

## Media imperialism and cultural dwindles in India

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### Abstract

This article reviews the state of the “extent of media influence” which in its complex notion is referred to as media imperialism. Media in its broader spectrum known as platforms that convey information in audio, visual, and textual (readable) formats which mainly comprises OTT platforms, TV channels, Daily newspapers, and various web pages hosting enormous information in diverse domains which act as sources of information. In the current scenario, humans are increasingly becoming relied on this information, which majorly shapes their cognitive behavior and decision-making process in relation to things around them. In a recent report by Reporters without borders (RSF) it has been highlighted that “media freedom in India” is under threat and how the biased nature of media is being fuelled by unnatural intervention by the political leadership. As the media affects the very critical thinking of the seeker, it also shapes the rules of society as an institution. Amid this intertwined structure of media and its impact on society as the preserver of culture reminiscent of India, it becomes pertinent to understand how the culture dwindles, perceptions, and ideology being shaped, and with the influence of media platforms.

**Keywords:** *Media imperialism, OTT platforms, RSF, Cognitive behavior, Cultural reminiscent*

### 1. Introduction

Over the years media has become an important tool of statecraft and essentially it has become a blessing with disguise having both negative and positive aspects. In today’s world, information and data are acting as new fuel affecting every aspect of life and culture at large. Particularly in regard to the Indian context, we are largely being absorbed by the growing influence of media platforms, attacking our very cultural notions and cognitive capacities. The reason behind this is the haphazard growth of media platforms in countries like OTT [1][2] and the interplay between national policy legislation, and ethical operations of these platforms complying with guidelines by respective authorities. Media imperialism has its own positives and negatives, likewise, its benefits largely depend on individual perception and understanding of the subject matter.



**Fig.1 Schematic representation of media platforms and their role in social building**

#### 1.1 Media imperialism, its role, and impact on the broader cultural spectrum

Since the ages, imperialism existed in different terms with less or intensity, particularly India went through various forms of imperialism. First, it witnessed colonial imperialism, later after independence it had gone through dynastic imperialism in politics. These different forms of imperialism posed a great impact on shaping fundamental values i.e. political, moral, and ethical of society and cultural perspective at large. The term media

imperialism finds its genesis in the west and it has successfully managed to change the cultural perspective of developing countries [3] including India. Afterward, in a country, very few media entities created their monopoly and most of the developing countries came under the common umbrella of media war. But progressive nature of social media has somehow and gradually nullified the domination completely with the fury of Western media imperialism.

### **1.2 Impact of the global world on media handling in India**

The theme of globalization was discussed earlier in [4]–[6] and received from the attitude of media management. The wind that the globalization of the media has contributed both to the compilation and dissemination of knowledge and means of communication and services. Media globalization is referred to as the phenomenon of the expansion of multinational corporate investment in the media leading to the emergence of a global oligarchy. Reputation holding companies that operationalises wide a range of media content and distribution of same including – television, radio, cinema, music, broadcasting, satellite, telecommunications, Cable, newspaper, magazine, publisher, internet content providers, and other styles of convergent digital media. Now looking towards its impact on society, in a multicultural society like India which accommodates a diversity of cultures, it is expected that media should not be biased or inclined towards any particular faction or found to be propagating a predetermined set of orthodox thoughts [7]. Being a great source of information media has always sustained its pivotal role in the maintenance of social harmony and cultural etiquette. Media if empowered by being unbiased towards the promotion of positive thoughts, can be a powerful tool in empowering individuals and society. To make this happen greater harmony shall be ensured between policymakers, people, and media entities.

## **2. Literature review**

Cultural dwindles owed to extent of influence caused by selective media platforms by creating their monopoly over society. Its impact, reason, and fundamentals of gradual occurrence have been a pivotal interest for academia, researchers, and social scientists, some of the recent findings, through a review of literature are as follows.

