

CHAPTER 3

GLOBAL IMPLICATIONS OF MEDIA AND TECHNOLOGY

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ABSTRACT

The media and technology have changed almost every part of the world we live in. All the different things that are linked to this effect are being looked at as part of this study. In addition to world government, these areas cover things like politics, the economy, society, ethics, safety, and more. It is clear that technology and the media have a big impact on politics, voting, and how social groups are set up. This is very true when it comes to politics. People are worried about the spread of fake information, the rise in monitoring, and the meddling of government-run cyber operations. They make it possible for information to spread in ways that have never been seen before. These changes in technology have had a big impact on the economy, especially in business, advertising, and fields that hire and fire people. Because of this, both the amount of work that gets done and the number of business tasks have gone up. However, this makes people worry about losing their jobs, hacking, and doing wrong things with data. Media and technology have made culture possible. They have also made it simple to share cultural items and keep them clean. Cultures are becoming more and more connected around

the world. Still, they could lead to issues like cultural appropriation, lack of truth, and the loss of local traditions. A lot of moral problems need to be thought about, like privacy, the right way to grow technology, the morality of AI and robots, and the right way to use these technologies in many spots. There are a lot of other moral issues that are also important. It's now one of the biggest problems in the world to protect people's privacy, data, and other important things. Now more than ever, safety and internet safety are important. More and more, safety and computer security are also becoming important. For all of these problems to be solved and new chances to come up, we need global government and cooperation that works well and quickly. Adopting international standards, working together on cyber security, and making deals on human rights, internet government, and trade are all important ways to connect and unite the digital world. We need to find a balance between using these tools for art and using them in a responsible, moral, and safe way every day if we want to know how they affect people all over the world. When these things happen, this is the only way to get through them. Smart control and working together around the world could help make the future of technology more open, fair, and linked for everyone. In this way, the good things about media and technology can be used more, and the bad things can be used less. This can help everyone have a better, more open, and more connected digital world.

3.1 INTRODUCTION

Every day, a lot of us use media and tech. They are making the world, culture, and our lives different in ways that were hard to imagine before. They are in charge of making the world's huge web of links, which affects everyone. People all over the world are changed a lot by media and technology. You can feel these effects no matter what country or area you're in, no matter what culture, language, or location you are in. This is the most important subject because these forces have changed how we talk to each other, learn new things, do business, and run our own countries. They might be useful, but they might also be fun and interesting. Aside from that, they can also make you more creative, give you power, and change things. It's not clear what "media" really means. It can include both old and new

ways of communicating, such as newspapers and TV, as well as the internet and social media. Technology, on the other hand, is the group of tools and methods that were made to boost progress. From the printing press to the newest AI tech, these methods and tools are used all the time. They helped people all over the world share knowledge, ideas, and culture, both by themselves and with others. They've also made it easier for people, groups, and governments to talk to and rely on each other. The speed and number of people we can reach with knowledge have changed the way we see and interact with the world. Tech and media have many sides, and this paper will look at how they impact people all over the world. Things in the world are linked together more because of these forces. What problems and chances do they create in different parts of people's lives? That is another part of the study. People's lives are changed by social media and the digital gap. Politics are changed by online speech and government monitoring. The business is changed by e-commerce and the gig economy. These forces have effects that aren't just seen on TV. Also, don't forget that they brought up important safety and moral issues. To make sure growth is safe and responsible, the world needs to work together and be under control. This study is mostly about two things. The first goal is to learn how technology and media affect everyone. The second is to stress how important it is to be responsible when you use tools that can make things different. As the world gets more digital and linked, we should be aware of how the things we do and decide affect people all over the world. We should also work toward a world where technology and media are used for the good of everyone and their bad affects are kept in check.

3.2 DEFINITION OF MEDIA AND TECHNOLOGY

"Technology" and "media" are two different but related ideas that are both very important in the world today:

3.2.1 MEDIA

The term "media" refers to the various conduits and tools that are utilised in the process of producing, distributing, and disseminating information as well as content and messages to a large audience. The following are some of the forms that can be classified as types of media

- **Traditional Media:** Newspapers, magazines, radio, and television are examples of traditional forms of media that have been utilized for the purpose of public communication for a considerable amount of time.

