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# Global Capital Local Culture

## Transnational Media Corporations In China

### Popular Culture And Everyday Life By

### Anthony Y H Fung

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professor in the school of journalism and munication at the  
chinese university of hong kong he is the co author of the  
book new television globalisation and the east asian  
cultural imagination and author of global capital local  
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and kaplan 2008 in turn leading to a wave of global efforts  
to address global concerns among which emerged a global  
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adapted to that service over time and the national  
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ethnographic work and over 100 interviews with senior  
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agenda and social phenomenon grown out of the heightened  
interconnectivity between people and the receding economic  
and social significance of boundaries among nation states  
the term trans national was popularized in the early 20th  
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thinking about relationships between cultures'

'globalization

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process of interaction and integration among people panies  
and governments worldwide as a plex and multifaceted

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phenomenon globalization is considered by some as a form of capitalist expansion which entails the integration of local and national economies into a global unregulated market economy'

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corporations his research interests include political economy of transnational media corporations popular culture and cultural'

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April 6th, 2020 - herbert schiller 1991 argued that this led to a media characterised by transnational corporate culture domination entailing specific ways of working and structures of organisation dominant models of business practice production and circulation an emphasis on advertising and marketing and models of investment and profit making that benefit this transnational capitalist class'

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'media culture and globalization

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global ruling class it is a ruling class because it  
controls the levers of an emergent transnational apparatus  
and global decision making''**multinational corporation**

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corporate anization that owns or controls production of  
goods or services in at least one country other than its  
home country black s law dictionary suggests that a pany or  
group should be considered a multinational corporation if  
it derives 25 or more of its revenue from out of home  
country operations however a firm that owns and controls  
51'

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frugal dad shows that almost all media es from the same six



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by the desire to maximise profit are among the most  
aggressive agents of globalisation they create and transfer  
capital ideas languages cultures values and ways of life  
across national ethnic and linguistic boundaries''

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