

## GLOBALIZATION AND ITS IMPACT ON CULTURAL ASPECTS OF PUBLIC SERVICE ANNOUNCEMENTS

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**Abstract:** *the article reviews public service announcements in the era of globalization of culture and media. Nowadays globalization is associated with all human life areas. One of the reasons for enhancing the globalization process is the development of new technologies. Consequently, in this academic paper it is necessary to identify the degree of influence of globalization on information flows and production and consumption processes of media products in various countries. These components are important for studying and creating global and culturally-based public service announcements around the world.*

**Keywords:** *public service announcement, culture, globalization, media.*

## ГЛОБАЛИЗАЦИЯ И ЕЁ ВЛИЯНИЕ НА КУЛЬТУРНЫЕ АСПЕКТЫ СОЦИАЛЬНОЙ РЕКЛАМЫ

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**Аннотация:** *в статье рассматривается социальная реклама в эпоху глобализации культуры и средств массовой информации. В настоящее время глобализация связана со всеми сферами человеческой жизни. Одной из причин усиления процесса глобализации является развитие новых технологий. Следовательно, в этой работе необходимо выявить степень влияния глобализации на информационные потоки и процессы производства и потребления медиапродуктов в разных странах. Данные компоненты являются важными для изучения и создания глобальной и культурно-обусловленной социальной рекламы во всем мире.*

**Ключевые слова:** *социальная реклама, культура, глобализация, СМИ.*

The most important feature of the modern world is a systemic change of communication spaces. Since information technologies are constantly improving, the ways of socializing people and the ways of the impact on their behavior and opinion are changing as well. One of the most powerful impact factors is advertising. There are different types of advertising, but the most specific is a public service announcement (PSA). On the one hand, the methods

of a PSA are similar to those used by commercial and political advertising. Nonetheless, a PSA is characterized by an objective that does not belong to any other type of advertising — educating people from a nonprofit's point-of-view.

First of all, a PSA is a chance to lead society in the right direction. All over the world, PSAs are regarded as an effective tool for solving social issues and as a technology for the formation of public opinion.

Globalization is a process that relates to current issues in politics, economics and social theory. Some believe that it covers all aspects of modern life, the study of which leads to the development of global consciousness or intercultural understanding. For others, globalization is a reason of massive international conflicts and upheavals. There are currently many thinkers who are interested in the process of globalization, which was one of the iconic phenomena of the late twentieth century. These include: A. Appadurai, W. Beck, Z. Bauman, M. Castells, M. McLuhan, M. Featherstone and others. Many of them believe that globalization is inextricably associated with the concept of culture - “the collective programming of the mind which distinguishes the members of one group or society or category or nation from another” [1, p. 25]. Therefore, in the cultural context, globalization is seen as “an integration of nations into the world system in connection with the development of modern vehicles and economic ties, the formation of transnational corporations and the world market, due to the impact of the media on people” [2, p. 117].

One of the theories of cultural globalization is represented by Peter L. Berger who identified four channels of this process. The first of them are representatives of the international business elite. The second group are representatives of the international intellectual environment. Others are representatives of popular mass culture. And finally, the fourth channel of cultural globalization is represented by broad popular movements, primarily religious [3, pp. 10-16]. P. Berger points out that the process of cultural globalization is associated with the reaction of local cultures to the global culture. This reaction may vary depending on the region of the world - from the complete adoption of a new paradigm to its complete rejection [3, pp. 10-16]. As a result, P. Berger formulates the concept of alternative globalization, by which he understands the emergence of “global countercultural movements that erupt outside the West and have a strong influence on it” [3, p. 19].

The elements of different cultures in the modern world merge into each other. Even though the dominant culture in the world today is precisely Western or American culture, there are a number of other cultures in the world that follow their old traditions (Indian, Chinese, Islamic cultures and others). Based on the theory of P. Berger, it can be noted that “cultural globalization “from below”, represented by mass popular movements, is observed today within the framework of Islamic civilization, which is quite radically opposed to the West” [4, pp. 43-44].

