


**Globalization and Culture**  
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**Lecture - 39**  
**Contraflow in News and Entertainment**

Good morning and welcome to the second lecture on Contraflow in Global Media. In today's lecture we will be looking at two illustrative examples of contraflow. One from the world of news in current affairs that would be Al-Jazeera the first pan Arabic television network, which is now emerged as an important voice in the Global News Fair and my second example would be a from the world of entertainment, where we will be looking at Bollywood the world's biggest film factory, which is a being around internationally for a very long time, but in more in more recent years it has been noticed very widely including in the metropolitan centers of the world. So I will start with some reflections on the process of globalization, that we talked about in previous lecture just to remind you and I will then talk about two examples and end with some reflections on the implications of contraflow.

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**Global media contra-flow**

- International media flow is not just one way - from North to South, even though it is overly weighted in the favour of the former
- New trans-border networks are appearing, some from the periphery to the metropolitan centres of global media
- The growth of broadcasting and broadband have enabled Southern networks to operate in an increasingly global communication environment
- Southern media organizations becoming visible across the globe, and feeding into and developing emergent 'global public spheres'



Let me then start with what is Global Media Contra-flow. International media although

continues to be dominated by the western world and within that a Anglo American core and the flow is dominant still in favor of this Anglo American English language media, but the it is not just one way flow, there is also a reverse flow. Although, it continues to be in favor of the dominant flow obviously in favor of the north and within that western world. New a trans border networks are appearing both in the world of television, but also more interestingly in the internet, from the global periphery to the metropolitan centers of the global media. The growth of broadcasting and broadband have enabled southern networks, southern meaning in the global south to operate in an increasingly global communication environment and the market driven one at that are and southern media organization are becoming visible across the globe and feeding into an developing emergent global public spheres, keep making spaces for a public opinion and as well as private conversation.

So let me then start with two I mean the my first example which is from the world of entertainment and will talk about of course, the world's largest non western entertainment which actually comes from India, although there are other non western entertainment can creative centers for example, Korean film industries were important, Turkish entertainment is big, Egyptian entertainment is big and of course Telenovelas from Globo, a specially in Brazil are massive, but my focus today is on Indian cinema.

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**Globalization of Indian cinema**

- India is the world's largest film producing country. Hindi films shown in more than 70 countries: exports account for 30% of industry earnings, annual exports worth \$220 million
- Industry estimates that entertainment and media sector worth \$29 billion in 2014
- Software power - digital delivery of Bollywood



Now Indian cinema is you all know has a very long history the first feature length film in India was made as far back as 1913 and we been producing talkies since 1930s and even in 1930s, let 30s in India was still in British colony, Indian films were being exported largely to the Diaspora. It remains the world's largest film producing country in terms of absolute numbers and that is been the case since 1970s, Hindi films particularly which are the biggest of the others of India as you know various cinemas even commercial cinemas and many of these cinemas like Tamil, Telugu for instance also has a global reach, but largely for the Diaspora.

These films are especially Hindi films are shown in seventy countries, exports account for 30 percent of industrial earnings, annual exports worth 220 million dollars, not a huge amount when you compare it for example, Hollywood, but growing. Given the changes in media and entertainment history in India in last 20 years the entertainment at media sector is now serious business; it was worth 29 billion dollars in 2014 according to industry reports.

Given that India is also a pretty sophisticated in terms of software development in IT industry, the distribution of Bollywood is not just confined to cinemas or television channels, but actually through digital delivery mechanisms it is reaching a much vital audience and this consumed by a range of audiences. And the content of Bollywood itself is changing it is trying to reach a wider international audience.

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One example would be films on terrorism. Where are two cases? Both these films especially My Name Is Khan did very well internationally and many of you would know the film is although is gotten Indian person, who is living in the united states, is got very little do with India. It is a film about a Muslim person of Indian origin, what happens to him post 9 11 in the US and of course, the other film in New York is also about terrorism. So these are international subjects tilt with by Indian film makers and with very integrity of success, but the ambition is there what make films which are for global audience on things which resonate with an international we worship.

