



# The Globalization of Corporate Media Hegemony (Sunny Series in Global Media Studies)

*Lee Artz, Yahya R. Kamalipour*

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When commercial media practices are insinuated into local cultures, existing cultural and media practices are often displaced and social inequalities are exacerbated sometimes with the consent of consumers, but frequently confronting organized proponents. The Globalization of Corporate Media Hegemony provides case studies from five continents from government-promoted telecommunications programs and technologies in Canada and Britain, MTV Asia's call-in request lines, and the pan-Latin ideology of a Mexican television variety show, to Islamic pop radio in Turkey, commercial radio in Africa, a Millionaire game show in India, and Hollywood's muted influence on Korean cinema, among others. Each case offers new insight into the particulars of an expanding corporate hegemony and together they invite the conversation on media globalization to consider the dynamics of class conflict and negotiation as an analytical perspective having prescriptive potential."

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