

**5) Global Media**

**Examiner Comments**

In relation to the mark scheme elements of this response are assessed at level 1 (terminology) and other elements at level 2 (explanation, analysis and argument and examples). There is limited substance and partial relevance in terms of the specific question attempted, examples are connected in a basic manner and there is a lack of theoretical or institutional language deployed. The candidate offers a list of examples of global media – Disney, Microsoft (the X Box) and Anime films but these are described as evidence of the impact of global media without any connection to theories of globalisation, cultural imperialism, diaspora, global audience reception or any counter-arguments to the globalisation thesis. This candidate has a clear understanding of how global corporations operate but a lack of engagement with media theory as required at A2. Referring to the specification prompts which inform the questions set and the mark scheme used by examiners, candidates dealing with global media are required to discuss audience behaviour and arguments for and against global media as well as the more basic knowledge of how global production and distribution operate.

## Candidate Answer

Globalisation has changed so much in the last decade the two Media forms I am going to talk about in Relation to globalisation are Animated films by Disney Corporation and Anime Animated films. And the games console industry.

Disney is a massive global company and last year earned over \$36 billion globally. Disney also has 11 theme parks worldwide, with one in Hong Kong. The theme park that opened in Hong Kong wouldn't open on Friday 13<sup>th</sup> because the Americans see that as an unlucky day, whereas the people in Hong Kong don't. So that's American imposing their culture upon another which can be seen as a Negative. This is called cultural imperialism. Disney also owns large percentages in channels like ESPN and ABC. These channels are shown across the world.

One of Disney's latest films is the film "UP". "UP" even with a budget of £175 million managed to gross up to £731 million globally with £425 million of that was made outside of America and Canada. It also won best animated film at the Oscars and got a 98% rating from Rotten Tomatoes. This screened all over the world and will have an effect on people's cultures. Because other nations are watching films like "UP" and then summing up Americans. And because Disney's films are mainly Male character dominant. Now when you compare this to Anime films like "Spirited Away" you will see that Disney is in a way higher league. Disney gave Spirited Away their budget of £19 million to make the film and in return only made £9 million in the United States which is a bad thing because they're not getting across their culture which means Disney dominating the animated market will eventually Americanize the world, especially when all their films are so popular.

My other forms of globalization through the Media is through games Consoles and again it's America versus Japan.

From America you have the Xbox 360. Now a positive thing about the Xbox 360 is that it has good gameplay and this it has Xbox live. Xbox live allows to play people, friend and family anywhere in the world. Now the Xbox was doing quite well and had a massive impact on the global market. However it is a one person games console. The Xbox decided to go into more detail with their Avatar people whereas Japan's Nintendo Wii is different its "Miis" are more simple. And because the Wii is more of a physical game play console. Because more popular. In December 2009 the Nintendo Wii broke the record for best selling console in a month in America with over 36 million units sold. And selling 57 million units world wide. Now this can be seen as a negative. Because a Japanese product is dominating over an American Product in America. So if the Wii stays as popular as it is then Japan are going to have Cultural Imperialism effect on the globe. And dominating the market over PS3 and Xbox 360 sales.

Now with the Wii being the world's favourite console That like Disney which is Americanising the world, this will Japanize the world making our world mixed cultures which can be seen as both a positive and a negative. This will also change the economies of culture.

EAA 9

EG 10

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