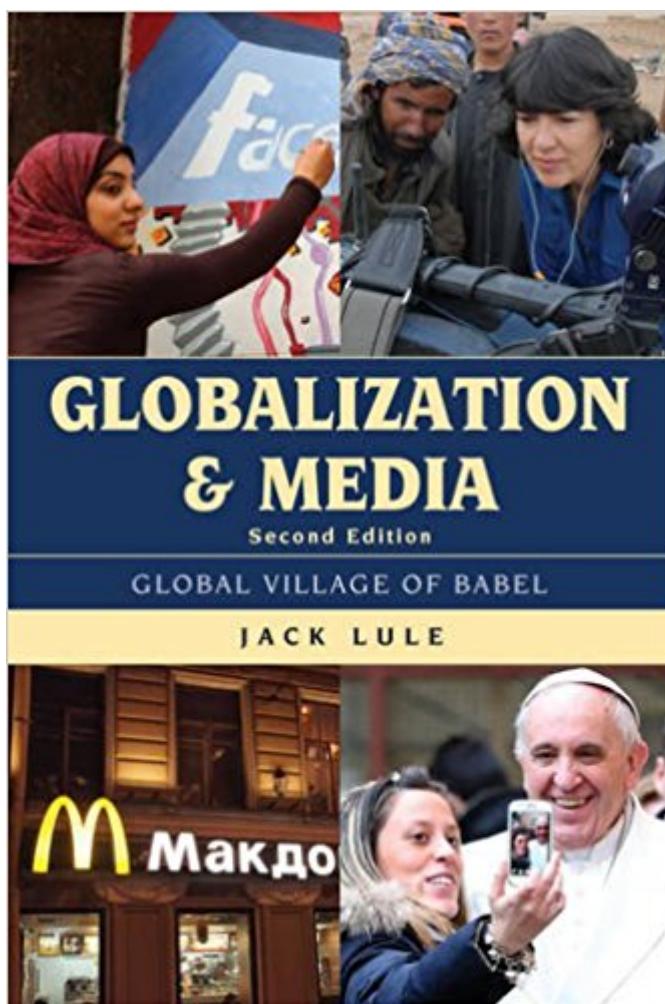


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Globalization And Media: Global Village Of Babel



Synopsis

The fully updated second edition of this lively and accessible book argues for the central role of media in understanding globalization. Indeed, Jack Lule convincingly shows that globalization could not have occurred without media. From earliest times, humans have used media to explore, settle, and globalize their world. In our day, media has made the world progressively “smaller” as nations and cultures come into increasing contact. Decades ago Marshall McLuhan prophesied that media technology would transform the world into a “global village.” Slowly, fitfully, his vision is being fulfilled. The global village, however, is not the blissful utopia that McLuhan predicted. Nor, in a more modern formulation, is the world flat, with playing fields leveled and opportunities for all. Instead, Lule argues, globalization and media are combining to create a divided world of gated communities and ghettos, borders and boundaries, suffering and surfeit, beauty and decay, surveillance and violence. By breaking down the economic, cultural, and political impact of media, and through a rich set of case studies from around the globe, the author describes a global village of Babel—invoking the biblical town punished for its vanity by seeing its citizens scattered, its language confounded, and its destiny shaped by strife.

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Customer Reviews

[I]t will certainly be pleasant reading for the general public, and there is a summary of facts and

ideas widely known and debated in the scientific community. (Translated from French) (Communication)Very readable and wide-ranging in its scope and scale, the second edition of Jack Lule's book is an extremely useful resource for global media studies. A treat for students and teachers. (Daya Thussu, University of Westminister)The fully updated second edition of this lively and accessible book argues for the central role of media in understanding globalization. Indeed, Jack Lule convincingly shows that globalization could not have occurred without media. From earliest times, humans have used media to explore, settle, and globalize their world. In our day, media has made the world progressively "smaller" as nations and cultures come into increasing contact. Yet despite optimistic predictions, the world has not become flat, with playing fields leveled and opportunities for all. Instead, the author argues, globalization and media are combining to create a divided world of gated communities and ghettos, borders and boundaries, suffering and surfeit, beauty and decay, surveillance and violence. By breaking down the economic, cultural, and political impact of media, and through a rich set of case studies from around the globe, Lule describes a global village of Babel—invoking the biblical town punished for its vanity by seeing its citizens scattered, its language confounded, and its destiny shaped by strife.

This book offers a lucid, amazingly engaging, and carefully balanced overview of key issues and cutting-edge debates on globalization and media. With fascinating stories, colorful tidbits, and witty analysis, Jack Lule skillfully unpacks the media's central and conflicting role in the multifaceted processes of globalization. The writing is simply superb. (Yuezhi Zhao, Simon Fraser University; author of *Communication in China: Political Economy, Power, and Conflict*)Globalization and Media offers a comprehensive, lively, and insightful introduction to the complex field of global media studies. Impressive in its historical sweep, its geographical coverage, and its theoretical depth, the book avoids easy dismissals or celebrations of media globalization. Instead, Jack Lule concentrates on both the promises and the pitfalls that globalization poses to modern human society—all the while demonstrating the central role that media have played in the globalization processes for centuries. (Timothy Havens, University of Iowa)Globalization is a hot topic. Add the panache of media, and the subject is sure to attract an audience. . . . Lule (Lehigh Univ.) has provided an easily accessible book with lots of pop culture examples, a study that will lend itself to young people's exploration of the topic. His premise is a rather simple one: "globalization and media act in concert and cohort." Globalization is facilitated and supported by media writ broadly. The book includes examples new and old. Particularly important is the inclusion and extensive discussion of the role of cellular telephones as a medium of more than just talking with acquaintances. Summing

Up: Recommended. Lower-division undergraduates; general readers. (CHOICE)What this book does that no one has quite done until now is to make a direct case for media's role in globalization studies. . . . Lule's approach: he uses news stories that illustrate his method of analyzing discourse about globalization and media's role in this discourse. . . . It seems from the ending that the author is more the optimist than the pessimist after an interesting and enlightening tour of globalization and the media. (Communication Research Trends)

This is required reading for a college Global Media course. It is really well written and the author is easy to follow. He is definitely knowledgeable and knows how to write in a way to keep his audience interested. I am actually reading ahead because I am enjoying the book so much.

Very repetitive. It was used as a textbook but we could barely use it in class because the chapters were all over the place and in no particular order. Kinda seemed like it could be summed up in one, pretty short facebook article. Definitely a 4/10 waste of time, only made better by how short it seems.

This was a required book for my Global Media class and I actually really loved it! Its very easy to read and has good information that is relevant in today's media.

ok

The second edition of Globalization & Media is an outstanding, readable, and interesting text for international communications courses. Last spring I looked for a new text for my university Global Media Systems course. So many texts in the field are hundreds of pages, uninteresting, and unorganized. Lule's text was a big hit---for the professor and the students. Within the manageable 191 pages, Lule focuses on the importance of media's role in political globalization, cultural globalization, and economic globalization. Have media and globalization produced the "Global Village" envisioned by Marshal McLuhan or the "Global Village of Babel," as predicted by Lewis Mumford? The question makes for interesting class discussions.

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