

Introduction .....	11
<i>Topic I.</i>	
Globalization: context to understand Global Communication .....	13
1. Definitions of Globalization .....	14
2. The processes .....	14
2.1. Technological development .....	14
2.2. Global power shifts .....	15
2.3. Internationalization of Communication .....	16
2.4. Other processes typical of the 20th century .....	16
3. The role of the media in these processes .....	17
3.1. Technology for «Connecting people» .....	17
3.2. Global audience .....	18
3.3. Entertainment for all the world .....	18
3.4. Citizen participation and mass media .....	19
4. Concepts associated with Globalization and the media .....	20
4.1. Modernization of societies .....	20
4.2. Postcolonialism .....	20
4.3. Communication for development .....	20
4.4. Global media .....	21
5. Discussions related to Globalization .....	21
5.1. Power shifts at the global level .....	21
5.2. The global public sphere .....	22
5.3. Cultural industries .....	22

5.4. Diasporas .....	23
5.5. World hegemony .....	23
5.6. Globalism and anti-globalization .....	24

*Topic II.*

Global information processes. Structure and dynamics of global Communication .....	27
1. International information since the appearance of the big news agencies .....	28
1.1. The first agencies .....	28
1.1.1. <i>The initiative of Charles Havass</i> .....	28
1.1.2. <i>The apprenticeship of Paul Reuter and Bernhard Wolffs</i> .....	28
1.1.3. <i>The news exchange agreements («Agency News Cartel»)</i> .....	30
1.2. The Associated Press Cooperative Model .....	31
1.2.1. <i>The cooperative system</i> .....	31
1.2.2. <i>The creation of the Associated Press</i> .....	31
1.3. Development after international agreements .....	32
1.3.1. <i>Agency growth</i> .....	32
1.3.2. <i>Conflicts and interference from politics</i> .....	32
1.3.3. <i>The crisis of World War I</i> .....	33
1.3.4. <i>The end of the international agreement system</i> .....	34
2. Television: from national systems to the consolidation of a global phenomenon .....	35
2.1. Experimental origins .....	35
2.2. First regular services .....	35
2.3. Service Models .....	38
2.3.1. <i>Public television</i> .....	38
2.3.2. <i>Commercial television</i> .....	39
2.4. Development in the 50s and 60s .....	40
2.4.1. <i>The creation of national systems: American and European networks</i> .....	40
2.4.2. <i>Technical innovations</i> .....	42
2.4.3. <i>Significant dates</i> .....	44
2.5. The changes in television in the 80s .....	44
2.5.1. <i>CNN, the global television</i> .....	45
2.5.2. <i>Merger mania</i> .....	46

2.6. The deregulation of television in the 1980s .....	47
2.6.1. <i>Changes in the United States</i> .....	48
2.6.2. <i>Development in Europe of commercial television</i> .....	48
2.7. The post-television .....	48
2.8. International connections .....	49
2.9. Satellites .....	51
3. The digitization of the media and telecommunications .....	51
3.1. Technological changes: from analog to digital .....	52
3.2. The introduction of communications satellites .....	53
3.3. The emergence and development of the Internet since 1989 .....	54
4. The New International Order of Information and Communication .....	55
4.1. The Theory of Social Responsibility of Media .....	55
4.2. The «New World Information and Communication Order» .....	56
4.3. The 1991 Windhoek Declaration for the Development of a Free, Independent and Pluralist Press .....	58
4.4. The development of the Internet changes the landscape .....	59
<i>Topic III.</i>	
The global public sphere .....	65
1. Notion and origins with liberal regimes .....	66
1.1. Historical Approach: Liberal Regimes as Systems of Government Based on Majority Opinion in a Plural Society .....	66
1.2. Definition of «Public Sphere» by Jürghen Habermas .....	67
1.3. The role of the press and the media .....	67
1.3.1. <i>The 19th-century partisan political press</i> .....	67
1.3.2. <i>The later news journals</i> .....	68
1.3.3. <i>The audiovisual media of radio and television                 and the intervention of the State to grant licenses</i> .....	69
2. The public and the published. Alternative movements .....	71
2.1. The mediating role of journalism and the creation of dominant currents of opinion .....	71
2.2. Alternative critical movements .....	71
2.2.1. <i>Movement for equal civil rights (Martin Luther King jr.)</i> .....	72
2.2.2. <i>University student response and movements against                 the Vietnam War</i> .....	72
2.2.3. <i>Second wave of the feminist movement</i> .....	74

