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THE EFFECT OF GLOBALIZATION ON MEDIA MANAGEMENT:

An Empirical study on Northern India.

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ABSTRACT:

Globalization, like communication and journalism, has influenced all aspects of human existence. The media organizations that have turned tools of maximizing profits have been founded by multi-national companies. The effect of globalization on media management in India was specifically explored in the current report. Different academics around the world interpret globalization significantly. Virtually, it is seen as the mechanism by which the international population is united into a shared structure. It is a mechanism that creates the free movement of ideas, entities, products, resources and money. Spreading information and communication technology is by far the most noticeable effect of globalization. In a particular regard to northern India, the influence of globalization on media management is a topic specifically explored in the current study that is worth studying.

1. INTRODUCTION:

In order to discover new cultures of solidarity, global connectivity has given enormous new ethical spaces. The conventional top-down fiscal, political, and cultural structures, he says, are therefore daunting. During the period of globalization, the conventional conceptions of time and space are torn down, thereby triggering the transitional deal of social ties, he writes. Globalization has been characterized as a systemic phase in which geography's restrictions on social and cultural institutions fade away. The World Bank and the International Monetary Fund both performed a crucial part in the international growth of businesses. In the 1980's, when a dominant agenda of media reform and access to

foreign investment took place in many developed countries, media globalization got new pace. Eight international companies control the worldwide advertising industry. By global funding, mergers, and acquisitions, media giants are constantly operating globally. Cultural globalization, the lack of local cultural heritage, has culminated in the effects of the expansion of global media firms.

The viewer of the international press is too limited, too extremely wealthy and to be regarded equitable. Sparks (2000), there is a limited amount of research suggesting the presence of a predominantly nation-oriented international public domain. The American media continues to play a leading part in the international arena right today. Satellite orbits are assigned to global standard bodies such as the International Telecommunications Union (ITU), telecast frequency bands are determined, and requirements for telephones, mobile phones, faxes, and Internet connexions are prescribed. In the West, the recessive mutation of worldwide contemporary music stays centered and talks in its own language at all times. If that world continues to value plurality, the dictatorial govt-corporate structure can tend to be threatened by intermittent and intermittent yet enduring acts of rebellion. The validity of individual freedoms has been reduced by the commoditization of the media led by free markets. A healthy democratic society is important for combating the forces of the state and the market; say Guru and Mariswamy (2014)

- **THE PRESS** existing in India is more than two centuries old, and its historical history has deeply influenced it. One of the world's main digital media networks is India's print media. Throughout the national freedom struggle, emergency (1975-77) and post-emergency times, the press in India has shone after secession and served a pivotal role. In the Indian press, there is a wealthy lasting tradition, diverse cultures, and social inclusiveness (Ram, 2011). The ad sales lost to print media are not covered by streaming advertisement sales. In India, news agencies such as Express News Service, Press Trust of India and United News of India have worked efficiently. India is regarded as one of the world's biggest newspaper markets, led by China and Japan. Indian press currently has about 80,000 newspapers and magazines that are published in English, Hindi and other vernacular languages. Indian Times, Indian Express, Hindustan Times, the Hindu, Statesman, Amrit Bazar Patrika, and Tribune are the substantial national newspapers in India. As per the Audit Bureau of Circulation, newspaper revenues in the country rose by 15 per cent in 2014. According to experts, India's media sector is predicted to surpass US\$ 200 billion by 2015. Indian publishing firms continue to massively subsidize digital journalism. Newspapers and magazines have lost cable and online readers in the 15-25 age groups. The newspaper company gains 10 percent per year, amid these obstacles, but viewers would prefer their news on a tablet screen.

- **RADIO-** In India, radio emerged as a prop of British colonialism in Britain. All India Radio is considered to be the biggest television network in the country. Radio as a common audience, in relation to television, remains a crown corporation in India. Different groups have increasingly made attempts to inspire individuals through neighborhood radio services with an emphasis on developmental broadcast. Huge numbers of teenagers, teens, women, fishermen,

employees and other 19% parts of society have been drawn to the specific listening services. In fact, in a country like India, radio listening has either fallen or hit a peak. Modern web radio is still elusive and the masses are much more expensive to service than small ones for the radioman.

- **Television** -Over any of the certain means of mass media, TV has gained notoriety. In India, radio and TV networks are quite well established. The biggest radio network in the world is All India Radio. The second biggest news network is Doordarshan. Programming streaming by satellite and cable has significantly expanded the amount of channels market in India. In India, television is also targeted at unique segments of the population, especially youthful adolescents. In specific, urban, middle-class to upper-class youth constitute a main focus demographic for private networks. The Prasar Bharati Act of 1990 was passed by the government of India. Private television networks have made impressive strides in the area of transmission administration in India. By slashing its viewership, competitiveness from the remote stations introduced profound shift to Akashvani and Doordarshan. In India's broadcasting market, global news companies have shown a desire to participate.