- **Digital Media:** When we talk about digital media, we are referring to online platforms, websites, social media, blogs, podcasts, and streaming services. All of these types of media convey material and information by utilizing digital technology.
- **Print Media:** Written or printed materials, such as books, pamphlets, and brochures, are examples of what are referred to as "print media."
- **Broadcast Media:** Radio and television broadcasting are both included under the umbrella term "broadcast media."

The media has many functions, including the dissemination of news as well as entertainment, educational, and advertising content. It is an extremely important factor in determining public opinion, culture, and the norms of society. The introduction of digital technology has completely altered the nature of the media landscape, making it more interactive, individualized, and readily available.

3.2.2 TECHNOLOGY

Technology is defined as the practical application of scientific knowledge and the principles of engineering to the creation of tools, systems, and processes with the intention of accomplishing particular objectives. It is possible to divide it up into several different types, such as:

- **Information Technology (IT):** The term "information technology" (IT) refers to the various pieces of hardware, software, and network infrastructure that are employed in the processing of information, the storing of data, and the transmission of messages. Technology such as computers, smart phones, and the internet are some examples.
- **Biotechnology:** Biotechnology is the application of biological principles to the creation of new products and technologies. Some examples of biotechnology include genetically modified organisms (GMOs) and advances in medical care such as gene therapy.
- **Communication Technology:** The term "communication technology" refers to a broad category of advancements in computing that includes telecommunications networks, satellite communication, and the creation of high-speed data transmission methods.
- **Green Technology:** Green technology refers to ecologically friendly and sustainable technologies, such as energy-efficient solutions and renewable energy sources. Examples of green technologies are solar power and wind power.

- **Medical Technology:** When we talk about medical technology, we're referring to things like medical gadgets, diagnostic instruments, and information systems for healthcare that are all geared to make patient care more efficient.

3.3 THE ROLE OF MEDIA AND TECHNOLOGY IN GLOBALIZATION

Media and technology have a huge impact on globalization, which may be defined as the process by which countries become increasingly interconnected and interdependent on one another. According to Giddens (1990), the media and technology are essential drivers of globalization because they make it easier for people all over the world to trade knowledge, culture, and goods with one another.

- **Exchange of Information on a Global Scale:**

The role of the media in the dissemination of information on a worldwide scale is extremely important. The proliferation of digital technology has made it possible for information such as news, entertainment, and culture to practically instantly reach audiences all over the world. According to Tomlinson (1999), a proper comprehension of global events and patterns requires a steady flow of information. The quick dissemination of information and ideas across international borders is made possible by digital platforms such as Twitter and Face book.

- **Diffusion of Culture and the Homogenization of Culture:**

Media and technology are also factors that contribute to the globalisation of culture. According to Appadurai (1990), cultural dispersion occurs when people from different parts of the world are shown aspects of other cultures and traditions through media such as television, film, and the internet. However, because Western media and values predominate in global media, this exposure might also lead to cultural homogenization (Held, 1999).

- **Globalization of the Economy:**

The impact that technology, particularly the internet, has had on international trade is immeasurable. According to Hill (2016), e-commerce platforms such as Amazon and Alibaba make it possible for businesses to sell their goods and services on a global scale.

In addition, digital payment systems and block chain technology have helped lower barriers to international transactions, which have contributed to the process of economic globalization (Ghemawat & Altman, 2016).

- **The World's Largest Media Conglomerates:**

The likes of Disney and Time Warner, who are global media companies, wield a huge amount of influence around the globe. According to McChesney (1999), these businesses produce content that is accessible to audiences all over the world, which contributes to the propagation of Western cultural values and standards.

- **The Obstacles:**

Within the framework of globalization, issues pertaining to media and technology also arise as obstacles. According to Barker (2000), the predominance of Western media can result in cultural imperialism and the deterioration of indigenous civilizations. In addition, the "digital divide," which refers to the gap between those who have access to technology and those who do not, can make global disparities worse (Norris, 2001).

In conclusion, the media and technology are powerful agents of globalization, as they enable the quick movement of knowledge, cultural practices, and commercial goods on a worldwide scale. Some of their points are good and some are bad. It is important that they are used in a fair and smart way because of this (Scholte, 2005).

