

GLOBALIZATION AND ITS IMPACT ON CULTURE AND MEDIA

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ABSTRACT

Globalization is term that is gaining more and more importance every day, so we are witnesses that it is happening very often through the media. Many of them have heard for this term, but the question is how did everyone understand the meaning of it? Although, there isn't unique definition of this term, a large number of theorists agreed that is about the processes of economic, political and cultural activity which tends to unite the planet. The work is conceived in such way that even someone who is not professionally oriented towards the mentioned topic, to provide satisfactory answers, because there are rare who aren't affected by the situation in which we live. The goal of this work is to provide to the reader as much information as possible about the global connection of people through media. A significant part of work is devoted to the impact of globalization to spread the media and how much the media initiate and support the process of globalization.

KEYWORDS: globalization, media, communication, Internet, development

INTRODUCTION

To the question, "What is time?", Aurelius Augustine said that he knew the answer until he was asked. After a series of research, a similar answer could be given to the question: What is globalization? Or rather, a large number of responses, whether positive that approve it, or negative that are against it, can be classified into one of the theories about globalization applicable in practice. What is certain is that it should not be seen as something for which one should be pro or contra, it is not a process that should be avoided, but should be understood. Understand that it is inevitable. The sooner we understand it and start working in that direction, the sooner we will join the ranks of those who will have a brighter future. The key is the present - to understand and the future - to apply.

The best way to start working on a given topic is to approach the concept of "globalization". A large number of authors have given a significant number of definitions for the same. Here I would like to highlight E. Giddens (British sociologist, declared the most cited author in 2007. He made a great contribution in the field of globalization, modernization, emphasizing the re-examination of the development and trajectory of modernism) and U. Beck

(author of the given book, German sociologist, also one of the most quoted authors in the world. He coined words such as "risky society", "second modern", "thinking modernization"). Giddens says: "Globalization can be defined as the intensification of social relations on the world plane, which connects distant places in such a way that local events are shaped by events that took place miles away and vice versa" (Giddens, 1998, p. 69). Beck gives an even more interesting definition: "Globalization implies a palpable rejection of borders in everyday activities in various dimensions of the economy, information, ecology, technology, transcultural conflicts and civil society, and thus basically something at the same time known and misunderstood, hard to understand, but something that is tangible by force, it fundamentally changes everyday life and forces everyone to adapt and respond. Money, technology, goods, information, poisons "cross" borders, as if they don't exist. Even things, people and ideas that governments would like to keep out of the country (drugs, illegal immigrants, criticism of human rights abuses) find their way in. Globalization understood in this way implies: killing distance; it means that man is often thrown into unwanted and misunderstood transnational forms of life" (Urhahner, 2001, p. 50).

In essence, globalization represents a set of all processes that connect human activities and needs, regardless of where they took place, in what period and at what speed. Local, national, regional becomes global, and it gains importance and becomes an inseparable part of human life.

When globalization is viewed from an economic point of view, it will be seen that globalization is conditioned by the universal human desire to acquire and increase wealth, this is supported by the ideas of liberal economy, market expansion, creation of a global market, multinational companies, free flow of goods, capital and labour, etc.

Globalization in the technical sense is conditioned by the development of technology, the Internet and a number of other means of communication. The connection of the most distant parts of the world, the free flow of information and the creation of a global media market have been made possible.

In the cultural sense, globalization is conditioned by the aggressive culture of colonial powers, the imperialist aspirations of Western countries, greater freedom of movement of people, cultural and media content. With the interference of globalization in culture came the emergence of multiculturalism, westernization, hybridization and assimilation.

Globalization has also affected the cultural dimension of human reality, which includes the totality of human knowledge, experience, thoughts and actions. Traditional transmitters of culture are losing their importance because they are under pressure from the mass media, which have assumed the role of social reality. The media have taken over the technique and method of traditional institutions, there has been an appearance of televangelization that transmits, justifies and imposes certain ways of thinking that they consider correct, possible and desirable.

Globalization has established a global media market, which is controlled by transnational media companies, on that market privatization and commercialization of media and their takeover and creation of monopolies have been made possible (Sincov, 2012).