### **2.1 Commodification of media platforms**

*Sulheria (2017)*, research gave a brief idea about western media monopoly and in what way it has affected consumer sentiments, and ultimately led to the commodification of media platforms. Instead of the public interest, popular maximizing has become the primary rationale for these two countries' television systems [8]. Let's go through one case study conducted in Indonesia to check the extent of commodification in media platforms by *Muslikhin, Muslikhin, et al. (2021)* The study was conducted to uncover the commercialization, specialization, and state of a cyber-media news network in Indonesia. All these things are taken into consideration while concluding the study, Using Vincent Mosco's Theory of Political Economy of Media concludes that "Tribunnews.com", media news primarily dealing with cyber news as a subject of this research resulted in the commodification of media and content distribution channel by including all parts of social media publishers on the use of social networks (structuring). The marketing of content goes through the provision of information first source of information production on social media. The commodification of the audience by leveraging Facebook, Twitter, and Instagram follower account as a source of income. This was accomplished by providing advertisers with social media accounts through which they could publish their advertisements on official social media accounts. Tribunnews.com makes money by leveraging journalists and social media. The use occurs through the publication of journalistic work on social media, as well as other information on the media group's cyber media - without further compensation. Specialization was achieved through the use of social media for media transmission or news amplification [9].

### **2.2 Media as driving force in cultural dwindles**

"Cultural dwindles" are justified by the extent of influence caused by some potential ideologies, in the current case of study it is "media" on culture and society altogether.

*Rustamova N (2019)*, research, highlights media literacy growth patterns in pupils, the relevance of media literacy in individuals' living spaces, and its contribution to shaping individuals' nature and behaviour. A case study on Uzbekistan outlined the existence of a regulatory framework to create a base for developing in order to develop consumer media regime in the form of mass media, video, and audio portals information, information resources, printed and electronic literature; textbooks, study multimedia programs, and guides. "Improve, improve the continuing education system quality of educational services" is a pivotal task set out in the Decree of the President of the Republic of Uzbekistan in order to decide action plan to ensure further development of the region. This leads to numerous choices in terms of employment and performing field study to protect the security of student records in the setting of globalized telecommunications systems. One of the most important concerns in modern pedagogical seems to necessary to formulate new teaching technologies. Educational

technological advancements in media field literacy must aid in social and ideological behaviour building characteristics required in this stage of corporate development. Consistent deployment of instructional technology as a guiding light must provide a way ahead for the fulfillment of goals and objectives. Understanding the role of education technology in media literacy is worth understanding here and is closely related to training and education. The main issue with this subject is a lack of viable solutions. However, an integrated approach employed in planning pedagogical activities in an era of media culture has been taken as motivation by many to achieve their objectives. In this context, educational technology doesn't refer to a specific collection of pedagogical material and strategies for using them, but rather to mastering numerous methods of structuring pedagogical activities with an empirical focus on realizing teenagers' creative and innovative minds. Personal media culture is an essential component of personal ethics, in all of its possibilities for perfecting the theoretical concepts of actual facts disclosed in the media, but also their choice, analysis, and assessment, as well as their practice and competence in all of their possibilities and expertly applying the major parts including such specialist, daily, "cultural", "spiritual", and "educational activities". The evolution of a person's media literacy is not a random process. In general, the substance of an individual's media culture development process is reflected in the following terms: media literacy, media education, media capacity, and literacy [10].

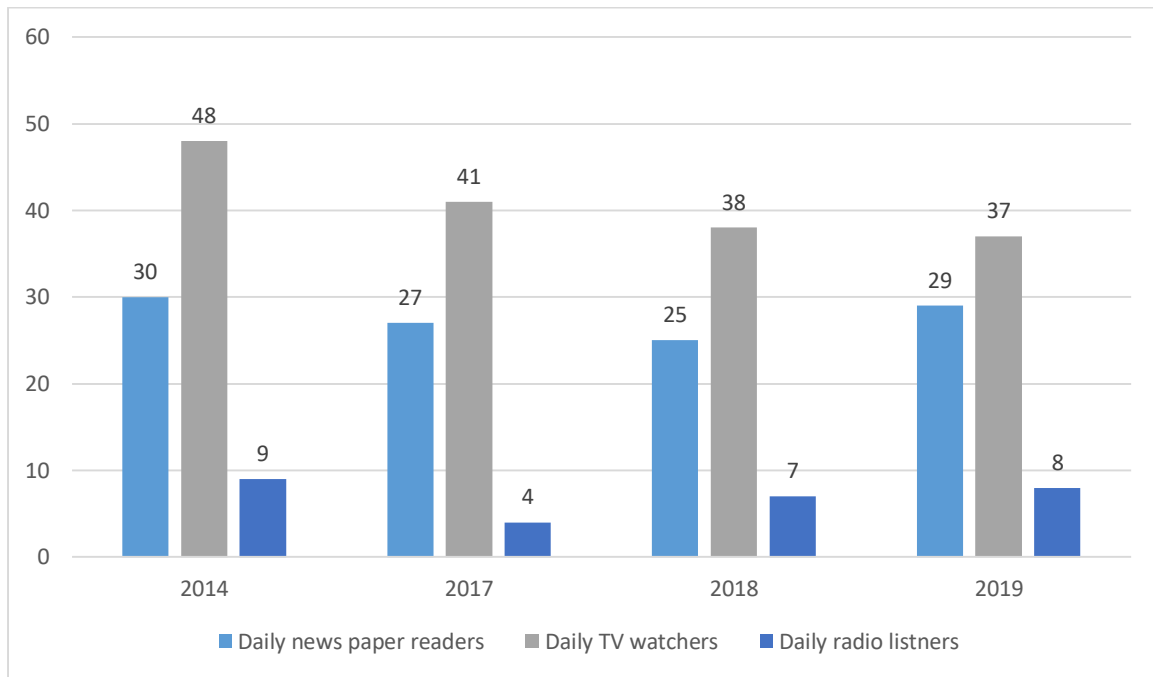
### 2.3 Globalization and cultural diffusion