3.3.2 Facilitating Global Communication and Information Exchange

People from around the world are becoming more connected thanks to globalization. We need to make it simple for people to share information and talk to each other for globalization to work. It is now easy for people from all over the world to share their ideas and knowledge thanks to media and technology progress. This is a necessary step to find out what's going on in the world, talk about different cultures, and make business links. It's simple for people from around the world to share and talk to each other because of things like:

- **The sites where you can watch videos online**

Social networks, news sites, and video services have made big changes in how people around the world talk to each other. According to Hjarvard (2008), social networking sites such as Twitter, Facebook, and YouTube let people and groups from all over the world share information and ideas. They work in real time, so anyone in the world can get news and information at any time.

- **International News Organizations**

To learn about what's happening in other nations, watch international news programs like Al Jazeera, CNN, and BBC. They have offices and writers all over the world, which lets them report events in great detail all over the world

(Ness, 2015). People from all over the world can share their stories and thoughts in these groups.

- **Internet tools for working together:**

Teams and people from all over the world can easily talk to each other through email, chat, and apps like Slack. Warkentin et al. (2012) say that these tools make it possible for people in different time zones to work together and share information.

- **Information in a number of languages and translation services**

You need to be able to read and understand more than one language if you want to talk to people from other times. You can get help interpreting too. In 2018, O'Brien said that they help people who speak more than one language and talk to people from other places. People who read more than one language can get better at reading with Google Translate and other tools like it. Having the ability to connect to the internet and use portable tools:

People can get information more easily and more often now that so many people use the internet and cell phones. A lot of people have smartphones and other tech that can connect to the web (Minges, 2019). This lets news spread and people talk to each other from around the world.

3.3.3 SOCIAL IMPLICATIONS

- **Effects on Personal and Professional Relationships**

The manner that people interact has been drastically altered as a result of developments in media and technology. The rising reliance on digital communication platforms can lead to a sense of detachment in face-to-face relationships, despite the fact that these platforms make it possible for us to connect with friends and family located anywhere in the world. Platforms for social media can generate a sense of connection, but they also have the potential to encourage superficial or managed online personas, which can have an adverse effect on the depth and authenticity of personal interactions.

- **The Information Gap and the Problem of Inequality**

People who understand technology better than those who don't. Everybody and every business have a tough time with it. Some people may find it tougher to use the internet or other tech tools than others. This can widen the gaps between classes and income even more. It's harder for people who can't use technology to go to school, get a job, and be active in their community.

- **Because they want to keep your privacy**

A lot of people worry about their safety when private computer and media data is shared. People might not feel safe when they get hacked, are watched online, or have their data taken. There are people who are scared about how much private data the government and businesses gather, store, and use.

- **Harassment and stalking on the internet**

These problems have gotten worse as the internet has grown. The health of your mind or body might not be good by doing this. It is possible for social networking sites to become places where discrimination, abuse, and hate speech happen. It might be harder for kids and adults to make friends because of this.

- **Being by yourself and watching TV or movies for long periods of time**

If people play video games or spend too much time on computers, they might not talk to other people as much. Not many people spend enough time with family, friends, and other important people in their lives. They spend too much time on their computers instead. This might make them feel worse and hurt their relationships.

3.4 CHANGES IN POLITICS

- Technology and the media have made a big difference in how people talk about politics. Politics are talked about in the news, on the Internet, and in groups. This changes how folks feel and how they talk about rules. The way people talk and share political news can change the way they think and talk about it
- Lot of people is scared about how "fake news" and lies are getting around in politics right now. False information can change what people think, what studies show, and even what the government does. Right now, stop telling lies. This needs to be done by both the government and tech firms.
- Now, hackers have more ways to get into elections than they did in the past. That's the reason we need more safety. Tech can be used by both government and non-government groups to rig polls and make politics less useful. More and more, states need to think about how to keep online polling places safe.
- Everyone can be alone. The goal is to make the country safer, but it makes it harder for people to protect their rights and safety. People today talk a lot about how to balance safety and individual rights.

- Some countries use the media and different kinds of technology to shut down enemies and stop news from spreading. Some people can't say what they want to when the government blocks the web. It's tough to police content that is harmful while still letting people say what they want.