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## Bollywood in China



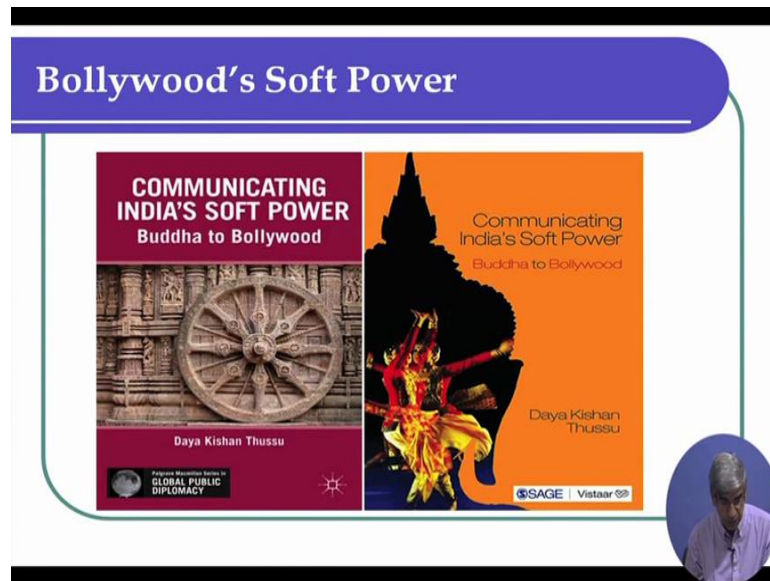
- In 2012, Zee TV became the first Indian network to be granted landing rights in China to supply dubbed Indian content to the world's largest television audience



It is also getting into new markets China being a major one. This film I am sure most of you are would expect are familiar with 3 Idiots did very well in china because it again it resonated with young Chinese. Their education system is not very different from India, but the part from television sorry apart from cinema also television is now Indian television is available in China. Which is major market Zee TV became the first network to start beaming Indian programs into Chinese mainland and it offers interesting possibilities for a largely untapped market because you probably no China has it cota system only certain number of films are allowed every year and television too.

So although Bollywood has is often seen as you know exaggerated, unreal, spectacle not particularly sophisticated cinema, but it does have a wider reach and argue poly influence too. In fact I have argued in a book I did recently about soft power that Bollywood. Also creates certain perception of India, which Payal art is a positive perception and that perception can be used to promote Indian interests, but if we looking at the global media scene which is what we are in involved in discussing in this course, Bollywood is still relatively small player, especially in terms of its earnings.

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**Bollywood vs. Hollywood**

	<b>Bollywood</b>	<b>Hollywood</b>
Films produced	1,013	739
Tickets sold	3.6 billion	2.6 billion
Worldwide revenues	\$1.3 billion	\$51 billion
Annual growth rate	12.6%	5.6%
Average production cost per film	\$1.5 million	\$47.7 million
Average marketing cost per film	\$500,000	\$27.3 million

Source: MPAA, FICCI, Trade press

Let us look at the comparison with most powerful film industry in the world, namely Hollywood India produces, Bollywood produces many more films of Hollywood and that is been the case for a long time. It sells many more tickets than Hollywood does in billion every year extra given the size of Indian market. Revenue is as a fantastic difference between the 251 billion, 1.3 billion service, it is like comparing apples and

oranges, but its growing very rapidly much more than Hollywood. This is not the interesting figure, average cost of a Bollywood film is much lower than what an average film costs in Hollywood.

In fact the contrast is made very clear in this figure that an average marketing cost of in Indian film, an average film is 500000 dollars. In Hollywood that is 27 million dollars. So you can make 20 films, 20 Hollywood films, Bollywood films sorry for a cost of a Hollywood film. That is the difference in terms of its economic value, but we have to be careful how you treat these figures because these are legal figures, in the sense these are figures at are available lot of Bollywood like Hollywood actually is consumed by people who are not paying for it right. Especially online and the growth of online has been phenomenal in the last decade are.

So actual usage is much bigger, it is not reflected in these figures, but it is also the case that among Non Hollywood cinema around the world. Indian cinema remains the most visible, it is available all over the world and people associate India with this cinema and that sense it creates an interesting kind of cinema which is different from Hollywood in many ways.

