

## Chapter 1 : Transnational media corporations, media imperialism, and | Many PPT

*Introduction: It is important to make a distinction between the Transnational Media Corporations (TNMCs) and other Transnational Corporations (TNCs); indeed, the principal commodity sold by TNMCs, the "most powerful economic force for global media today", are information and entertainment.*

**Subjects Description** The combination of international privatization trends coupled with advancements in computer and communication technology have transformed the conduct of international business. The result has been a consolidation of players in all aspects of business, including banking, aviation, insurance, and mass media. Good examples of this include Time Inc. According to the late Steven Ross, former co-chief executive officer of Time-Warner, "In order to succeed in business today, you must be in all the major markets of the world. This volume asks the most basic of questions: What makes a global corporation global? And, to what extent do TNMCs affect the marketplace of ideas? This book, then, is intended for the business professional or student who is interested in understanding the business and operations of transnational media. It seeks to explain why such companies engage in direct foreign investment and further considers how transnational operations affect the development of new media products in terms of cost, quality, and availability. The TNMC is unique among global corporations given the fact that its primary business is the creation of information and entertainment products. This book also examines the highly complex relationship between TNMCs and the host nations in which they operate. It further considers such specific issues as cultural trespass, transborder data flow, and the effects of transnational media on the marketplace of ideas. Specific attention is given to the history, business philosophy, and economic performance of each of these companies. Professor Gershon is to be congratulated on pulling together a tremendous amount of extremely useful and hard to find information. Both experts and novices who are interested in this topic will benefit from this excellent piece of work. Wirth University of Denver "This is an excellent book, scholarly to the extent it needs to be, but at the same time clearly written so that it provides an overall sense for the subject, a feeling if you will for why things are as they are. The Transnational Media Corporation: Business and Economic Considerations. The Globalization of Television Trade and Distribution. The Transnational Advertising Agency: Global Messages and Free Market Competition. Telecommunications and Intelligent Networks: Managing the Transnational Corporation. Expanded Cable and Open Video Systems: Establishing a Blueprint for Broadband Residential Services. Cultural Trespass and Challenges to National Sovereignty. The Walt Disney Company.

Chapter 2 : Multinational corporation - Wikipedia

*Criticism faced by transnational media corporations* The increased consolidation of global media with many corporations already highly concentrated and dominated by a small number of firms who are in control of global information and communication flow (Downing et al., ).

A multinational corporation MNC is usually a large corporation incorporated in one country which produces or sells goods or services in various countries. Coined at least as early as in Business Week , the conception was theoretically clarified in This intersection is known as logistics management , and it describes the importance of rapidly increasing global mobility of resources. In a long history of analysis of multinational corporations we are some quarter century into an era of stateless corporations - corporations which meet the realities of the needs of source materials on a worldwide basis and to produce and customize products for individual countries. Theoretical background[ edit ] The actions of multinational corporations are strongly supported by economic liberalism and free market system in a globalized international society. According to the economic realist view, individuals act in rational ways to maximize their self-interest and therefore, when individuals act rationally, markets are created and they function best in free market system where there is little government interference. As a result, international wealth is maximized with free exchange of goods and services. They have taken the integration of national economies beyond trade and money to the internationalization of production. For the first time in history, production, marketing, and investment are being organized on a global scale rather than in terms of isolated national economies. Economic theories of the multinational corporation include internalization theory and the eclectic paradigm. The latter is also known as the OLI framework. The other theoretical dimension of the role of multinational corporations concerns the relationship between the globalization of economic engagement and the culture of national and local responses. This has a history of self-conscious cultural management going back at least to the s. He observed that companies with "foresight to capitalize on international opportunities" must recognize that " cultural anthropology will be an important tool for competitive marketing". However, the projected outcome of this was not the assimilation of international firms into national cultures, but the creation of a "world customer". It involved not a denial of the naturalness of national attachments, but an internationalization of the way a nation defines itself. The Company also had important operations elsewhere. A transnational corporation differs from a traditional multinational corporation in that it does not identify itself with one national home. While traditional multinational corporations are national companies with foreign subsidiaries, [34] transnational corporations spread out their operations in many countries to sustain high levels of local responsiveness. Charter company and Neocolonialism The history of multinational corporations is closely intertwined with the history of colonialism , the first multinational corporations being founded to undertake colonial expeditions at the behest of their European monarchical patrons. During the 19th century, formal corporate rule over colonial holdings largely gave way to state-controlled colonies, [47] [48] however corporate control over colonial economic affairs persisted in a majority of colonies. However the economic impact of corporate colonial exploitation has proved to be lasting and far reaching, [49] with some commentators asserting that this impact is among the chief causes of contemporary global income inequality. Some of these critics argue that the operations of multinational corporations in the developing world take place within the broader context of neocolonialism. Anti-globalization movement and Anti-corporate activism Anti-corporate advocates criticize multinational corporations for being without a basis in a national ethos , being ultimately without a specific nationhood, and that this lack of an ethos appears in their ways of operating as they enter into contracts with countries that have low human rights or environmental standards. In other words, increased mobility of multinational corporations benefit capital while workers and communities lose. Some negative outcomes generated by multinational corporations include increased inequality , unemployment , and wage stagnation.