3.5 ECONOMY IMPACTS

- **Shopping and trading electronically on the internet:**
The widespread use of computers and the internet has completely changed how businesses work. Shopping sites like Amazon, eBay, and Alibaba have made it possible for stores to reach people all over the world. Customers can choose from a huge range of items and services on these sites.
- **When you market and advertise on the web:**
Now that media and technology are working together, there are new ways to advertise and sell online. On-line ads, social media marketing, and data analysis are all ways to get in touch with certain groups of people. A lot of these things make marketing better and help the business grow all around.
- **More work from home and work on the internet:**
The "gig economy" in which people work for hire or on a casual basis, has grown thanks to the popularity of apps like Upwork, Uber, and Airbnb. This has made business possible and caused problems. People who work for example have more freedom, but they also risk losing their jobs and not getting the perks that come with having a job.
- **Do you know what the Data Economy and Big Data are? :**
A lot of information is created by various types of media and technology. The market for data began when people learned how to collect, store, and sell data. Companies use data to make better business choices, give better customer service, and create new products.
- **To protect intellectual property and rights:**
It's harder to handle intellectual property issues now that we live in a digital world. It's very important to protect intellectual property rights and licenses these days, since it's so easy to copy and share things online. Intellectual property laws and rules have an impact on both the tech and media businesses.

3.6 CULTURAL IMPLICATIONS

- **How the media show different cultures:**
As technology and media have grown, so have the ways that people show that they are and what they believe in. They change the main points of view, the

events, and the people. This change the way people around the world see and think about other nations.

- **How different cultures have spread around the world:**

A lot of new tools and media have made it faster for culture to spread around the world. It is very easy for movies, music, and clothes to move from one country to another. This means that Western culture and ideas are spreading all over the world. This process could happen and make everyone the same at the same time.

- **Copies of historical items that are kept safe:**

Technology lets us make digital copies of cultural items that are kept safe. Online libraries, digital archives, and virtual museums have made it possible for many people from all over the world to see personal stories, cultural things, and records from the past.

- **Identity theft and cultural theft:**

The internet and social media sites have made it easier for people from different cultures to meet and talk to each other, but they have also made people more worried about cultural theft. Sometimes it's easier to take parts of other cultures and make them your own. But this could make people lie or not respect those cultures.

- **Language and conversation:**

Even though video games and technology have gotten better, language and talk haven't changed that much. People who talk online use slang, codes, and pictures, which have changed the way language works. What people say and how well they understand each other changes because of this.

3.7 ETHICAL CONSIDERATIONS

- **Privacy and the Moral Treatment of Data:**

At this point in time, the gathering, storage, and utilization of individuals' personal data all present ethical questions. Privacy of individuals must be protected, and data management practices should be open to scrutiny while maintaining a high level of safety. Ethics have been violated when there is a breach of data or when information is shared without permission.

- **Surveillance and the Morality of Government:**

Some government spying programs, like those that keep track of what people do on the internet and gather a lot of information, can hurt people's rights and privacy. Protecting the country as a whole and people's rights at the same time is a moral problem. Making sure that anyone can see what is being tracked is also important. People should be held responsible for what they do.

- **Being as smart as possible about how you use AI :**
AI and machine learning should only be used for good things. A lot of people are worried about whether AI systems are fair, whether jobs will be lost, and how to use AI correctly in places like hospitals and the court system.
- **Responsible Development of Technology:**
Tech companies need to make sure that their products are made in an ethical way. You should think about how the change will affect the health and safety of the people before you make it. If someone wants to make a good product, they should put the user's health and happiness ahead of any perks that might look good.
- **Code of Ethics for Cyber security:**
A responsible disclosure of vulnerabilities, protection against cyber attacks, and avoidance of hacking and data breaches are all components of ethical behavior in the field of cyber security. Ethical hackers, often known as "white-hat" hackers, contribute to the process of finding security flaws and improving network protection.