Although, this growing synergies between Hollywood and Bollywood today and how distinct Indian cinema is as a case Hollywood is an interesting question; also how contra it is to the dominant American model if you like because it also operates in a very commercial environment and promotes a very similar kind of cinema with an Indian sensibility, but essentially it is a commercial products. So we should keep that in mind.

I will now move on to my second case and that is from the world of news and current affairs. Now entertainment of course is a much bigger industry, it is consumed by many more people, but in terms of influence news gets little more prominence because it is supposed to be about a real world and supposed to be reflecting what is happened in the world especially television news. And therefore in recent years there has been a growth in television news channels, international television news channels in English. Here are some example - To counter the traditional domination of the Anglo American media, the UK, US Dapoli as it is called news Joplin and from Japan to turkey to Russia to china all

these countries which are not English speaking countries, have launched in the last decade so English language 24 7 channels for a global audience.

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For instance RT which is use to be called Russia today English language channel, but also available in other languages including a rabbit and German takes a very contrarian



position deliberately so. It actually covers the world from Russian prospective and more often them not NT western prospective and as these posters show you these are from their major campaign a couple of years ago, about the Iraq war 2003 Iraq war suggesting that because the world got to know what Iraq war from mainly western media. They could get away with a half truths and even down (Refer Time: 13:25) lies.

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So the Russian one is very obviously, contra as against the Chinese TV news CCTV news, which is been operating as this map shows across the globe takes a less contrarian position and that is also my view deliberate approach and it is really a promoting Chinese interest, around the world in a very bland and bureaucratic manner. However one channel which is actually made a difference in international television news and what is my focus in today's lecture is Al-Jazeera. The Arabic network which as these publicity posters suggests is an alternative to CNN right. How alternative it is we can discuss that, but Al-Jazeera has emerged as a credible source of international news.

I will explain in a minute why that might be the case, but of these various channels which have emerged in the last 2 decades especially in the last decade, Al-Jazeera has acquired a certain professional and professional reputation and credibility.

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The slide has a purple header with the text "Changing global TV news?". Below the header is a large image collage of various news scenes. Overlaid on the collage is the text "If everybody watches CNN, what does CNN watch?". At the bottom of the collage is the Al Jazeera Channel logo, which includes the word "ALJAZEERA" and "CHANNEL" with a stylized Arabic calligraphic element. In the bottom right corner of the slide, there is a small circular inset photo of a man in a light blue shirt.

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The slide has a purple header with the text "Al-Jazeera". Below the header is a list of four bullet points:

- Al-Jazeera (Island in Arabic) - the first 24/7 Arabic news channel
- Started in 1996 and funded by new Emir of Qatar- Hamad bin Khalifa al Thani
- Recruits from among staff from the BBC, following the collapse of BBC Arabic Service
- Western-style reporting, covering controversial issues - *Aaktar Min Rai* (More than one opinion)

Now, Al-Jazeera means island in Arabic, it was the first 24 7 news channel in a region of the world which is very news worthy because of its history, because of politics of oil, because of debates about Islamic fundamentalism is actually very news rich area. It was started in 1996 as Arabic channel and funded by the new emir of Qatar. Qatar as you know is a tiny island, but extremely rich country and in 1996 there was a change of

region there and the New Emir who is US educated decided to launch a news channel, to cover the Arab world.

What made it special network? Was that it recruiting largely from the BBC? BBC use to have at that time, just few years earlier actually, if the first dedicated Arabic language channel, television channel. Which hired people who were Arabs, but also knew how to operate in a international environment. They were at least by bilingual journalists and exposed to international standards of journalism. So, BBC service, Arabic service collapsed for various reasons and Al-Jazeera was able to recruit some of these best bilingual journalists in the region and therefore, the Al-Jazeera network had that advantage of hiring professional people. It also therefore adopted a more western approach a BBC style. One of the major programs they had was Aaktar Min Rai more than one opinion. It was the first channel to invite Israeli academics on this discussion program which is unheard at that time in the Arab world.

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**The 'Arab CNN'**

- Post 9/11, Al-Jazeera becomes important source in global media by providing exclusive Al Qaeda footage and interviews with Osama bin Laden
- Globalization of Al-Jazeera with the launch of its international channel Al-Jazeera English in 2006 - operates from Doha, London and Washington
- Al-Jazeera documentary channel is launched in 2007
- Claims to set the news agenda by privileging news from the global South.