I. Methodology

Problem and object. The research problem is the impact of globalization on culture and media. First of all, it is important to emphasize that globalization is used in everyday life, but there is a problem when it needs to be defined by someone who does not deal with this topic. The question arises as to what is happening with globalization within the media and culture. The media contribute to the spread of information and ideas, they are a force that brings people together while keeping them apart and allows the absent to be presented as if they were actually present.

Globalization has encouraged the intensification of social relations and thinking and awareness of the world as a unity, so that events in one part of the world can affect events in another part of the world. This leads to the conclusion that globalization is a process of tendencies and not of final states (Herman & McChesney, 2004).

"Globalization and its impact on culture and media" is a very extensive topic, it can be observed from different angles, but it is not possible to cover all its segments. It is clear that not all complete information can be given here and it is impossible to cover all the most important elements of this complex topic. It is important to bring globalization closer to someone who is not professionally oriented towards the mentioned topic, and to explain how globalization affects culture and media and vice versa.

The goal of the research. The goal of the research is to clarify the term globalization, to expand the claims that confuse many, because there are a number of theories that support globalization, and no less a number of theories that talk about globalization in a negative sense. This research also aims to provide information about the global connection of people through the media. Part of the work concerns the impact of globalization on the spread of media and how much the media initiate and support the process of globalization. This paper investigates the familiarity of individuals with the term globalization and the use of media. Through all of the above, it is important to see the impact of globalization on culture.

Research hypotheses. When the problem and the subject of the investigation, as well as the goals that are to be achieved by the same, are considered, the main hypothesis is established. Globalization affects all areas of life and dictates a holistic approach to world cultural and media changes.

The main hypothesis set in this way includes auxiliary hypotheses:

1. Globalization is conditioned by greater freedom of movement of people, cultural and media content, and for this reason positive forms of globalization have appeared, such as international cultural collaborations and international exchanges of cultural content.

2. The traditional way of transmitting cultural patterns is losing its importance day by day, and the mass media take over their role and become creators of social reality.

3. Globalization has influenced the culture of the media, tending towards more intensive communication between people, so today it can be said that communication among the younger population takes place through social networks.

4. Globalization of the media has led to the emergence of new professions such as freelancers, influencers, YouTubers who earn money by uploading certain content to different platforms.

Research methods. The methods are adapted to the specifics of the research subject

and meet the basic methodological requirements. In accordance with the topic, the analyzed reference literature in the field of globalization, culture and media was included, using the general scientific method - the modeling method. Special methods: analysis and synthesis, induction and deduction, abstraction, generalization. Research methods: scientific investigation and content analysis. Of the research techniques, a survey was used that was combined, open and closed type. One hundred respondents participated in the research.

Scientific and social justification of research. The primary contribution of this research is scientific and at the level of scientific description, where the notion of globalization and its impact on culture and media is defined on a scientific and theoretical basis. The social contribution of this research is reflected in the results obtained by the aforementioned research on the knowledge of the concept of globalization and its impact on culture and media.

II. Analysis of the impact of globalization on culture and media

Globalization is a change that has affected society as a whole, that is, the economy that has led to the growth of international exchange, culture, art, and media. Globalization should be viewed through all the mentioned aspects, because they affect the life of every individual and dictate a holistic approach to world social, economic, cultural and media changes.

Globalization connects world flows, breaks down barriers, unites society, influences the international economy and the media space. Today, the world is more connected than ever before, the connection between the local and the global is a complete novelty for humanity. This connection has been accelerated in recent years through the development of communication, information technology and transport. The development of means of fast travel meant that goods and people were transported around the world, and worldwide satellite communication allowed people to overcome physical distances.

In addition to all of the above, globalization is also a local phenomenon that affects the life of an individual because it gives him the opportunity to see the world in a global sense, to be in contact with everyone through the Internet, communication systems, social networks, etc. Globalization breaks down borders and the world becomes one place, with cultural and sociological differences, at the same time it is a complex set under the influence of political and economic influences.

II.1. Defining globalization as a term that confuses many

There are many definitions that explain this seemingly complicated concept, here, some will be highlighted:

- Giddens defined globalization as follows: "the strengthening of social relations around the world that connect mutually distant places so that local events are shaped by events that take place at a great distance and vice versa."