1.1 NEW MEDIA PLATFORMS

The technical applications of telecommunication, satellite communication and computer communication form the gamut of 'digital media' in contemporary society. The new media strategy was developed by the Government of India to encourage the growth, decentralization and democratization of new media in the Indian Republic. Legislators have recognized that it is very important for the active involvement of impoverished, oppressed, un-served and under-represented groups of society. Founded in 1968 by the Tata Group, Tata Consultancy Services was the largest software manufacturer in the country during the 1960s. The government of India purchased the Soviet Union's EVS EM computers. India was founded as a satellite communication force in the world by eminent space scientists such as Vikram Sarabhai, Abdul Kalam, U.R.Rao, Kasturi Rangan, Madhavan Nambiyar, Radhakrishnan and others. India has achieved a number of developments in telecommunications, satellite communication and computer communication through e-communication. By the turn of the 20th century, India had made a variety of advancements in the fields of telecommunications, satellite transmission and electronic communication. BSNL, Bharti Airtel, Reliance Communications, Vodafone and other organizations were the leading institutions that performed a key function in India's telecommunications revolution. India has been a supplier to the world of information / data processing services. Technological developments have made the unbundling of telecommunications networks in India possible. In India, as the information gathering function of transport is reduced, telecommunication has emerged a replacement for transport. In India, which is renowned for cross-licensing expenditure and cheap tickets, the market-based solution has been adopted and introduced. The advent of cable TV and cellular media has created the natural role of hegemony of urban and rural utility.

1.2 ADVERTISING IN INDIA

To a large degree, the advertisement industry decides the GDP or gross domestic product of every country. The contemporary advertisement industry needs investment in the financing of multiple capitals. In 30 India, there are around 500 leading corporate groups operating. In regards to investments made in corporate promotional activities, the private sector has earned an advantage over the public sector. According to a survey, the number of businesses reporting marketing spending as a distinct event dropped from 210 in 1976 to 193 in 1984. Over time, the country has also seen tremendous development in the area of advertising management. The financial globalization that has driven financial institutions to invest more than Rs.1crore on ads has profoundly affected the Indian corporate houses. By the end of the 20th century, the firms of Hindustan Lever Ltd, Reliance Industries Ltd and Food Specialties Ltd had invested more than 10 Crore on corporate promotional operations. Corporate ads have been used as an effective instrument of corporate identity management by corporate institutions, political agencies and non-government organizations.

1.3 CORPORATE COMMUNICATION

A unique lifestyle in India has got to be the corporate communication. In the era of profitable and stiff business management, modern organizations cannot function in a void. Corporate marketing methods include advertisement, misinformation, advocacy, advertisement and convincing. Corporate communication is necessary for any modern organization that engages with multiple audiences. In promoting contact between private companies and diverse stakeholders, private communication plays a major role. The Indian large companies have recognized the importance of business governance and have embraced specific new ways. In all modern organizations, the necessity for self-expression is unavoidable in current times.

1.4 CURRENT MEDIA SCENARIO

Media analysts have complained that media management and leadership dynamics are primarily accountable for the present state of media relations in India. In the age of globalization, the media is renowned for entertainment and advertising priorities that have eroded the responsibilities of education and growth. Media outlets have been weapons of cultural control enforced by market interests that, in relation to economic problems and obsessions, exercise media influence. In these conditions, according to the writer, the state should model technically competent and morally responsible legislative and governance frameworks for media management that need to be introduced in India in contemporary days. Media globalization raises a vast spectrum of issues that need to be answered. To be addressed by the national growth participants of the media stakeholders in the region. Media in India have turned profoundly self-conscious of status and revealed the feeling of maximization of benefit that has threatened sorely common good.

2. REVIEW OF LITERATURE

This portion of the synopsis addresses notable research conducted out by previous scholars on the effect of globalization on the media and other facets of it in India and abroad. Numerous favorable and detrimental effects of globalization on culture, society, economics, policy, media, advertisement, communication processes, corporate governance (CSR) and other factors that relates most in modern society have been established in previous studies. Studies undertaken by previous scholars have showed that the public interest was negatively impacted by economic globalization and media globalization because business interests were not dedicated to socially conscious mass communication. The literaturesurvey shows that sufficient scientific study onthe effect of globalization on the management of the media has not been conducted out in India.

