



Transnational Media

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What is it?

National media (e.g., books, films, music, television programs, magazines) are created, distributed, and consumed locally within a nation-state. They are funded by local individuals, corporations, or the government. National media are products of national culture, political systems, and economics. They cater to interests and needs of a national audience. Transnational media originate in one country but cross nation-state borders (e.g., anime from Japan, Bollywood films from India, BBC from the UK). This happens for many reasons, including geographic and cultural proximity (e.g., India and Pakistan, Columbia and Brazil, USA and Canada), import and export of media products between countries, information and communication technologies (e.g., Internet, social media), economic interests of multinational media corporations (e.g., Globo, Disney, Sony, Bertelsmann, News Corp), colonial connections, and diasporic needs).

Who uses the concept?

Transnational media are discussed by communication and media scholars, sociologists, anthropologists, economists, political scientists, or by those who research production and consumption of media, global flow of information, patterns of media adoptions, cultural influences and changes, globalization, impacts information, communication technologies, propaganda, or activism.

Fit with intercultural dialogue?

Media are channels through which communication occurs. Through transnational media people

become aware of distant places, peoples and cultures. This helps in information exchange and increases learning by building better connections and a better understanding of others.

What work remains?

Transnational media and their impact have been widely studied but much work remains. The speed of information, the power and reach of big technology companies such as Alphabet, Facebook, and Twitter, influence individuals, cultures, and nations, and require systematic study. As a result of new technologies, global-local interactions have become more intense and complex than before; smart phones, social media, and other tools have become ubiquitous and central to people's lives all over the world, allowing them to create and participate in events and issues both locally and globally. This has an impact at micro and macro levels requiring greater understanding. In addition, study is needed of how digital cultures and virtual communities both transcend national boundaries and simultaneously influence individuals.

Resources

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