- Federston, unlike Giddens, who accuses sociologists of unjustified attachment to the idea that society is a closed system, calls on sociologists to design and conduct systematic research that will explain the process of globalization and, at the same time, the destructive form of social life whose action he called into question. He sees society as a bounded nation-state.

- The Lisbon Group defined globalization as the phase that follows the phases of internationalization and multinationalization, because it heralds the end of the national system as the center of organization of human activities and strategies (Markovic, 2003).

II.2. Misconceptions about globalization

The world market permeates everything, every part of life and is the cause of change. According to Beck, there are ten delusions of the same:

- The metaphysics of the world market, the idea of dependence on the world market is constantly present, and the charm lies in the need for simplicity in order to facilitate the way into an unknown world that has become impenetrable.

- The so-called free world trade, often presented as a way to achieve prosperity and social peace, ignoring the fact that we are far from the model of freedom. This is supported by high unemployment in the so-called Third World and in post-communist countries, which at the same time conditions the aforementioned country's economic policy.

- Economic internationalization, not globalization, where research shows that in the regions of the world market, we still cannot speak of globalization but of internationalization. The strengthening of transnational trade and production ties between certain world regions - America, Asia and Europe - was confirmed.

- The dramaturgy of risk, a variant of the risk society, is what transnational companies derive their power from. It is as if one should not talk about the damage (the complete transfer of jobs to countries with low wages is used more as a threat).

- The absence of politics as a revolution. Globalism is the position that it is not necessary to act economically, but that politics, science, culture must submit to the economy. Those who think that globalization implies the execution of the laws of the world market are being deceived. It is entirely a political project of transnational actors, the STO, multinational concerns.

- The myth of linearity, it is rare that a stereotype is disproved like this one. Globalization everywhere has affected the new meaning of the local. Global culture is certainly something that misleads. There are a large number of international institutions, agencies, groups, movements, which interfere in all possible and impossible issues; the breaking through of a small number of accepted languages as well as many more points to the non-existence of the said myth.

- Criticism of catastrophizing thinking, the goal of society since ancient times has been to remove the yoke of work from its shoulders. When it came to that, that less and less labor force produces more wealth, now it is not known how to deal with it. For most, it is a transition from one form of society to another and not at all a catastrophe that could lead to unwanted consequences. What do most do? They hide, curl up like a hedgehog and stick out their spines.

- Black protectionism, they raise the national state to the sky and at the same time dismantle it with the free market. A double-edged sword. At the same time, it emphasizes the values of the nation (family, religion, community), while on the other hand it gives priority to the fast economy, which undermines and destroys the aforementioned values.

- Green protectionism, they reveal the nation-state as a political living habitat, which is threatened with extinction. It protects ecological standards, so it also needs protection. On the one hand, it contradicts the global nature of the ecological crisis, and on the other hand, it takes away the political leverage of local thinking and global action.

- Red protectionism, utopia. If you want to change something in societies full of inequality, you have to be unfair. Some rights, which were valid and appropriate until that moment, must be abolished, one's own initiative must be promoted and ensured, and another social policy morality must be implemented. There are winners and losers from every reform, but the important thing is to ensure continuity (Urlih, 2001).

III. Responses to globality and globalization

Beck 2001 also offered ten responses to globality and globalization:

- International cooperation, here an attempt is made to explain to the public that globalization does not mean leaving everything to the market, but that globalization also increases the need for international laws, regulations, conventions and institutions that will take care of everything.

- Transnational state or "inclusive sovereignty", transnational states come together as a response to globalization and develop their regional sovereignty and identity beyond the national.

- Co-ownership of capital, here we mean that labor would have to get its share of capital.

- New orientation of education policy, if work is replaced by knowledge and capital, then work must be given a new form through knowledge. This means investing in education and research. Throughout history, it has been proven that the countries that have invested in the same are among the leading economic powers (Sweden, the largest number of Nobel Prize winners and the standard of living among the leading countries).

- Are transnational entrepreneurs a-democratic, anti-democratic? Transnational capitalism that does not pay taxes and abolishes paid work loses its legitimacy. Another modern person certainly wonders if the mentioned entrepreneurs are anti-democrats? One thing is for sure that virtual tax payers must also be regulated and all through international regulations.

