

TV/Film: A Sine-Qua-Non for Globalization, the C.N.N Example

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Abstract

Globalization has enriched the world technologically. The technologies of TV and film have made it possible for people around the world to have access to information across the globe through the Cable News Network (CNN). The paper examines TV/Film as a sine-qua-non for globalization, the CNN example. The paper focuses on globalization, TV and film. It x-rays the importance of these media in information and technology. The paper reveals how CNN through TV/Film is updating and giving current information about what is happening in the world. The paper recommends that Nigerian Government at all levels in the Federal, State and local should collaborate in granting subsidies for the establishment of C.N.N viewing centres in the civic centres of all towns both urban and rural(all nooks and crannies) so that anybody who wishes can benefit from the gesture.

Keywords: *Television, film, globalization, CNN*

1. Introduction

According to Marwa(1999), globalization is the latest technological effort in reducing the physical distance among nations and societies of the world through information transfer at speed that is hitherto unknown in information technology. Globalization involves a new consciousness of the world as a single place, the world is hence described as a “global village”. The world therefore becomes borderless taking into cognizance the flow of information through modern technologies. It is pertinent to state that the major fuelling-force behind globalization is information and the current worldwide infrastructure driving force is information technology. Television/film have become channels through which vast amount of information can be passed.

2. Conceptual framework

A film also called a mouse or motion picture is a series of still or moving images. It is produced by recording photographic images with cameras or by creating images using animation techniques or visual effects (Wikipedia 2012). Other names for film are the big screen, the silver screen, the cinema and the movies. Television is a telecommunication medium for transmitting and receiving moving images that can be black and white or coloured with or without accompanying sound. Television set has become common place in homes, businesses and institutions particularly as a vehicle for advertising, a source of entertainment and news. In recent years, internet television has seen the rise of television available via the internet. Although, other forms such as closed-circuit television (CCTV) are in use, the most common usage of the medium is for broadcast television, which was modelled on

the existing radio broadcasting systems developed in the 1920s and uses high-powered radio frequency transmitters to broadcast the television signal to individual television receivers. Until the 2000s broadcast, television programmes were generally transmitted as an analog television signal but in 2008, the United States of America went almost exclusively digital.

Today, it is very common in industrialized and civilized countries for a household to have at least one television set. In fact, it is so common that it is difficult to imagine a household without television. This shows just how important television is. There are varieties of programmes on television. The viewer can watch a weather report to prepare for the day. Cartoons and sports provide relaxation and fun. School programmes, documentaries and the news teach viewers about the world and advertisement inform viewers about products and new ideas. As television is a medium that combines moving, colour images and sound, it resembles real life. For example, news reports can be broadcast live and from all over the world. This means that information is available almost anywhere at any time.

Comparatively, the electronic media- television and film are psychologically superior to the radio because of their visual thinking. While film is regarded as the language of the now, radio needs translation because the listener is saddled with an apt sense of imagination in order to comprehend the message accurately. Abone (2009) agrees with Worth Tobia (1996), that the problem of intelligence is half-solved with seeing/viewing the film or watching the television and maintains that while watching a film, the perception of the viewer is original and native to him. Keeping up with the TV/film is a vital part of remaining in touch with human affairs. It is through these media that viewers learn about what is going on in the world, large or small, happy and sad and staying abreast of current affairs means one is aware of many of the important things that are going on globally.

The Cable News Network (CNN) according to Wikipedia (2012) is a US Cable News Channel founded in 1980 by Ted Turner. It was the first channel to provide 24 hour television news coverage. Broadcast coverage extends to over 890,000 American hotel/rooms. Globally, CNN programmes airs through CNN international which can be seen by viewers in over 212 countries and territories. In the context of global political and social economy with CNN, we are living in a world that is so connected, otherwise how can one stay in Nigeria and watch the intricacies of the Arab Spring 2011-2012 and its stark realities as the events unfold? How can one stay in his living room and watch the Japan Tsunami which took hundreds of thousands of lives and destroyed miles upon miles of city and country?, the deadly Japan flooding which devastated Japan and shattered her economy especially the car industry? It is through the TV/Film that the world was able to view the 2008 electioneering campaigns of Barack Obama as he toured many countries of the world. The world was able to watch the great debates of the Democrats and Republicans, presidential candidates and the eventual inauguration of Obama as president of the United States. What comes to mind as one watch these happenings is that the less developed countries learn a lot from these campaigns strategies. For instance, he campaigns in a most civilized, creditable and admirable manner.

