

## **Abstract of the PhD paper:**

### **Media imperialism in the age of globalization: The case of India and Pakistan**

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Globalization has profoundly re-shaped the contemporary world including its media systems. However, the transformation of the global media system, traditionally a province of the Western conglomerates, is not merely a by-product of revolutionized communications. The unprecedented expansion that the global media have registered in the last three decades can largely be attributed to neo-liberal globalization. This expansion has strengthened the Western domination of the rest of the media through ownership of the infrastructure of media systems on the one hand and control of supporting apparatuses (advertising, copyrights, policies etc.) on the other. This has led to an increased dependency of the Third World media on the West, thus reinforcing media imperialism.

My research delves into the modalities through which media imperialism reproduces itself in the age of globalization. Basing my study on theoretical frameworks of Marxist theories of imperialism considered together with political economic criterion, I will present my case through the case-study of Indian and Pakistani television systems.

While historicizing the nexus between media imperialism and globalization, I will also discuss the economic logic of contemporary global media.

In this context, this study focuses on how Western media exercise control over the Indian and Pakistani media markets through ownership as well as India-Pakistan's structural dependence on the West for software, hardware and training/education.