- Alliance for civic work, work with old people, handicapped, homeless, AIDS patients, illiterates and many other things that until now were voluntary work, should be made economically visible, therefore paid.

- What comes after Volkswagen - the exporting nation? New cultural - political - economic goals, the concept of a self-exporting nation no longer holds weight because the countries of South-East Asia, and soon China, can produce what used to be a German trademark just as well and cheaper.

- Experimental cultures, market niches and social self-renewal.

- Public entrepreneurs, self-employed, in place of the social figure of the paid worker and employee as an opponent to the capitalist and the employer, the image of the self-employed comes, on the other side, that of the public entrepreneur.

- Social contract against exclusion? In the last 15 years, earnings from labor increased by

two percent in real terms, while earnings from capital in the same period went to 59 percent. The fact is that there is more and more labor, but it is increasingly cheaper. Capital is less and less and more expensive. This deepens the widening gap between the rich and the poor.

The answer to globalization is Europe. What it is and what it should be in all thematic fields, in the labor market, in the field of ecology, welfare state, international migration, political freedoms, basic rights (Milenkovic, 2022).

III.1. Globalization and culture

During life, a person adopts attitudes, values, norms, perceptions, tendencies and behaviors in accordance with family and society. The whole spectrum of living is called culture. Cultural globalization is the meeting of different world cultures and customs.

When culture is viewed through globalization, it can be seen that it contributes to the opening of the borders of local cultures and communities, transforming individual experiences into widespread information around the world (Milenkovic, 2019).

Traditional cultures under the pressure of globalization are doomed to coexistence, divergence and mutual tensions. Mass communications enable the spread of popular culture and the development of the so-called global culture. The importance of the spread of cultural processes is highlighted by UNESCO, emphasizing that there is a threat from global, popular culture, which is reflected in the fact that it weakens cultural diversity in many aspects of life (Mikerevic, 2022).

There are many authors who emphasize that cultural differences are more important than ideological, political and economic ones. Another group of authors points out that globalization has a number of negative impacts, which they call "Americanization" or "Westernization". They believe that Western countries and the US use media and financial power to spread their cultures and influences by undermining the independence of smaller and underdeveloped countries.

On the cultural level, the greatest influence of globalization is felt in language, literature, art, religion and tradition. Researchers of cultural change conclude that cultures are subject to change. It is most often related to beliefs and convictions, that is, to religions and ideologies. Marx Weber concluded while researching world religions that cultures promote change, that there are those who are indifferent to change and those who stop change (Veber, 1997).

III.2. Globalization and the media

Ratanen compared the media and globalization to "a horse and a tortoise", because the connection between them is recognized by many, but studied in a very small percentage. A large number of theoreticians believe that there is no globalization without media and communications. What is ironic about this conclusion is that theorists have not contributed to the debate about the relationship between media and globalization. That is why the role of the media in globalization remained unclear, and they did not create a broader picture of the mentioned topic (Rantanen, 2004).

According to Waters and Held, the media belong to the subgroup of cultural studies, and if they consider that the media is not about culture. Held points out the example of pop star Madonna and technology through hyperglobalism, without mentioning other media and communications. Karan believes that the globalization of communications is unconvincing according to Held, because globalization is transformed through media fiction and music and not through news and analysis. He also points out that most information media are national or local (Curran, 2002).

Thomson believes that the development of media and communication affects the traditional form of social relations. He singles out three interactions, namely: face-to-face, indirect interaction based on sending letters and telephone communication, and indirect quasi-interaction based on social relationships established through the media. With Tomlinson, one can see the difference between global experience and local experience. The difference is in the scope, that is, the scale, which does not have to be decisive because it is possible to create a feeling of belonging to the same community even between a million people who have never met. Then the next difference is in the dispersive nature of the mass mediation of the experience of the global community compared to the local one. And the third difference is the absence of global experience when compared to the experiences of the national and diasporic community (Thompson, 1995).

