SESSION 1

DEFINING CULTURAL IMPERIALISM
The Compass of Cultural Imperialism

1. WHEN, WHERE, WHO
2. INFLUENCE
3. WHAT
4. WHY
5. MEDIA FOCUS:
   i. “media effects”
   ii. “agenda setting”
   iii. “technological determinism”
   iv. “hypodermic needle” model of transmission
6. KEY TERMS:
   i. Modernization, Americanization
   ii. “culture conflict,” “cultural change”
   iii. Acculturation
   iv. Nativism
   v. Revitalization
   vi. “soft power,” “militainment”, “information operations,” “winning hearts and minds”


**Beginning as a Concept, as an Outline of a Problem**

**Definitions**

“the sum of the processes by which a society is brought into the modern world system and how its dominating stratum is attracted, pressured, forced, and sometimes even bribed into shaping social institutions to correspond to, or even promote, the values and structures of the dominating ‘centre of the system’” (Herbert Schiller, 1976, p. 9).

Kwame Nkrumah:
Hollywood + News media + Evangelism + Peace Corps + USIA

“the methods of neo-colonialists are subtle and varied. They operate not only in the economic field, but also in the **political, religious, ideological** and **cultural** spheres”
Johan Galtung:

- “the major agencies are in the hands of the Center countries, relying on Center-dominated, feudal networks of communication. What is not so well analyzed is how Center news takes up a much larger proportion of Periphery news media than vice versa, just as trade with the Center is a larger proportion of Periphery total trade than vice versa”

- “Periphery produces raw material that the Center turns into processed goods, the Periphery also produces events that the Center turns into news. This is done by training journalists to see events with Center eyes”

- “If the Center always provides the teachers and the definition of that worthy of being taught (from the gospels of Christianity to the gospels of Technology), and the Periphery always provides the learners, then there is a pattern which smacks of imperialism”

Susantha Goonatilake:

“cultural imperialism on a global scale is characterized by an imposition of a cultural package against the informed will of the recipients”
Bernd Hamm: 
colonization of consciousness; “touches on almost all aspects of life”; “consciousness industry;” “a by-product—sometimes intended, sometimes unintended, but always inevitable—of political and economic imperialism”

Abbas Manoochehri: 
“Imperialist culture” = “culture of the centre”, culture of European & North American elites

Tanner Mirlees: 
(a) “the global export of the capitalist/commercial form of the US media system, 
(b) “the economic and ideological domination of the global communication system by US corporations, and, 
(c) “the homogenization and integration of the world with the social relations and cultural values of a globally expanding yet American-led capitalism” (Mirrlees, 2006, p. 200)
(a) Diverse populations around the world being transformed into a new audience for American advertising firms and thus becoming new consumers
(b) The capacity of postcolonial states and populations to autonomously produce media and represent themselves through this media to the rest of the world were diminished
(c) Struggles for cultural autonomy were quickly undermined
(d) The creation of cultural dependency, with the production, distribution, and consumption of media and information flowing from the US imperial core to the rest of the world
(e) A reduction in cultural differences (Mirrlees, 2006, pp. 200-201)

Paul Siu-Nam Lee: communication imperialism
“the process in which the ownership and control over the hardware and software of mass media as well as other major forms of communication in one country are singly or together subjugated to the domination of another country with deleterious effects on the indigenous values, norms and culture” (Lee, 1988, p. 74)
Oliver Boyd-Barrett (2015): media imperialism
“the process whereby the ownership, structure, distribution or content of the media in any one country are singly or together subject to substantial pressure from the media interests of any other country or countries without proportionate reciprocation of influence by the country so affected”

**Theoretical Propositions**

- imperialism conveyed, instilled by the media
- Western media displacing local media
- Western images and messages drowning out local cultures, promoting assimilation

**Criticisms**

*Two Mighty Problems*

- culture and imperialism