

Impact of media globalization on cultural life on examples of talent TV shows

Толбатова Дарья Сергеевна

Студент (бакалавр)

Московский государственный университет имени М.В.Ломоносова, Факультет

журналистики, Москва, Россия

E-mail: tolbatovadaria@gmail.com

Introduction

A characteristic feature of the modern era is the globalization of all spheres of public life. Even though the globalization phenomenon is often associated mainly with the economic sphere, including the emergence of international monetary and financial relations, the world monetary system, and the world economy, its media consequences are no less significant in the context of the development of modern society. The process of cultural globalization is indicative, the essence of which is that cultural differences between nations and regions are gradually being smoothed out and even partially blurred. This approach to globalization connects it with cultural homogenization since cultural diversity is weakened in a world in which people listen to the same music, follow the same world celebrities, have the same understanding of beauty and talent, and watch the same television programs. The main factors contributing to cultural globalization were the growth of transnational corporations and especially global media corporations, the growing popularity of international travel and tourism, and, of course, the information and communication revolution associated with the development of means, methods, mechanisms, and technologies of mass communication.

Television plays a special role in the globalization of culture. One of the most popular TV formats — talent shows — is an integral part of national cultural life. In this work, I will consider how globalization affects

- musical preferences of people all over the world and the whole music industry;
- understanding beauty around the world and the standardization of beauty worldwide;
- availability of the same media formats in different countries;

through the lens of talent shows such as 'Eurovision', 'Miss Universe', and 'The Voice'.

The first example demonstrates how globalization affects transnational culture in modern society through television talent shows. The second one focuses on the global understanding of concepts and ideas and their adaptation to global standards and tendencies. The third case demonstrates that audiences around the world prefer a similar content format, so it is successful in different countries.

'Eurovision'

The holding of international music competitions, for example, 'Eurovision' affects the preferences of representatives of different countries and trends in the music industry. It shows the existence of transnational culture for media, as an effect of general globalization. 'Eurovision' itself has always greatly influenced the global unified culture. It was invented after the Second World War to unite nations experiencing the results of a tragic event and to concentrate on the joys

of peacetime. The first Eurovision Song Contest was held in 1956 according to the idea of the European Broadcasting Union. The Sanremo Festival was taken as a model. The competition was held in the company's homeland, Switzerland, 7 countries participated, and the host country won. Since then, the Eurovision Song Contest has become one of the oldest and the most successful TV shows in the world: this year it has been watched by more than 161 million people all over the world.

Eurovision sets trends and trends for transnational culture. For example, the songs in 'Eurovision' are not the main element of the competition nowadays. The performance itself is much more important. In 2009 Alexander Rybak from Norway played the violin, and gymnasts jumped around him; in 2018 Netta from Israel made a chicken dance with other dancers in colorful costumes. That's how they received the love of the audience. 'Eurovision' today combines spectacular shows similar to Cirque du Soleil and music competitions like 'The X Factor' and 'The Voice'. This demonstrates the global trend of recent decades — now a singer needs not only to sing well but also to create an original show during his performance. Of course, it was not always like this: in the fifties, the competition was very simple, the participants just went on stage with microphones and didn't throw a show by today's standards. Since then, the importance of the originality of show in performances has been increasing globally.

'Eurovision' influences trends in music around the world and the tastes of the audience through media. For example, the song of the Eurovision Song Contest 2021 winners 'Zitie Buoni' by Måneskin became a worldwide hit. This song was on the top charts of all countries in Europe, the USA, Canada, Russia, Ukraine, China, etc. Also the legendary band ABBA became world-famous after winning the Eurovision Song Contest in 1974, and the victory in 1988 significantly influenced the further success of Canadian singer Celine Dion, who represented Switzerland. This also demonstrates the growing importance of tendencies in transnational culture.

The manner of singing in English was not a 'Eurovision' tradition from the beginning but in the end, globalization prevailed. Now the majority of songs are performed in English. In 2017, for example, only four songs did not contain any English lyrics. Globalization has had such an impact on the entertainment industry and society that even 'Buranovskie Babushki' from Russia performed the song 'Party for everybody' in English in 2012. The average age of the band members at that time was more than 70 years old, which is unusual for people of this age in Russia to know foreign languages. Moreover, the songs in different languages are often translated into English specifically for the contest. For example, 'You are the only one' was at first a Russian song, then it was translated into English and performed at the contest in 2016. This is how countries adapt their songs to the transnational culture because of the globalization impact.

'Miss Universe'

Globalization influences not only the music tastes of people all over the world through singing competitions but also the idea of beauty through talent shows. International beauty contests like 'Miss Universe' establish beauty standards all over the world. Looking at the rules and the winners of the show, it is possible to see how the idea of female beauty in the world has changed because of media globalization. At first, the contest took place in America and was broadcasted on American national television (1955). In the first five years of the contest, there was only one rule - the girl must be between 17 and 24 years old. The first winner Armi Kuusela from Finland was only 165 cm tall and the second 'Miss Universe' Christiane Martel

from France was 167 cm tall. According to the current model parameters, this is not enough to become a model and participate in beauty contests.