2.1 GLOBALIZATION AND CULTURE:

In the period of media globalization, Harvey (1989) analyzed the effect of post-modernism that has caused the narrowing of space and time across the world. Appadurai (1990) studied the influence of globalization on culture and observed that large corporations have used modern communication media as tools of corporatization. The relationship between globalization and nationality was explored by Hall (1991). The media that forced western civilization on the native population was owned by transnational companies. In order to preserve local culture, politics, the economy and the environment, adequate restrictions and balances are needed. In the age of globalization, Mitra (1993) researched television's role in India. The Government of India founded a Doordarshan network carrying the majority of television programmes.

Bryant and Zillman (1994) analyzed the media's role in contemporary culture and observed that the media deliberately sought to instill ideals and attitudes in the population. To all participants, shared beliefs and memories are handed down. The domains of nationality, global media, electronic environments and traditional borders were discussed by Morley and Robins (1995). Analysis showed that under the umbrella of communication transformation, electronic ecosystems have incorporated the diverse cultures and communities around the globe. Robertson (1995) noted that the restoration of family, culture and locality dimensions of media has included globalization. In television type and substance, there is a slight juxtaposition between both the international and provincial. Albrow (1996), the effect of globalization on fashion was measured and observed that the dominance of non-western models is clearly showcased and seeped down to the low-cost variants available on the city centers. The report found that business interests used the media to portray the ideas of distinction in order to achieve comparative dominance in contemporary society. Bajpai (1999) evaluated the cultural influence of the relationship and noticed that the conventional or restrictive mentality was expressed by private TV networks. The function of western television and indigenous transmission was studied by Thussu (2000). He announced that Hinglish television programmes led by entertainment were transmitted in large numbers.

The interaction between the media and society was analyzed by Campbell (2000) and concluded that in the era of the digital communication transition, traditional music and culture were the greatest casualties. In the modern Asian television landscape, Banerjee (2002) explored broadcast globalization and integration. More globally related services are transmitted by Asian television networks, drawing a decent number of viewers to the brands of multi-national companies. Bhatia (2002) assessed the association among India's media, society, marketing and globalization and observed that Indian culture was corrupted by global corporations. The communications services which benefited the capitalists were commercialized by the media. The Bollywoodization of Indian cinema in the sense of cultural nationalism in a world stage was examined by Rajadhyaksha (2003), found that toxic, dishonest and reckless entertainment was given by Bollywood cinema.

A finding examining the interaction between ethnic groups, the electronic media and the public domain was undertaken by Browne (2005). The analysis found that ethnic minorities have disproportionately been at the losing end in the era of globalization. The link between globalization, multicultural press and shared culture in African democracies was evaluated by Blankson (2005). The report also showed that the beliefs, perceptions and actions of people in Africa have been influenced by news organizations. Bahar (2005) studied the cultural influence of television and found out that television served as the strongest weapon of all and showed that television had different direct and indirect impacts on culture, racial and national ideologies.

2.2 GLOBALIZATION AND SOCIETY

The influence of globalization on the global media environment has been explored by Herman and Mc Chesney (1998). They noticed that the media institutions were owned by transnational companies. The analysis found that the business model had its own underlying consistency and was based on advertisers. The association between globalization and revolutionary groups was explored by Kellner (2000). He noticed that the revolutionary powers were misled by market forces and turned into the system's servants. It is appropriate to use alternative media. A research on the knowledge revolution in India was undertaken over a span of years by Singhal and Everett (2001). The analysis found that the use of digital information and communication technology in various aspects of human life has contributed to significant improvement, transformation and advancement. A research on the characteristics of democratic civil society and today's media structures was undertaken by Chambers and Kopstein (2001). Civil society foundations were influenced by the market powers that exploited the power of media.

Gross (2003) analyzed the worldwide telecommunications transition and noticed that in the modern era, many stations started transmitting digital radio and concluded that in a matter of seconds, telecommunication modes also allowed connectivity to people over broad stretches. A research on the interaction between the ecosystem, development, human safety and civilized life was conducted by Najam (2003). The research found that much of the literature was ambiguous and blinkered on globalization and the atmosphere. It is important to emphasize that globalization not only affects the environment, but also affects the pace, path and

quality of globalization. The administration of social networking sites was analyzed by Boyd and Ellison (2007). Twitter has emerged as the latest rage on social networks. In different realms of human life, including corporate leadership, Twitter inspired modern users to expand their network. Butt (2014) studied the effect on the mainstream media in Pakistan of globalization, proposed that in the current dynamic climate, the youthful demographic should exploit the circumstance and arm itself with meaningful thinking and actions.

2.3 GLOBALIZATION AND ECONOMY:

In the period of globalization, Bagdikian (1990:24) studied the hegemony of the press, noticed that the media are regulated, handled and managed by international companies. In the modern age, the corporate monopoly hindered the democratization of media resources. A research on the role of television in socio-economic transition in India was carried out by Ninan (1995). The analysis reported that India's government liberalized its television laws that had facilitated social cohesion. The effect of emerging networking technology on users in the new century was studied by Silverstone (1996). Manufacturers and marketers have been using innovative techniques and technology to target customers and boost their commercial desires.