Now uppermost in the U.S. agenda is the 2012 presidential electioneering campaigns by July 16. The campaigns are heating up (C.N.N News). Through the C.N.N. the world is watching the preliminaries. The professionalism and artistic ingenuity exhibited in the CNN keeps the CNN audience alive to the programmes. For instance the London 2012 OLYMPICS from July 12 to August "Winning Gold". Every four years, the world comes together to compete in the Olympic games. It is the C.N.N that covers most vividly these events in "LIVE, PRACTICAL" terms. C.N.N flourishes data ahead of events. For instance that 7.6 million tickets are printed for the events and that estimated 20 million people are watching the London Olympics via net television (C.N.N July, 2012). "C.N.N WORLD NEWS LEADER" indeed goes round for instance the environment of other lands – the seas, the oceans with deadly shark attack. mail sails, the discovery of the fifth moon- (the smallest moon), the world market, weather updates, green technology, discussion/debates on ban on porn and adult movies (CNN New York 16th July, 2012). Job creation in US and unsteady growth. These and more are what CNN brings to the world making the world a better and more interesting and enjoyable place.

'CNN gives global news'

'CNN gives first hand in formation'

'CNN gives global economic outlook expensive'.

'CNN gives information on world architecture'.

This paper will not conclude without mentioning most importantly the going beyond borders of the CNN freedom project. (The CNN hero). What comes to mind by this singular CNN freedom project is that CNN agrees with the DIGNITY of human beings having been created by God hence the slogan "----to end slavery". Interconnected the world really is what Abone (1996) posits that responsible use of the electronic media with artistic TV/Film ingenuity, creativity and professionalism of the CNN are a sine-qua-non for globalization – making the world a global village. She went on to say that the rapid expansion of electronic interchange here TV/FILM (CNN) provide opportunities for information across national and international boundaries of the world thereby promoting fertilization of ideas and world peace.

3. The Therapeutic Value of the C.N.N

Considering television and film, one can rightly say that these two media are a perfect marriage. The C.N.N use them in their broadcast relaying in clear and vivid terms the events of other lands, virtually all the continents of the world. For example, one sits comfortably in his/her living room or even bedroom watching the Olympic infrastructure in London which took seven years to construct. How can one see vividly the Olympic stadium, the Olympic village in all its beauty and magnificence if not for C.N.N. For example, the athletes accommodation and dining hall which cater for every single religion. Some of the Sport Icons who were interviewed on the infrastructure had these to say: They are "Sporting centres of excellence". "The landscape is good and everything is compact"

The information relayed by C.N.N shows that in 1948 when London hosted the Olympics, thirteen and half million dollars were spent and the size of the infrastructure is just one quarter of what it is now. It is on C.N.N that thirteen and half million dollars were spent just for the opening ceremony in 2011. In 2012, it is about thirteen and half billion dollars. "Everything is absolutely wonderful", the commentator proudly reiterated.

Below are C.N.N highlights on 2012 LONDON OLYMPICS 7th August 2012 the number of medals collected by different countries:

China – 30
U.S. – 28
Great Britain – 16

C.N.N Highlights at 10:25 p.m. Nigerian Time on 04 August 2012

U.S.A – 26
China – 25
Great Britain – 11.

C.N.N. World Headlines stated that Olympic Swimmer gold medalist – Michael Phelps, his 22nd gold medal and bowing out of the Olympics.

C.N.N Live on 7th August 2012 – "The fastest man alive" is USAIN BOLT Gold medalist ran 31 m.p.h to win Olympic in London in 100 metres. The event was watched by two million people.

Mission To Mars - U.S. Rover Lands On Mars

It is not debatable that C.N.N. TV/Film remains the WORLD'S NEWS LEADER. It is live and has the greatest coverage.

The sick, the oppressed, the physically challenged, the anxious, the homeless, the orphan during the time he is engaged in watching/viewing these eventful, thought-provoking programmes forgets all his worries and perhaps is carried away to a dream land and sometimes sleeps off. For the period he is viewing and perhaps dozing off he escapes from some heart rending realities of the world, forgets his sorrows and worries.

4. Conclusion

In effect C.N.N. is a therapy for those who can afford it."C.N.N, the world's news leader connects the world". CNN gives you a global view – a global perspective

5. Recommendations

1. It is recommended because of the above cost of affording C.N.N, that the Federal government of Nigeria should make it affordable for a greater percentage of her citizenry just like she did with the G.S.M.
2. Government at all levels Federal, State and local should collaborate in granting subsidies for the establishment of C.N.N viewing centres in the civic centres of all towns both urban and rural(all nooks and crannies) so that anybody who wishes can benefit from the gesture.
3. Wealthy individuals with God given money should be persuaded to establish CNN viewing centres for their citizenry.
4. World leaders should make it possible for their people to watch C.N.N in order to embrace world peace, enhance technological advancement and foster globalization.

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