The International Correspondent: Online and Abroad

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Tenzing Briggs & Chuck McIntosh

Subversive Copyeditor Chapter 9 Summary

Consideration of colleagues

"Almost any piece of prose that is subjected to copyediting is also subjected to scrutiny by others involved in the process of publishing it" (91)

"Make sure you're up-to-date on everything before you represent a team, and give a private heads-up to a colleague who might be embarrassed by not knowing something you know....Observe courtesies that cost you nothing. Watch yourself for little habits like frowning when someone drops work on your desk." (94)

Subversive Copyeditor Chapter 9 Summary

Working through channels, not over heads

" 'Working through channels' sometimes refers generally to playing by the rulebook rather than doing your own loose-cannon thing." (97)

Connecting Broadly to *Global Communication*

- Global community as a kind of workplace, with global cultures
- Being aware of the work of our global colleagues
  - Influences
  - Media

Global Communication Summary: Chapter 1–Background

- USSR vs. USA

- Cultural Dimension to International News

  a. **"How much foreign content is contained, absorbed, or assimilated within the cultural domain?**

  b. **How is this foreign content being transmitted (e.g., by books, movies, music, DVDs, television, commercials, mobile appliances, or the Internet)?**

  c. **How are domestic or indigenous cultures, including language, being impacted by this foreign content?"** (***Global Communication* 3)**

Example:

- Latin American Media

  a. Telenovela

Global Communication Summary: Chapter 1–Background

- Theory Bases
  - Definitions
    - New World Information and Communication Order (NWICO)
    - Less-developed countries (LDCs)
  - "NWICO's ultimate goal was a restructured system of media and telecommunications priorities in order for LDCs to obtain greater influence over their media, information, economic, cultural, and political systems." (9)

Global Communication Summary: Chapter 1–Background

- Electronic Colonialism Theory
  - Global colonialisms
    - Military
    - Christian
    - Mercantile
    - Electronic

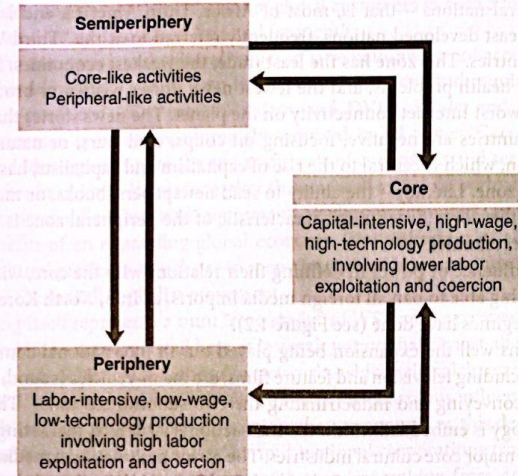|	
Military colonialism	1000 BCE–1000 CE
Christian colonialism	1000–1600 CE
Mercantile colonialism	1600–1950
Electronic colonialism	1950–present

Global Communication Summary: Chapter 1–Background

- World System Theory
  - Interaction of nations
    - Core
    - Periphery
    - Semiperiphery
- Western nations = Core nations
- LDCs makeup

  Periphery + Semiperiphery

Figure 1.1 Relationships in the capitalist world economy.
Source: Thomas Shannon, *An Introduction to the World-System Perspective*, Boulder, CO: Westview Press, 1989, p. 29 © 1989, 1996 by Westview Press. Reprinted by permission of Westview Press.

Semiperiphery

Core-like activities
Peripheral-like activities

Core

Capital-intensive, high-wage, high-technology production, involving lower labor exploitation and coercion

Periphery

Labor-intensive, low-wage, low-technology production involving high labor exploitation and coercion

Global Communication Summary:
Chapter 5–Web-Based Media

Sources

- Global Internet Access
  - WWW Usage
- Economic/cultural Hubs
  - Search Engines

More specifically —

- Google
- Bing
- Yahoo!
- Baidu
- Yandex

Examples

- Multiplayer Gaming
- Web Streams

More specifically —

- League of Legends
- Overwatch

Media Stakeholders Outside the United States

After World War II, global ownership of media started becoming more widespread and not just centered in America.

→ Movies

→ Television

→ Music Recordings

→ Video Games

→ Merchandising and Theme Parks

First Step in Change of Who Owns Whom in Hollywood

Sony Corporation acquired Columbia Pictures in 1988

- United Kingdom
- Germany
- France
- Canada
- Australia
- India

The United States of Europe

The ten most prominent European-based media companies

- Bertelsmann (Germany)
- Sky (UK)
- Vevendi (France)
- Relx (UK)
- Lagardere (France)
- Mediaset (Italy)
- ITV (UK)
- Prosieben Sat.1 (Germany)
- Axel Springer (Germany)
- Spotify (Sweden)

Non-European Media Stakeholders

The ten most prominent European-based media companies

- APTN (Canada)
- Baidu (PRC)
- Cisneros (Venezuela/US)
- Globo (Brazil)
- Al Jazeera (Qatar)

Cocacolonization

American global dominance through the worldwide culture of Capitalism

Since it announced its intention to begin distribution in Myanmar in June 2012, Coca-Cola has been officially available in every country in the world except Cuba and North Korea.

Coca-Cola first entered the Chinese market in the 1920 and opted for a localized name pronounced "Ke-Ke Ken-La," but it sounded like the words used for "chewing wax blocks." A new localized name sounded better: "Ke-Kou Ke-Le," which means "tasty and fun."

Coca-Cola came under scrutiny in Egypt in 1951 because of a conspiracy theory that the Coca-Cola logo, which reflected in a mirror, spells out "No Mohammed no Mecca" in Arabic

Favorite Quotes/Zingers

- "The roles of media and culture, together with their impact on economic growth in Latin America, have been demonstrated in the literature. Cultural change and economic change are linked, but as David Holman points out, 'the 'McDonaldisation' of all societies is possibly inevitable, but it is possible to eat McDonald burgers, and to wear jeans, without losing any of the most cherished aspects of the national culture.' " (*Global Communications* 6)

Favorite Quotes/Zingers

- "Cocacolonization, a term which is based, of course, on Coca-Cola and colonization, is a tongue-in-cheek term designed to describe American global dominance through a pervasive worldwide culture of capitalism. The term conglomerization, of course, refers to a trend toward corporate mergers, a trend which has been pervasive and, at times, extreme, over the last several decades." (*Global Communication* 132)

Sources

- McPhail, Thomas L. and Steven Phipps. *Global Communication: Theories, Stakeholders, and Trends*, Fifth ed. Blackwell Publishing, 2020.
- Saller, Carol Fisher. *The Subversive Copyeditor: Advice from Chicago*. University of Chicago Press, 2009.