**Lecture # 3**

**Survey of World Media**

Because of the sheer vastness of countries with numerous media outlets that supply countless

numbers of media messages daily around the world, we do not have anywhere near the

amount of space needed to include a comprehensive survey in this textbook. So, in order to

understand the complexities of media systems around the world, we must first simplify our

attempt. Instead of offering laundry lists of names of media outlets, this section provides an

overview of each country/region’s mass media and societal interactions. This section is, by the

nature of publishing an introductory course textbook with so many topics, a very brief look at a

very complicated and dense topic and cannot, of course, cover all countries.

**North America (Maxica. Newyork, calagry, admonton los angles, Toronto, Chicago , hoston, Havana, monteral, carrefor, 99 cities**

**New yorl times, the wall street journal, the Washington post, USA today, Log Angles times**

*Canada (North American Coutry)*

*Integration*

From Canadian scholars Rowland Lorimer and Mike Gasher, we hear a non-flinching

account of the mass media industry in their country. They state that the majority of Canadian

consumption of television, radio, magazine, and books are of American products and not those

of Canadian media sources.15 In a country that is large in geographic area but small in

population (with the majority of Canadians living on or near the U.S. border), media outlets

must fight to maintain a sense of identity that is separate from that of the United States.

In the broadcasting sector, Canada has a government-funded broadcaster, the Canadian

Broadcasting Corporation/Société Radio-Canada, which operates radio and TV networks in

English and French. Some provincial governments offer their own public educational TV

broadcast services as well, such as Ontario's TVOntario and Quebec's Télé-Québec. Given

Canada's small market and its position next to the dominant producer of feature films, the

Canadian film industry receives substantial assistance from the government. In the 2000s,

about half of the budget of a typical Canadian film came from various federal and provincial

government sources.

**Central and Latin America**

As is the case with Canada, most of Latin American commercial broadcasting is dominated by

companies in North America with the addition of Mexican and Brazilian companies. Brazil and

Mexico have similar systems to that of the United States and they even export programming to

the United States such as sports and soap operas. These systems are as sophisticated and

profitable as any media system around the world and they are extensive in scope due in large

part to the limit of only two languages, Portuguese and Spanish.

This is not the case in Europe and Africa where many languages create problems in expanding

media markets. As economies have stabilized throughout this region, mass media outlets

have grown. And unlike the rest of the world, Latin America has actually seen an increase in

newspaper publishing with more than 1,000 in the region with daily readership exceeding 100

million.