Civilization spread is described as the transfer of certain cultural features from one culture to another, or from one area to another outlying area, resulting in complete or partial adaptation to the new trait. Broadcasting, sometimes known as cultural broadcasting, is an antisocial process in which cultural aspects are disseminated from one civilization or social group to another, implying that it is basically a social change process. This term refers to the spread of behaviours, beliefs, and/or items such as cuisine, music, or instruments. This diffusion can occur amongst persons or groups from the same culture as well as people from completely different cultures all over the world. In the mid-nineteenth century, Edward Tylor, a British anthropologist, proposed the cultural idea of dissemination [11].

In course of the study Wang *et al.* (2022), focused on analyzing Netflix's strategy of marketing and its role in cultural diffusion. Devised a new term – "Glocalization" refers to a product or service that has been developed and disseminated globally, but has also been customised to situate the user or consumer in a local market, implying that it is a localised operation using globalised principles. Glocalization, according to sociologist Roland Robertson, defines the chaotic consequences of local conditions on global stressors. In a nutshell, a global approach that combines globalisation and localisation. Globalization necessitates a global marketing approach, but localization necessitates adaptation to local needs. The which is why they tend to expand their market through the glocalization strategy can be attributed to its uniqueness perks such as being able to not only increase the ability to be able to enter the foreign market, but also offer many vacancies to the participation in the workforce of the local active population. And more above all, they can provide better service and various products for the company itself to expand its foreign market. So, as one of the major players in streaming industries, Netflix is beginning to pay attention to the production of its products content through the use of classic hollywood types and narratives methods for making content innovations. Combination with local traditions and popular culture in different regions. It means a kind of integrated system and innovative development both glocalised and local contents [12].

### 3. Impact of media on people's choices: A case study

In the Indian context, as per the survey conducted by the Lokniti program of the center for the study of developing societies on social media penetration in India [13]. The report categorized the percent of respondents based on their exposure to media platforms including social media, print, and audio-visual media such as Facebook, newspapers, and radio. Fig. 1 shows a cumulative percentage of respondents who consumed data in four years i.e. 2014, 2017, 2018, and 2019. As shown in the graphical representation "daily newspaper readers" section has shown more steady growth over four years as compared to the other three years. While the figure shows steady daily "TV watchers drop off, the reason being growth social media news network and other digital modes of news dissemination like e-paper. Apart from this "daily radio listener" count shows intermittent progress over these four years.



**Fig.1 Percent of respondents who consumed traditional media**

In nutshell, the case study shows modes of new information dissemination play a pivotal role in readers' choices [14] and shapes cultural heterogeneity [15]. In India, according to *Sinha S (2017)*, direct communication without an intermediary between leadership and the public, populism is defined and shaped. In contemporary Indian politics, he investigated how social media and communication activities often function as forums and ways to develop competitive models of leaders who represent people and their relationships. Social media was used to mobilise a parliamentary majority for Narendra Modi, who dominated this territory, as well as their advertising monopolized the use of distinct login and registration portals for distinct demographic classes to shape a victorious alliance behind his requirements for "sovereign rights," approved by "the folks." Other parties and political groups have gained a considerable presence on these platforms since his victory. He investigated growing tactics for utilising social media to criticise and mock Modi, as well as his presenting alternate leader-person connections and, as a result, the democratisation of social media. Criticism methods and their dissemination imply the contours of potential "anti-humans." Inclusion in future populist movements. Finally, he commented on the link between citizens mobilised on social media and the susceptibility of political dominance hegemonic in general [16].

