

Globalization and Media

Cristina Poruțiu, Ciprian Pop, Alina Negoescu
Unirea National College, 17 Mihai Viteazul St, Tg. Mureș
E-mail: cristinaporutiu@hotmail.com

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Abstract

Whether we like it or not, whether we are ready or not, the phenomenon of globalization is more actual than ever. The current paper attempts to answer the following question: 'Does new media play any role in the rush towards globalization?' Needless to say that there are different ways to approach this hot topic, different levels of debate, different points of view. What is certain is that globalization is intimately connected to sharing information, media (especially new media) often being regarded as the main vehicle for its rapid expansion. The discussion is thus based on the significance of the information flow around the globe and the phenomenon of globalization, with its positive and negative aspects.