When you come to the conclusion of the mentioned theorists, you can see that globalization in their theory is pessimistic. Globalization is actually intensification fueled by interconnectedness. The result is distancing and a monological mass-mediated experience. Here we come back to Rantanen's thoughts that the media do not connect but mediate (Rantanen, 2004).

When a number of other researches and theories are taken into account, a simple conclusion is reached that the media in the process of globalization had a great importance in connecting people around the world. Pioneers of the globalization process are considered to be media houses, which connected the planet with their news (Markovic, Vucekovic & Markovic 2021). The relationship between globalization and the media is two-way, because globalization influences the spread of media and the media influence the initiation and support of globalization. The propagation of globalization by the new media, which are the basic weapon in the modern process of globalization, is also of great influence. New media provide the possibility of faster contact, promotions, exchange of ideas and opinions, exchange of knowledge, freedom of expression, etc. (Musurovic & Brankovic, 2016).

We are witnessing that today business is done over the Internet, that science has the possibility of exchanging scientific thought without any boundaries when it comes to distance, while art has gone beyond the framework of frames and has crossed the threshold of galleries. The education system has acquired new dimensions, today distance learning is made possible via the Internet (Herman & Mekčesni, 2004).

Globalization has influenced the culture of the media, which strives for social movements and the aspirations of people to be in contact. Communication among the younger population takes place most often through social networks, as proven by research. While older respondents still resort to traditional methods of communication.

The research came to the conclusion that the media and the audience are connected by an unbreakable bond and are dependent on each other. The public is inclined to trust the media, believing that they inform them truthfully. Due to the obligations of life, the respondents pointed out that they do not have enough time and interest to analyze media information. The media-uneducated public accepts media messages, regardless of the essence of the media message. Media manipulation is precisely one negative form of globalization (Sijakovic, 2022).

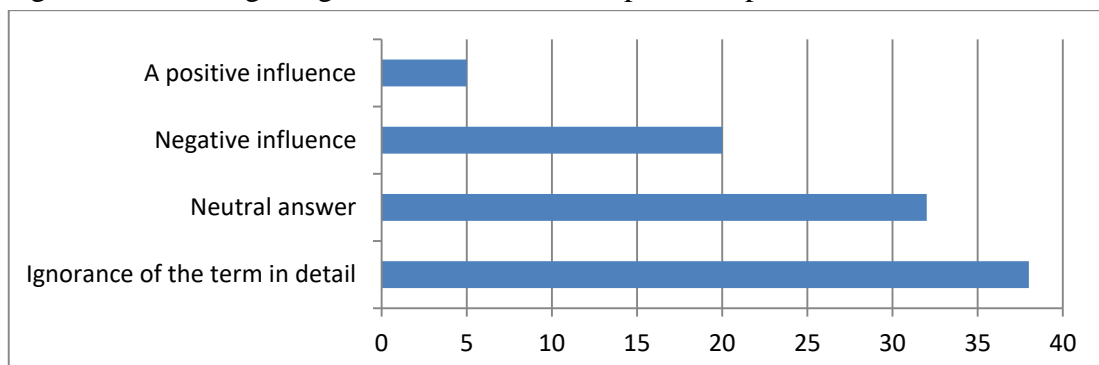
The media has supported globalization, while it has influenced world trends and has been transmitted to a large number of media around the world. In our country, in the Balkans, the marketing of "reality shows" that have the task of attracting people's attention so that they suppress their problems has already occurred years ago. In this particular case, reality is a product of globalization, they first arose in the USA, and then very quickly spread throughout the world. Few people know that the idea of this type of program was given in 1980 by the author of "Animal Farm" Orwell (Stavljanin, 2012). Due to the high viewership of these shows, this research was completed with one question concerning reality shows and respondents were asked why they follow reality shows, it must be pointed out that no one gave an answer that made sense (Lalosevic, 2020).

IV. Results

One hundred respondents, who were randomly selected and are citizens of Montenegro, participated in this research. The questions were sent to them via email, in the form of a survey. The questions were of open and closed type. In this paper, only the most important results concerning this topic are highlighted.