Initially, the contest was intended to advertise beach products. There were no tasks, only a fashion show, and a photo shooting, but in the sixties, the organizers of 'Miss Universe' realized that evaluating only the beauty of women is boring. People started getting tired of it and stopped paying money for tickets and watching shows on TV. To change this, the nominations 'Miss Congeniality', 'Miss Photogenic', and 'Miss National Costume' were introduced. There were more and more participating countries every year and the understanding of beauty was expanding. For example, in 1963, the contest was won for the first time by a girl from Brazil, Yeda Maria Vargas, another woman 167 cm tall. Gradually, beauty in the global sense became more and more diverse. In 1972, globalization finally reached the beauty contest, and it was held outside the United States for the first time - in Puerto Rico. Undoubtedly, globalization in the media has intensified the emergence of new technologies. In the late 70s, personal computers began to appear in the world, and the jury decided to use online voting to summarize the results of the competition. The computerization of the process raised many questions, few people believed in the honesty of voting through electronic terminals, but later, the development of technology was very fast, and resentment began to decline. The 80s became the most difficult time for the contest in terms of ideas. Everyone was tired of endless fashion shows in different costumes and swimsuits. Thanks to Perestroika, women from the USSR and the entire post-Soviet space got a chance to take part in the 'Miss Universe' contest and they figured out how to make the show much more interesting. In addition to the banal fashion shows, tasks were introduced for the general outlook, ingenuity, sense of humor, and knowledge of manners. Thus, the understanding of beauty in global mass culture has become more complete and multifaceted. American billionaire Donald Trump felt that the show is a good investment and bought the rights of 'Miss Universe', taking advantage of the problems of previous investors. Trump invested a lot of money in the show, and competently promoted advertising. Many Americans and people around the world began to watch the contest again. Standards of beauty, talent, and dignity have become understood almost equally throughout the world because of media globalization.

Miss Universe influenced the standard of 'ideal parameters' for women (90-60-90) that became popular at the end of the XX — beginning of the XXI century. These standards have been established because of TV beauty contests. Until then they were not significant but at the end of the last century, these parameters began to be considered the ideal of beauty all over the world. More and more often, women with these parameters began to win beauty contests. For example, in 2005, Natalia Glebova, a representative of Canada originally from Russia, won the title. At the age of 24, the girl had a height of 180 cm and parameters 87-62-91. It is also important to mention that the high of participants has also become more significant. Initially, it was not a condition for participation in the casting. Now to apply for the competition or to become a model it is necessary to be at least 174 cm tall. That's how the understanding of beauty standards all over the world has changed because of media globalization. In addition, beauty has become a broader concept. It includes not only external beauty but also intelligence, talent, and sociability, which is what different tasks of the TV show demonstrate. Almost 70 years have passed since the beginning of the 'Miss Universe' contest, and global tendencies in fashion and beauty have changed a lot. It is also the result of globalization in the media. Swimwear, evening dresses, makeup, and hairstyles of participants have changed. That influenced fashion around the world and the tastes of the audiences. Moreover, thanks to beauty contests and globalization, people around the world can see a variety of beauty, as a variety of women of different nationalities participate in the world-famous TV show.

'The Voice'

Franchise versions of popular talent shows create the globalization of the television market. In the media space of different countries, there are international formats such as 'The X Factor', and 'Got Talent'. The success of television franchises around the world suggests that the audience is interested in global, not local content. Russian television, for example, is an active buyer of adaptations: more than 200 licensed projects are released in Russia every year, most of which are entertainment programs — talent and game shows. One of the most popular international projects in the world has become 'The Voice', which is a show of singing talents. Its main idea is that the action takes place around the performer's voice and begins with a 'blind audition — the judges sit with their backs to the contestant. If the contestant has passed the casting, the judges turn to him. The birthplace of the Voice is the Netherlands — the idea of the project belongs to the Dutch television producer John de Mol. The Voice of Holland was first released in 2010 and immediately gained incredible popularity — after its unprecedented success, the franchise was bought by more than 50 countries around the world, such as the USA, Ukraine, Germany, Great Britain, China, Russia, France, Canada, Belgium, Turkey, Australia, Portugal, Brazil, Thailand, Poland, Spain, Romania, South Africa, and others (Wikipedia, n.b.) It turns out that wherever you turn on the TV, almost in every country there will be the same format of a talent show.