The production of national images in Indian films was evaluated by Mitra (1999), on the grounds of box office economics, most of the Indian feature films were made. Analysis has shown that foreign lifestyles are often depicted in Indian films. A research on the problems of mass communication in India was conducted by Melkote and Rao (2001). The researchers found that the multinational broadcasting corporations have displayed a strong interest in the Indian industry. A research on the effect of globalization on the new Indian economy was undertaken by Das (2001) and indicated that the government had to actively participate in managing media activities. The interdependency between media, business and morality in contemporary India was analyzed by Patnaik (2002) and noticed that in recent years, the influence of the media as an entity has 'gone down dramatically in India'.

The interrelationship between globalization and the environment was explored by Traber (2003). He observed that the Troika was pushing globalization, including multinational media corporations, transnational industries and a nationwide paradigm of thought. A research on the economics of ads was undertaken by Ciochetto (2004) and observed that India had undergone a major advertising growth. The research also showed that there were a variety of shifts in the roles of men, women and children. The researcher recommended such preventative steps to prevent advertising's adverse impact on local society, climate, and individuals. Joshi (2004) conducted a report on media growth responsibilities and observed that the mass media did not have enough time and space for communication in India to promote progress. The corporatization of communication networks was primarily responsible for insufficient media attention for growth.

2.4 GLOBALIZATION AND MEDIA:

The new recording industry was studied by Krasilovsky (1994). The analysis found that the industry's talent category consists of singers, musicians, song authors, arrangers, and lyricists. Desai and Sevanti (1996) assessed Indian press

administration and observed that the Indian press was regulated and governed over a period of time by market powers and proposed that the function of the gate keeper should be assumed by the Indian press. The advent of television as a means of news and entertainment in India and other Asian nations was investigated by Goonasekera and Paul (1998). The researchers proposed that television programming should concentrate more on person's educational and economic development.

The current trends and concerns affecting the media in India were discussed by Ram (2000), observed that between the two main media trends in India, the ancient paradigm of a multicultural, multiethnic, and largely autonomous press, and the newer practice, there was a noticeable difference. The Indian transmission framework and improvements were studied by Ninan (2000) and it was noted that the transmission reform had changed over the years. All India Radio and Doordarshan enjoyed practical sovereignty and legislative and individual responsibility. The economics of media development in general was studied by Aggarwal and Gupta (2001). They highlighted the need for legal bounds and professional accountability of media management to be embraced. A research on globalization and the Indian media was carried out by Singh (2005). The analysis found that the effect of globalization, like media management, has been felt all across India. India's finance, monetary policies and media structures have been influenced by free capital flows.

3. CONCLUSION:

Due to the absence of thorough contact inquiries, the media management process in India, with particular regard to the northern part of the country under the modified scenario, is less known? In several respects, the impact of globalization on media management is really noticeable. Identification of a fairly appropriate sample of stakeholders is the primary task of the inquiry. Information outlets are known to be democracy's fourth estate. Studies have shown that in developed countries like India, the big multinational media firms have built hegemony on media institutions. The news organizations, funded by the advertising industry, are subject to corporatization. A significant amount of research has been conducted on the impact of globalization on the international media system, operations. However, the 37 scholars are not carrying out sufficient scientific investigations into the effects of media management in India. By analyzing the role of the media in the era of globalization in the world, it was agreed to systematically assess the effect on India's media management. In current times, the thesis assumes profound importance, it is believed. The globalization phenomenon has influenced all areas of human life, including India's media marketing. The Serious contact assessments have been performed on the relationship between globalization and the media. The research establishment has also been seriously thinking about the effect of globalization on worldwide media management. The position and transparency of decision makers, experts, scholars, researchers and other stakeholders. An analysis of the related literature shows that, to date, scholars have not thoroughly explored the effect of globalization on media management and operations in India. Media management and facilities in India have been affected by globalization. The

negatives basically outweigh the benefits in India, the investigator claims. In these days, advertising workers are substituted by media executives. The choice of unregulated, unaccountable and reckless media is unlikely for India. In the interest of national sovereignty, politicians are liable for evolving substantive checks and balances. It becomes the formulation of national engagement strategy. Formulation of national communication policy becomes highly imperative in India at this juncture. The researchers were motivated by the following effects: Media management is a highly debated and examined topic in the age of globalization. In order to recommend prevention, defensive and promotional steps, it was deemed important to recognize and evaluate the drawbacks of globalization in media management.

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