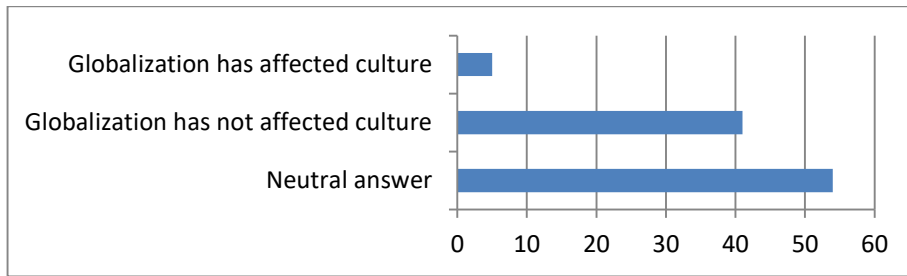
When researching for the purposes of the mentioned topic, respondents were asked whether they think that globalization has a positive or negative effect on their lives. 38% of the respondents answered that globalization has a positive effect on their lives, 32% of them believe that they have felt the negative impact of globalization, 20% of the respondents gave a neutral answer, and 5% of the respondents are not sufficiently familiar with this term.

Figure 1. Knowledge of globalization as a concept and impact



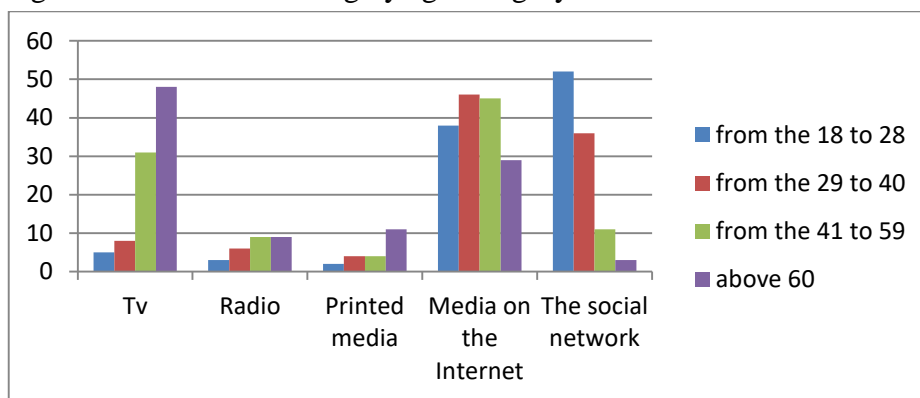
When the respondents were asked whether they think that globalization has affected the culture in their country, the answers were divided. Some respondents, 54% of them, believe that globalization has significantly affected culture, while 41% of them pointed out that globalization has not affected culture, while 5% were neutral.

Figure 2. Impact of globalization on culture



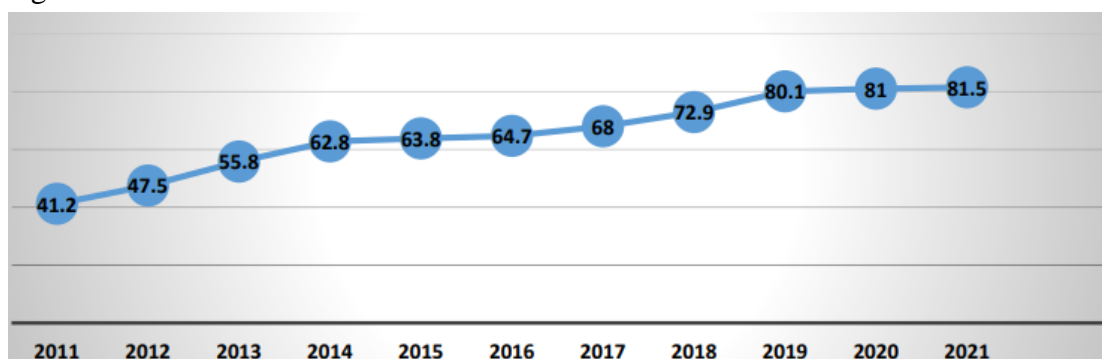
The goal of the research was to find out which media the respondents follow most often, so if you look by age, it comes to the conclusion that social networks are the most popular among the younger population aged 18 to 28, while almost none of the older respondents pointed out that this type of media is their favorite. number one. Young people very rarely follow events via television, only 6% of them, while the opposite is true for the elderly. Media on the Internet is popular with all age groups, while newspapers are popular with a smaller percentage of respondents. The percentage is given in Figure 3.