3.8 SECURITY AND CYBER SECURITY

- **Protection of Personal Information and Privacy:**
When it comes to the digital environment, security measures are absolutely necessary to keep user data and privacy safe. It is absolutely necessary to protect the privacy, authenticity, and accessibility of individuals' personal information. Breach of data security and unauthorized access to personally identifiable information can have major repercussions.
- **Cybercriminals and Online Dangers:**
Malware, ransom ware, phishing attacks, and distributed denial of service (DDoS) assaults are some examples of the myriad cyber risks that have emerged as a result of the rise of the digital era. A basic component of cyber security is providing protection against threats like these.
- **Cyber-attacks Perpetrated by the Government and Other State-Sponsored Entities:**
Cyber operations are carried out by nation governments for a number of different reasons, including espionage, disruption, and sabotage. There is a serious security concern regarding the protection of key infrastructure as well as national security from cyber threats.
- **Manipulation of Society and Social Engineering:**
The term "cyber security" refers to a wide range of practices, one of which is the protection of persons and organizations from social engineering tactics.

These tactics involve coercing people into exposing critical information or committing destructive activities. Education and awareness are essential parts of any effective defensive strategy.

- **Administration of Vulnerabilities:**

In order to prevent security breaches, it is vital to locate software vulnerabilities and apply patches to fix them. In order to reduce the likelihood of potential threats, cyber security professionals and organizations routinely patch and safeguard their systems.

3.9. Global Governance and coordination:

We need better global management and control over media and technology to deal with all the problems and opportunities that come up in a world that is linking more and more quickly. These are some important parts of world government and working together. Coordination and government in the media and tech areas around the world these laws and rules are followed by everyone in the world. People from all over the world need to agree on their own rules so that tools can work together and be used by everyone.

There need to be rules about how to use the internet, talk to each other online, and keep your computer safe while you're online for this to happen. Everyone in the world will be able to make new things and work together better. To keep important things safe and deal with online dangers, governments, businesses, and other interested parties must work together. People can make the internet safer around the world by agreeing on rules and making it easy for them to share information. There are many things that make running the internet hard, like making sure it's easy for everyone to use, police material, and keep an eye on everything. The Internet Corporation for Assigned Names and Numbers (ICANN) helps people from all over the world work together. This is a key part of handling domain names and IP numbers.

A lot of people need to work on this together. Making privacy and data security rules that are very strict is very important. Privacy rules should be the same everywhere. This is very important for making it easy to send data between countries and building trust in technology. A lot of people believe that other nations should protect data the same way that the EU did with the General Data Protection Regulation (GDPR). International trade agreements, such as those with the World Trade Organization (WTO) and business partners in the area, set the rules for e-commerce and digital trade. A lot of work is being done to make trade easy and improve e-commerce around the world.

3.10 CONCLUSION

At the end of the day, media and technology change our lives in many spheres around the world. A lot of different areas are affected by these changes, such as politics, the economy, society, ethics, safety, and more. A lot of progress has been made in media and technology, which has made new things possible. But they have also brought up tough problems and moral questions that need our attention. Technology and the news often change how people talk about politics, how polls work, and how they talk to each other.

Because of these things, too, people worry about fake news, spying, and the effects of how the government uses computers. Business, ads, and the job market have all changed a lot because of this tech. This has led to many new business ideas and stars. Still, we should be worried about how this might impact jobs, how personal information will be kept safe, and how it will be used in a good way.

There is a big difference in how culture grows because of how easy it is for people to share, trade, and keep traditional traditions alive. Some people worry that these things could lead to scams, abuse of culture, and the loss of local customs. Things like ethics are more important now. A few of these are privacy, safety on the internet, making technology responsibly, and using robots ethically. It's important to make moral decisions so that media and technology can help people and society the most. For both real and internet safety, the most important thing is to keep data, key processes, and people's rights safe. All over the world, people need to work together to protect digital goods. Because more and more hacks are being helped by the government. We need to make a good global government and work together to deal with the problems that media and technology cause while also using their best features.

To make the internet a more connected and united place, we need to set global norms, get people to work together on safety problems, and reach deals on important issues like trade, human rights, and internet government. It is important to find a balance between new ideas and the safe, moral, and responsible use of technology in order to deal with how media and technology have changed the world.

This balance is important so that bad things don't happen. We can make the world more fair, connected, and open to everyone if we all work together and make smart rules. If we think this way, we can make the most of the good things about media and technology while reducing the bad.

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