However, despite the fact that some countries are against globalization, it

comes into various media and communication technologies, which nowadays play a crucial role in many developed and developing countries. And, even if there are a lot of differences in culture and traditions, people buy the same clothes from the mass market, watching the same movies, using social networks and, finally, seeing the same advertisements of world brands that are shown in many parts of the world. And, most likely, representatives of different cultures react similarly to the information they provide. This process leads to the formation of a new sociocultural reality - global world. On the one hand, the values of consumption, which are often cultivated through the media, can replace the elements of the traditional cultures. Nevertheless, production and consumption processes of media products in various ethnocultural groups and countries are different.

Media globalization is understood as “the globalization of markets, i.e. the emergence of universal demand for media products and new technologies from consumers in various countries” [5]. The information revolution of the twentieth century has radically changed the global communication space. Therefore, globalization is «primarily determined by the presence of modern technologies that generate a variety of information produced and delivered to the consumer» [6, p. 187]. The development of these technologies is ensured by the wealthiest states of the world (for example, the USA, the EU countries), which have developed technical potential. Thus, in the context of globalization, humanity is becoming part of a global network of cultural pieces that are delivered with the help of media.

Thanks to the formation and development of new information flows, PSAs can also be considered one of the achievements of mankind which reflects the spiritual and moral components of society.

Different communication technologies play the most important role in world community and are often used in media. Due to them, it is very easy to overcome the barriers of space and time. Information flows and social innovations instantly spread in the world community. In the same way, because of globalization, PSAs are massively transferred, regardless of where they were created. Countries have an opportunity to borrow from each other various aspects of social and cultural life: structure of medical and educational systems, financial and social programs, etc. All this speeds up the process of homogenization of the entire world society [7, p.145].

Thus, globalization is inextricably connected with the development of the media, with the help of which media products, including PSAs, are broadcast. Thanks to this development and cultural merging, PSAs from different countries can be seen in every part of the world. Probably due to the globalization process, it can cause a similar response from the population. Even though the economic, political and social situation in countries may vary, the importance of PSAs grows globally. For example, in Russia, as well as in the USA and European countries, PSAs usually show the problems of alcoholism, drug addiction and

smoking. However, despite such similarities, more and more countries develop their own new topics.

In 2017 there was an accident frequency rating which showed 190 countries. Russia was in the middle of the ranking because 18.8 people per 100 thousand died on the road every year [8]. Due to such threatening indicators, Russian PSAs have recently been aimed at informing people about road safety. Moreover, cultural PSAs in Russia are highly developed. For example, the PSA that was created in memory of participants in the Great Patriotic War.

In the USA, in addition to global topics of PSAs, attention is also paid to the problems of animals and donation. However, despite the developed idea of multiculturalism, the country continues to create PSAs against racism which has not been completely eradicated. In addition, due to the acceleration of life and the introduction of fast food, the problem of obesity is relevant for several countries, including the United States.

PSAs in the European Union (EU) have also their own characteristics. It is known that the EU includes 28 countries, in which many people are representatives of different cultures, including Asian and Islamic. With the help of PSAs, the EU is actively fighting against environmental degradation and animal death. Moreover, today it is also common to find refugee-related PSAs that have recently become one of the most global problems for the EU countries.

It should be noted that although globalization is increasingly affecting the media and various information flows, many countries are eager to preserve their identity and cultural values. As previously shown, many of the cultural realities of countries often become the main reasons for creating PSAs. Therefore, it cannot be said with absolute accuracy that globalization has greatly affected PSAs. Despite the huge number of similar PSA topics and the use of the same ways of its distribution, it is easy to find special cultural features on PSA posters or in videos. Thus, globalization is an objective process that can cover all spheres of public life, but nowadays it is impossible to deny the fact that the full implementation of mass culture features into the consciousness of representatives of all countries has not still occurred.

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