

The Increasing Economic Consequences of Globalizing the Media and its Impact on Cultural Identity

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Abstract

The connection of the organic globalization with the most recent technology innovations, which the scientific - technological revolution has produced in its third stage has become very well known, mainly: the tremendous leap in the field of information and international network for the communications (the Internet), and its effect on the development of media and the ability of marketing ideas.

Besides, it is so obvious that the western powers, which are closely attached to the international Zionism, exploit what the technical development has provided to the contemporary media , such as the effective capabilities on the minds, for the circulation of a propaganda campaign directed basically to the Arab and Islamic peoples. Its main target is the dissolution of the Arab and the Islamic culture, as well as the metamorphosis of its identity, and showing its defeated appearance towards the Western culture, exploiting truly that the globalization of media became an essential part of the globalization of economy and culture and the policy. But does it mean that to approve the reality of this surrender in front of such an invasion to the minds and the souls, or that the necessity represented in the preservation of the nation's soul and culture and identity, requires the resistance of this invasion and breaking its thorn?

Perhaps we find in Al Mahatma Ghandi's saying the healing response: " I want all land cultures to blow along my house with absolute freedom, but I refuse to overturn with blowing any one of it "

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