Soon it was been described as the Arab CNN because of its impact and it became particularly known in the western world and wider world, as a the channel which covers Al Qaeda because it had the rare interview with Osama bin Laden and that interview circulated around the world and its logo became a familiar thing for most television

journalist around the world and increasingly the audiences too.

So Post 9/11 it became something known outside the Arab world, although it was in operation since 1996, it was only a regional channel and didn't have any impact outside, but with 9/11 things changed and then they realized they had the money, they had the expertise, they had the credibility, why not go global and in 2006, 10 years after they launched they started English language channel with its headquarters in Doha, but a major operation in London and in Washington and Al-Jazeera English has really raised standard of international journalism and because it has the resources of a very rich country it is comes from the region which is very rich in terms of news content and it has been noticed outside the region and people were not actually particularly interested in the middle east watching it because of its coverage about international affairs is excellent.

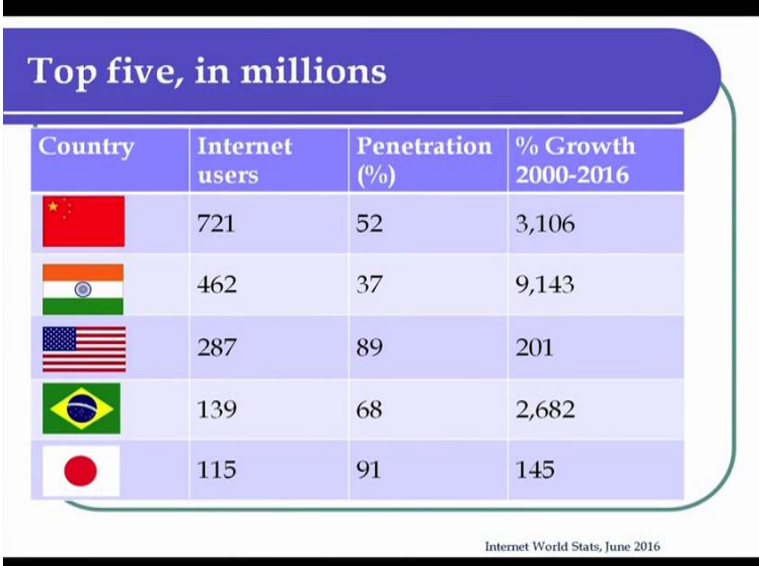
Which is also been operating a documentary channel since 2007 and some of these documentaries are actually pretty, good I would argue most of them are (Refer Time: 18:58). what it claims editorially is interesting for our discussion. It claims that it privileges the global south it is interesting stories in Africa in Latin America and in Asia and middle east rather in the western world and by a large that is true if you watch its content it is starts its stories not necessarily in the metropolitan centers of the world and that is its USP it is trying to promote itself as a southern voice in a world of news dominated by Americans and Europeans.






Although when it comes to the local politics even the regional politics, some of these high credible standards had been and can be compromised. I will just give you two examples. One was its coverage of the conflict in Libya, where it was actually supporting NT Gaddafi regime and the coverage was good and that way and more recently this Syrian conflict where the Kathari government is actually involved in, supporting and funding sections of the position to Assad Al-Jazeeras coverage.

So in the Arabic network of course, in English it is little more moderate because its reaching much wider audience, but overall I would all suggest that it is a case of a channel, which emerged outside the western world and actually made an impact it is like Bollywood is with all its limitation, actually provided a certain kind of entertainment

which is different from the dominant America. Now my focus has been so far on television and stand ability television is most important medium, but biggest growth in recent years has been delivered on internet sorry.