2.2.4. Rise of environmentalism .....	75
2.2.5. Manifestations of counter-culture .....	75
2.3. The new horizons of the Internet .....	76
3. Borders between the public and the private. The spiral of silence .....	76
3.1. The growth of the private in the media: media invasion of the personal sphere .....	76
3.2. Increased possibilities with the Internet and social networks .....	77
3.3. The metaphor of the «Spiral of Silence» by Noelle-Newmann .....	78
3.4. The processes of «silencing» .....	79
4. New actors with the changes in digital communication .....	81
4.1. The traditional actors .....	81
4.2. The technology that changed the landscape .....	82
4.3. YouTube as a new public sphere .....	83
4.4. The limitations of new media .....	84
<i>Topic IV.</i>	
Influence of states in a global environment .....	87
1. Context: evolution of the influence of states on public opinion .....	88
1.1. Action of the authorities from the origins of social life .....	88
1.2. Liberal revolutions and their justification .....	90
1.3. The orientation of public opinion .....	91
2. Propaganda .....	91
2.1. Conceptual definitions .....	91
2.2. «De Propaganda Fide» since 1622 .....	92
2.3. Modern states and the institutionalization of propaganda action .....	93
2.3.1. Special circumstances of World War I .....	93
2.3.2. British government activity .....	94
2.3.3. Propaganda in other countries during the war .....	95
2.3.4. Effectiveness in the communist revolution and the origins of the Soviet State .....	96
2.3.5. The Nazis and the creation of a veritable propaganda machine .....	98
2.4. Negative consideration .....	100
3. Public Diplomacy y «Soft Power» .....	100
3.1. Conceptual definition .....	100
3.2. Facets that can be included in «Soft Power» actions .....	101

3.3. Diplomacy and the media in a globalized world .....	102
<i>Topic V.</i>	
Fiction and entertainment: a balance between the global and the local .....	105
1. The creation of large communication groups .....	106
1.1. Emergence and development of multimedia companies .....	106
1.2. Technological convergence .....	108
1.3. The advantages of competing in a global market .....	110
2. The dominance of American audiovisual products: film and television .....	111
2.1. The rise of Hollywood in the interwar years .....	111
2.2. American television ahead of the rest .....	117
2.3. Exploiting the advantage of being commercial .....	117
3. The so-called cultural industries and the predominance of some countries over others .....	120
3.1. The commercialization of culture in a leisure society .....	120
3.2. The definition of Horkheimer and Adorno .....	120
3.3. The dialectic of so-called popular culture .....	122
4. The question of cultural imperialism and multiculturalism .....	123
4.1. The «imperiophobia» .....	123
4.2. The context of the Cold War and growing anti-Americanism .....	124
4.3. Multiculturalism as a way to equalize all cultures .....	124
5. Sport as a factor of globalization and the role of the media .....	126
5.1. The growing importance of sport in contemporary societies .....	126
5.2. Key role of the media in the popularization .....	126
5.3. The television business and the professionalization of sport .....	127
<i>Topic VI.</i>	
Global strategic communication campaigns .....	131
1. Approach to strategic communication .....	132
1.1. Strategic communication concept .....	132
1.1.1. Approach to the concept from the field of defense .....	132
1.1.2. Transfer to the company environment .....	133
1.2. Different terms related to that concept .....	134
1.3. Evolution of the way of understanding persuasion .....	135
2. Global campaigns of advertising agencies .....	138
2.1. Born in the United States due to commercial expansion .....	138

2.2. International expansion of agencies and concentration as they go global .....	139
2.3. Large global agencies .....	140
2.4. Global brands .....	140
3. The growth of initiatives that are proposed with a global perspective .....	141
3.1. The progressive role of NGOs and agencies dependent on the UN .....	141
3.2. Difference between cause marketing and social marketing .....	142
3.3. Philanthropic marketing .....	142
<i>Topic VII.</i>	
Globalization of <i>The Economist</i> and Communication .....	145
1. Commercial relations and their development since the Middle Ages .....	146
1.1. Commercial houses and their information networks .....	146
1.2. The shift from handwritten information to printed information .....	148
2. Importance of information for economic development:	
specialized media .....	149
2.1. Gazettes on economic issues .....	149
2.2. Magazines properly specialized in economic issues: <i>The Economist</i> ...	149
2.3. Importance of the role of the Reuters Agency .....	151
2.4. Newspapers and other reference magazines .....	152
2.5. Other American Magazines: <i>Forbes</i> , <i>Fortune</i> , <i>Businessweek</i> .....	154
3. Popularization of strictly economic and financial content and sources of information .....	155
3.1. The first European stock exchanges and the need for information .....	155
3.2. The rise of stock information in the 19th century and the telegraph .....	156
3.3. The «Stock Ticker» as a union between the telegraph and the printing press .....	157
3.4. Contributions from Dow and Jones, and Reuters .....	158
3.5. Western Union and Telex .....	158
3.6. Nasdaq, SEAQ, Easdaq, the first offshored exchanges .....	159
Bibliography .....	161