The jury on the Ukrainian 'The Voice, which became the highest-rated show in the country, were at first Russian performers - Diana Arbenina and Stas Piekha. Russian singers were invited to be on the jury of the Ukrainian franchise of the project because their music was very popular in Ukraine. This fact also demonstrates the process of media globalization. The popularity of the project in the USA is so great that, for example, more than 100 thousand applications were accepted for the sixth season. In different seasons, the participants were judged by Shakira, Christina Aguilera, Usher, and Adam Levine (lead singer of Maroon 5). The rating of the Chinese version of the Voice of China project turned out to break all records for the cost of advertising time and the involvement of viewers through SMS voting. For example, during the semi-final of one of the seasons, more than 52 million SMS messages were sent, and a 15-second commercial during the finals cost \$ 83 million. The success of 'The Voice and similar talent shows lies in two factors, according to social psychologist Oleg Pokalchuk, excitement and the opportunity to maximize their abilities. Talent shows are spectacular, so they can attract more viewers. Most viewers experience happiness from just watching TV programs. This happens because the process of waiting and any degree of participation brings pleasure to a person. For some, it is active participation in auditions, for others - voting for a favorite candidate. The process of expectation and empathy brings a lot of positive emotions to a person: hormones that increase tone, self-esteem, and even immunity are released. In such empathy and participation, a person forgets about everyday problems, replacing his inner world with a television one. It is this substitution that makes it easier to live, not to concentrate on serious things, but to exist in a fictional world of talented people. To sum up, the same format of talent shows all over the world is also the result of globalization in the media industry.

Conclusion

TV content is an instrument of cultural policy, so it affects the needs and development of modern society, according to UNESCO Publishing. In the context of globalization, it makes it possible to influence all spheres of human life, as global information activates interaction

between different peoples in the field of culture. Television has been a tool of globalization since the last century, and this was influenced by both content (the same largest production centers in the world sold their films and TV programs to all willing TV channels, there would be money) and advertisers (after all, the largest advertisers on TV in almost all countries of the world are about 10-15 global brands in the consumer sector, less often in other areas). As a result, it is possible to see that transnational culture through talent shows makes people all over the world listen to the same music, understand the beauty the same way, and no matter in which country they turn on the TV, the format of the talent show will be the same everywhere.

Globalization in media is an inevitable phenomenon in the history of mankind, consisting of the fact that the world becomes more interconnected as a result of the exchange of information, knowledge, and cultural values. However, over the past decades, the pace of this global integration has become much faster and more impressive due to unprecedented achievements in such areas as technology, communications, science, transport, and industry. Although globalization accelerates the development of mankind and is its consequence, it is not an easy process. Understanding cultural globalization exclusively as homogenization is rather one-sided. Globalization often goes hand in hand with localization, regionalization, and multiculturalism, according to Hassi & Storti. This is because globalization is often perceived as an encroachment on local, regional, and national identity, which is expressed in the revival of interest in national music (at Eurovision), and unusual beauty (at 'Miss Universe'), changing the format of TV franchises depending on the country and society in it (at 'The Voice'). The phenomenon of glocalization is indicative, which means the simultaneous appearance of both universalizing and particularizing trends in modern media systems. This concept indicates that the growing importance of global cultural and media influence occurs together with the increasing importance of local and regional identity. Notwithstanding, the globalization trend will only strengthen and grow in the future because nowadays media globalization affects transnational culture, adapts to global standards and tendencies, and gives the audience what it satisfies — global content.

Источники и литература

- 1) Artz L. (2016). Transnational Media Corporations and Global Division of Cultural Labor and Consumption. <https://www.cairn.info/revue-les-enjeux-de-l-information-et-de-la-communication-2016-2-page-25.htm>
- 2) Barber B. (1996). Jihad B. vs. McWorld: How the Planet Is Both Falling Apart and Coming Together and What This Means for Democracy, p.381.
- 3) BETA domic (2011, June 14). Талант-шоу ставят на основной инстинкт. <https://domik.ua/novosti/talant-shou-stavyat-na-osnovnoj-instinkt-n129499.html>
- 4) Callum M. (2013, February 1). Do Global Communications Inevitably Lead to Cultural Homogenization? <https://www.e-ir.info/2013/02/01/does-the-development-of-global-communications-inevitably-lead-to-cultural-homogenization/>
- 5) Crane D. (2016). Global Culture: Media, Arts, Policy, and Globalization (pp.18-19).
- 6) Instituto de Economía Internacional (IIE).(1997). Has Globalization Gone Too Far? <http://econpapers.repec.org/bookchap/iieppress/57.htm>
- 7) Los Angeles Times. (2021, December 29). How four '70s-obsessed Italians became America's favorite new rock band. <https://www.latimes.com/entertainment-arts/music/story/2021-12-29/maneskin-eurovision-beggin-italy>
- 8) Sigler J. (2000). A theory of globalization”, Globalization on Trial: The Human Condition and the Information Civilization, Farhang Rajae. <https://www.idrc.ca/sites/default/files/openebooks/909-7/index.html>

- 9) Turner L., Hodges M. (1992). Global Shakeout, World Market Competition. The Challenges for Business and Government.
- 10) UNCTAD. Secretariat. (1996). Globalization and Liberalization: The Effects of International Economic Relations on Poverty. <https://digitalibrary.un.org/record/237451>
- 11) UNESCO Publishing. (2009). Investing in Cultural Diversity and Intercultural Dialogue. <https://www.intechopen.com/chapters/38348>
- 12) Wiwibloggs. (2022, May 27). Eurovision 2022 viewing figures: The song contest reports 161 million viewers — a drop of 22 million from last year. <https://wiiwibloggs.com/2022/05/27/eurovision-song-contest-2022-viewing-figures/272599/>