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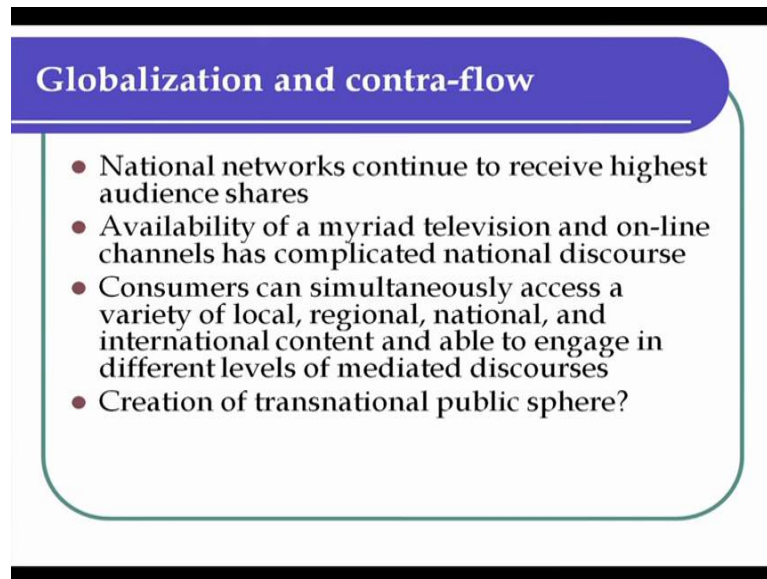
Country	Internet users	Penetration (%)	% Growth 2000-2016
	721	52	3,106
	462	37	9,143
	287	89	201
	139	68	2,682
	115	91	145

Internet World Stats, June 2016

Here is some figures latest data about internet users in the world and the largest usage is in China followed by India and then US, Brazil and Japan other countries like Indonesia Nigeria, you know the growth is massive. So when we talk of contraflow as more and more people get connected through the internet and through social media, the content emerging from this peripheral sentence of the worlds media system is likely to increase because that connectivity is there, and especially in terms of demographics, majority of worlds young people actually live in this southern hemisphere, in Africa, in the Arab world, in Asia there is a massive growth of young population.

While in Europe, in north America, in Japan and Russia actually this is declined in population. So it is likely that the content emerging from the global south, will increase because as more and more people get connected and travel and work outside their own countries this is going to increase. So I will just end with few reflections of what are the implications.

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**Globalization and contra-flow**

- National networks continue to receive highest audience shares
- Availability of a myriad television and on-line channels has complicated national discourse
- Consumers can simultaneously access a variety of local, regional, national, and international content and able to engage in different levels of mediated discourses
- Creation of transnational public sphere?

How does contraflow relate to the broaden debates about globalization and the two examples I had chosen you, there are dozens others I chose two prominent ones just to illustrate the points. Despite this flow and contraflow, it is also the case that in most countries national network continued to receive highest audience share. That is the case everywhere and that is not going to change anytime soon despite different types of flows. However, availability of range of television and online channels has complicated the national discourse. Traditionally the discourse could be managed nationally because the information could be managed controlled, there was scarcity of information, for example, if you are looking at what is happening in Kashmir from only perspective New Delhi is one way of looking at it, but if you have accessed to the Pakistani networks then you will find another story, which Indians now if they try can access 20 years ago they could not, so changes this one.

So consumers can simultaneously access a variety of local regional national and international content and are therefore able to engage in different levels of mediated discourses and it is equally true of the. So called advance nations. They can now watch Russian television they can go on the internet find within seconds' what is happening in Turkey. They do not need to be told by BBC or CNN what is happening and increasingly that is taking place; especially among young they are not watching television. Knew

certainly, they are not necessarily going to see a film in the theater. They get their information, largely on online sources and therefore the mediation of discourse is more complicated and therefore more interesting and finally contraflow contributes to a transnational public fair.

The public fair which is been global public space, which has been largely dominated by a basically western world is increasingly being challenged. That is not to say that western domination has gone or is likely to disappear in the in the coming decade or to, but certainly there has been a shift. The world is much more heterogeneous than homogeneous the media will certain days and internet specially given its nature is bringing as much diversity, as it is making us consumers of a particular kind of digital capitalism, when we go on social media, when we tweet we are actually paying for not directly, but through data trading etcetera to big corporations, but it also giving as that the connectivity to produce and distribute and consume content which is different way we from the dominant content and these are taking place in different shapes and forms around the world and as a result the global media seemed is much more democratic and diverse then was the case before this online revolution took place.

So in my view be the volume the velocity and eventually the value of this content coming from non western world, is going to increase and that is going to make the global media world a more interesting space and I stop here.

Thank you.