*Sharma M (2017)*, stated the problem with the digitalization of the political public in India along the caste lines that it does not take into account the dynamics of that groups. For example, the collective political negotiations of caste groups in India it is usually done by promising group loyalty and alliances with certain political parties [17]. Hence inter-caste hierarchy and evolving political arrangements between caste groups in the digitization of these collective identities and their benefits are worth addressing. In conclusion, the datafication of political communication in India should pay attention to both old and new media to get a more complete view picture of the influence of the mass media on the emerging political public media diversity does not necessarily lead to political inclusion. Colonial legacy such as sedition laws are back in vogue, driven by social media multimedia offering and powered by intelligent robots that have the ability to do sotrack and trace the identities of citizens online, as well as grassroots fake collective participation. The trend of community politics that penetrates the old and the new media further fragments the political public. This is alarming and it should be explored through research that is more empirically based.

#### **How does media shape cultural orientation?**

When we make a comparison between various actors and institutions such as, families, and religious groups, the media is a vital factor in socialization [18]. Different types of sociability on the internet, and other internet-fuelled media networks which are meant for only information dissemination, have changed the way the masses tend to socialize things around them. Other media agents that have become highly important in socialization on the internet, include radio, newspapers, magazines, and tabloids, to name a few. Through these media agents, ideas and opinions can be communicated and exchanged [19]. Because it is now accessible to many people across the globe internet has become a potent medium for them to transact communication. With help of internet-aided platforms, people tend to communicate and share their thoughts to know each other's orientation

towards a certain issue in the debate. Apart from this television has also emerged as an important source of information for the masses over the years.

Borrowed and incorporated cultural elements from a culture in the receiving culture are called diffusion. Diffusion and acculturation processes lead to a kind of cultural change or displacement. Culture. Sometimes the dissemination is due to intermediary contact made by third parties. Mass media makes political sense and political sense influencing power over us. It can sway entire societies through radio, television, and the "press." Political propaganda, advertising, and the media's alleged "baffling" power has been a topic of concern for a long time now. Understanding the impact of social media on social networks is also part of our culture. The study looked at the cognitive, attitudinal, behavioral, and psychological effects of mass media on culture. The study's goal was to investigate the significance of media and culture, as well as their mutual influence.

### 5. Global digital cultures, marginalization, and social justice

Exclusion and social justice are neglected at the beginning. Big data is now gaining popularity. Of the obsession with the size of data, we are moving towards diversity, choice, and inclusion thanks to digitization [20][21]. People and issues that aren't reflected in the data are often overlooked. In other words, attention to political issues and groups increases more dependent on their digital visibility. In India, where the vast majority have only recently entered the digital sphere, this question arises which represents the vast population of India via this data-driven audience construction with the intervention of various media platforms [22].

Culture is acquired rather than inherited. Another business may be the source of new cultural features in one. Diffusion refers to the cultural borrowing of elements from one culture and adopting them into the recipient culture. Culture changes or shifts occur as a result of diffusion and acculturation processes. This intermediate contact formed by the third party can sometimes cause dissemination. When a cultural change occurs, it is depicted in dramatic and terrible terms: a cemented cultural unity is forced to change, and hence collapses. This process is viewed as an organizational culture change in which an ancient cultural unity emerges and is replaced by a new one.

#### • Conclusion

"Popular" culture refers to the media, products, and attitudes that are widely accepted in a certain culture and in people's daily life in general. It is frequently distinguished from the previous definition of culture, which takes into consideration moral, social, and religious ideas and values. It is possible to say that the media and popular culture are inextricably interwoven. Canals are combined with local culture in varied contexts. Based on the literature, media tales and discourses are created in many forms of texts and visuals, which are inextricably related to the perceptions and cultural experiences of people who create and consume them. As we have also well aware of the changes, that media has brought to the global community and social good, becoming crucial representatives of socialization. Various audio-visual platforms contributed to this change very actively, and over time they have been considered important platforms to shape social attitudes and knowledge dissemination on various subjects. This also sometimes caused an impact on civilizations across the world leading to making it more diverse. Though some topics initially appear as fictitious, society takes them as a lesson to learn and thinks about it judiciously. As the world has become a global village and expanded media network, however, no doubt will play its active role in information dissemination bridging the knowledge gap across the communities across the world.

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