**Lecture # 7**

**Global Village**

As we conclude our discussion of global media, we must point out one very basic fact—these

systems and countries do not exist in a vacuum. Instead, they are constantly interacting and,

therefore, effecting and changing one another. Like no time before in the history of the world

have we been able to connect so quickly with people in other parts of the world.

Mass media technology is changing, has changed, and will continue to change the ways citizens

of the world interact and view each other.

While this is apparent today, it wasn’t always the case. When television first came into

existence in the 1940s, broadcasters focused on the local not the global. Most did not see

television’s vast potential to bring together the people of the world.

Enter Marshall McLuhan. Canadian scholar, who first coined the phrase Global Village in his

1962 book *The Gutenberg Galaxy: The Making of Typographic Man.* Essentially, McLuhan

pictured all of us as members of a single **global village** where the electronic media bring us in

touch with everyone, everywhere, instantaneously. He said that closed human systems no

longer exist.

While he may not be entirely correct in his view that we will all interact with one another

because of the new, electronic media, McLuhan is still discussed because his ideas are sound.

We now have the information and we hear about kidnapped school girls taken violently from

their classrooms and we hear about Russia taking military movement toward Ukraine. So, as

McLuhan said, we now know what goes on. Whether or not we care or we do anything about

these occurrences in other countries is always debatable. So, we do live in a smaller world

thanks to television and the Internet but do we interact as a small world should?

**Conclusion**

Our world truly is an amazingly large, amazingly diverse planet with billions of people who live

dramatically different lives. Thanks to mass media outlets we know all have the capability of

being informed all major news events happening around the world within seconds of their

occurrences. We also have the ability to communicate instantaneously with anyone we choose

in mostly any place anywhere in the world. It is actually an amazing time we live in.

**Summary**

The four major theories of the press are authoritarian, libertarian, social responsibility, and

Soviet theory.

A fifth theory of the press for developing nations is called development theory.

Mass media outlets and their usage in developed and emerging nations are quite extensive and

diverse.

Marshall McLuhan exposed that thanks to television and the electronic media we now live a

global village where we are in touch with everyone, everywhere, instantaneously.