Figure 3. Media monitoring by age category



If we look into history, we will see that numerous studies pointed out that the beginning of the new millennium will be known for the information society, and that is what happened. Media globalization is reflected in the development and personalization of the Internet as, one can freely say, the largest medium, which affects business and economic development, education, science, etc. (Miokovic-Kapetinic, 2022).

Figure 4. Household access to the Internet



There are a number of causes of globalization of the media, during the research the following were singled out: economic interests, development of information and telecommunication technology, journalistic agencies, media companies that are essentially transnational, media concentration. Certain consequences of globalization of the media were highlighted, namely: commercialization of media, influence on culture and traditional values, influence on media content, etc. (Adzic, Bojevic & Hinic, 2021).

The investigation revealed an interesting fact that young people, through the media and social networks, follow their peers who post content of interest to them on their platforms. So we come to the conclusion that media globalization has given birth to new professions such as influencers and YouTubers who earn money on these platforms. Whether they have a positive or negative effect on them is the subject of various debates.

Table 1. Causes and effects of global media

<i>Global media</i>	
<i>Causes of media globalization</i>	<i>Conseyuences of media globalization</i>
Economic interest	Commercialization of media
Development of information and telecommunication technology	Impact on cultural and traditional values
New agencies	Influence on media content
Transnational media companies	Politicization of commercial media
Liberalization and deregulation of the media	Creating a digital divide
Media concentration	Uncotrollable millionaires

Disadvantages of the globalization process. As could be seen from the previous chapters, the advantages of globalization are multiple, but there are also disadvantages that are present. For example, there is information that two billion people are starving, that every fourth inhabitant lives on one dollar a day. Why this example is important, because the media has a great importance in creating certain representations in people, so very few people know about the mentioned data related to poverty and hunger that rule the world (Vukovic, Sukovic, Rasevic, Maksimovic & Goati, 2015). Globalization is considered by some theorists to be illusory, because a significant number of people in the world do not have access to scientific technology. With the globalization of culture, it is a simple process. Young people from developing countries go to more developed countries in order to apply their knowledge, while the countries they came from remain deprived of professional staff that would help the country develop faster.

Theorists, as mentioned at the beginning of the paper, single out the process of "Americanization" or "Westernization" as a flaw of globalization. This refers to the process applied by the most developed countries, such as Western countries, led by the USA, using media and financial power to spread their culture and to influence the way in which the cultural independence of smaller and underdeveloped countries is threatened (Milenkovic, 2022).

CONCLUSIONS

After all the above, it is clear that we live in a globalized world. In a world where information management is used as a primary weapon to achieve projected goals regardless of who the actors are. Each individual is given the power to act on a global scale using modern technology and media platforms to realize legitimate or illegitimate priorities. Maybe we suppress the reality that globalization has brought, maybe we don't want to see something, but what we can't avoid is the fact that the world is more connected than ever before.

The development of globalization confirmed the main hypothesis of the work that globalization affects all areas of life, especially culture and media, which have a strong influence on each individual. Globalization has also achieved greater freedom of movement of people and information, and thus international cultural cooperation and international cultural contents have been born, which has made the world a single entity in which borders do not exist.

As could be seen from this research, the traditional way of transmitting cultural patterns is losing its importance day by day, and the mass media are taking over their role and there are creators of social reality. However, today we all live in a "global village". It is up to each individual to adapt and try to use the positive aspects of it and to minimize the negative influences that are part of the modern age.

The hypothesis that globalization has influenced the culture of the media by tending to more intensive communication between people was also proven, so the investigation confirmed that communication among the younger population takes place through social networks. Related to that is the emergence of new professions such as freelancers, influencers, YouTubers who earn money by publishing their diverse content.

Right now, at this moment, changes are happening that will change us from the roots. At the very end, it is important to point out that the sample for this research was relatively small, considering that it is a current topic. For some subsequent researches, it would be desirable for the sample to be much larger, in order to bring globalization closer to and explain it to those who feel that this topic does not concern them at the moment.

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