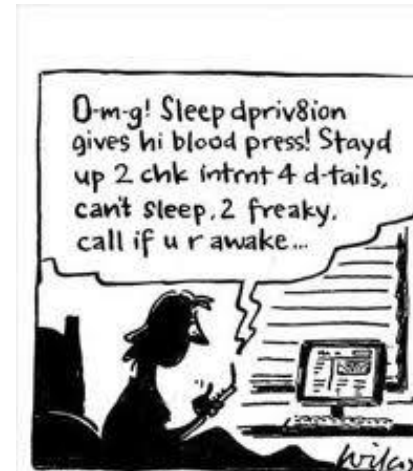


→ **Major Historical Trend #2:** Modern civilizations have increasingly developed and have become **addicted to** more and more **SPACE-BIASED MEDIA**.

- With these space biased media, nearly all of our CULTURAL VALUES have changed accordingly--with **SPEED of communication** over QUALITY of communication, and **EFFICIENCY** over depth or meaning.



→ **Major Historical Trend #3:** **Myth of the Information Revolution** (**Speed, Efficiency, and Volume over Quality of communication**) --We tend to concentrate on how much information (Volume) we get **RATHER** than whether it is meaningful, useful, or QUALITY information which will help us make a difference in how we can act/interact with others.



# Global Repercussions!

## MAJOR Take Home Points: Innis

1. Lack of **"organic"** face-to-face interaction which is more biologically and psychologically meaningful for humans AND Increasing disparity between **Techno-haves** and **Techno-have NOTs**.
2. Lack of **QUALITY** communication → The MYTH of the Information Revolution
  - a. **Quality** = Information which stimulates new wisdom and can help a person/community and stimulate UNDERSTANDING and EMPOWERMENT
  - b. MORE INFO → INFO OVERLOAD → **INFORMATION GARBAGE!**
  - c. SPEED-EFFICIENCY-CONVENIENCE is NOT QUALITY INFORMATION
3. Lack of a communication **"Common ground"** and binding narratives → Cultural Backlash (violent?)