**Chapter 3 : name examples of Transnational Corporations? | Yahoo Answers**

*A multinational corporation can also be referred to as a multinational enterprise (MNE), a transnational enterprise (TNE), a transnational corporation (TNC), an international corporation, or a stateless corporation.*

TNMCs are not monolithic, in the sense that they are rigid and inflexible organizations with a predefined and unchangeable corporate culture; on the contrary most of them are the reflection of the individuals that developed and organized them II. The Purpose of Global Media Strategy 1. As companies get involved in complex and in international operations, there is a need for a global strategy 3. As a result, if companies become major transnational corporations, it is more due to the fact that they went to a gradual process of evolution that because they established some sort of predefined strategy III. The Globalization of Markets 1. The rules of free market trade a. The rules of the free market trade extend internationally even if some countries stay reluctant to this idea and try to protect their economies or cultural identity , and respond to the principles of deregulation and privatization 2. Foreign direct investment FDI a. FDI refers to the ownership of a company in a foreign country. The main reasons behind the decision of engaging in a FDI concern profitability and potential for future growth b. Proprietary and physical assets: TNCs may invest abroad to obtain proprietary assets, natural resources, or even workers with specialized expertise c. FDI enables TNCs to enter easily existing or developing foreign markets and serve them their products and services directly d. Production and distribution efficiencies: FDI becomes interesting for TNCs in countries where low labor cost, tax relief, and technology infrastructure represent a significant advantage few cost but greater efficiency or productivity e. Overcoming regulatory barriers to entry: The risks associated with FDI a. TNCs may be subjected to: Mergers, acquisitions, and strategic alliances a. When mergers and acquisitions fail: The lack of compelling strategic rationale: Failure to perform due diligence: Post-merger planning and integration failures: Financing and the problem of excessive debt: Media and Global Finance The industry of business media and telecommunications is characterized by high startup costs and high risk 1. The role of global capital markets a. Give advantages to borrowers and to investors there is a wider range of investing opportunities in the global capital markets , and is not restricted to one country as it for domestic capital markets c. The intermediaries between borrowers and investors are financial service groups such as banks, or investment companies 2. To invest in new product development, TNMCs usually finance their project ventures by borrowing money b. These can either be short term loans that meet immediate cash requirements , or long term loans c. However, too much debt can destabilize and jeopardize the organization d. Business and Planning Strategies 1. The importance of strategic planning a. As the media industry grows, staying competitive in the market is increasingly difficult b. Strategic planning involves managerial decisions and actions that determine the long-term performance of the companies 2. Understanding core competency a. When a company has core competency, it means that it is able to do something especially well compared to other companies b. Highly successful companies are supposed to have specialized production processes, and brand recognition among other characteristics c. Example of companies with core competency: Vertical integration and cross media ownership a. Vertical integration enables a company to control most of all operational phases and allows large-sized companies to be more efficient and creative; it is a common growth strategy b. Most TNMCs engage in cross-media ownership and own a combination of news, entertainment and enhanced information services c. The digitalization of the media and information technologies erased the traditional boundaries that existed between the media and the telecommunications b. An important strategy for TNMCs that implies broadband communication is to own both software content and means of distribution to the home d. Transnational Media and the Marketplace of Ideas 1. Transnational media and economic consolidation a. Economic concentration refers to the number of firms that dominate a market b. The deregulation paradox a. The main objective of deregulation is encourage competition among firms, and therefore their efficiency b. But in reality there is little competition because of consolidations among TNMCs c. This lack of competition is due more to the simple fact that some TNMCs are market leaders than to an anticompetitive behavior 3. The marketplace of ideas a. Global competition and the diffusion of authority a. TNMCs face today an increasingly

deregulated and privatized world of business b. Neither the company nor a person takes full responsibility for the actions of the senior management c. Some TNMCs tend to get more and more profits and cross the line between journalism and entertainment d. TNMCs and the nation-states a. All the critiques made to TNMCs become even more crucial at the international level b. Many host nations are confronted to a dilemma:

### Chapter 4 : What is transnational company? definition and meaning - calendrierdelascience.com

*As today's media companies continue to grow and expand, the challenges of staying globally competitive become increasingly difficult. This article examines the transnational media corporation and its use of strategic planning. A basic premise of this article is that organizations use strategy to.*

### Chapter 5 : The Transnational Media Corporation : Richard A. Gershon :

*The combination of international privatization trends coupled with advancements in computer and communication technology have transformed the conduct of international business. The result has been a consolidation of players in all aspects of business, including banking, aviation, insurance, and mass.*

### Chapter 6 : the transnational media corporation | Download eBook PDF/EPUB

*The Transnational Media Corporation: Global Messages and Free Market Competition (Routledge Communication Series) Out of Print--Limited Availability. The combination of international privatization trends coupled with advancements in computer and communication technology have transformed the conduct of international business.*

### Chapter 7 : List of multinational corporations - Wikipedia

*This book discusses one such player -- the Transnational Media Corporation (TNMC). Long remembered as a time of rapid growth and expansion for international business, the decades of the '80s and '90s were a period characterized by major mergers and acquisitions.*

### Chapter 8 : Transnational Media Corporation | myessays

*Read "The Transnational Media Corporation Global Messages and Free Market Competition" by Richard A. Gershon with Rakuten Kobo. The combination of international privatization trends coupled with advancements in computer and communication technology.*