

# Development of glocalization

---

**Case of advertisements published in Czech magazines during 1990-2010**

**Charles University**  
**Prague, Czech Republic**  
**Faculty of Social Sciences**  
Institute of Communication Studies  
and Journalism



**Mgr. Tereza Hronová**

---

# Content

---

- Globalization and media
  - Advertising in the age of globalization
  - Global or local? Both!
  - Case of Czech republic
  - Goal of research
  - Methodology
  - Examples of glocalization in CR
  - Discussion
-

# Globalization and media

---

- ❑ economic, politic and cultural dimension
  - ❑ media as main player in globalization
  - ❑ time-space compression, „faster“ interaction
  - ❑ McLuhan ´s global village
  - ❑ parasocial interactions, alternative collective identities (world as one nation?)
  - ❑ Approaches – homogenization (westernization, cult.imperialism – McDonald ´s), heterogenization (Wikipedia in all languages), resistance
-

# Advertising in the age of globalization

---

- ❑ Form of persuasive communication
  - ❑ Synthesis of another forms of communication
  - ❑ It draws from culture and make it at the same time
  - ❑ Soft sell ads – it sells image, values
  - ❑ Bringer of cultural values, myths and tradicions (it tells us, how is expected to behave, spectacle)
  - ❑ Global trade market – global advertising – global values?
  - ❑ Ads: *think global, make local* – good object of research
-

# Global or local? Both!

---

- ❑ Cultural imperialism as insufficient base
  - ❑ Interaction of local and global
  - ❑ Glocalisation (global localization), hybridization
  - ❑ Homogenization and heterogenization of culture as mutual tendencies
  - ❑ Mixing of local and global level of culture
  - ❑ Emergence of new species of imaginary identities on the base of parasocial com.
  - ❑ New forms of globality and locality - both (czenglish, Kolča, Samantha Nováková, Teletubies and Mája on one tv channel..)
-

# Case of Czech republic

---

- ❑ 40 years of communism (propaganda, abroad experience is forbidden)
  - ❑ 1989 – Velvet revolution
  - ❑ Breaking the borders, opening of trade market, advent of multinational and supra-national companies
  - ❑ „*The medium is the message*“: new influence, new messages, new media, new values?
  - ❑ learning of internationalism (fresh, cool...)
  - ❑ Robert Pynsent: „nationalism needs enemys“ (globalisation support locality)
-

# Goal of research

---

- Observe glocalisation in czech magazine ads.  
*What was development of process of glocalization from 1990 to 2010, so how was global and local culture mixed (hybridize, glocalize)?*
  - 1989 – birth of modern czech ads. in „old“ media
  - Glocalization in symbolic representation of cultural values (values, language, symbols), techniques of persuasion (hard or soft sell), formal point (size, actors, color, grafic form...)
  - I suppose, that glocalisation will increase – in 1989 would be less intensive, than in 2010
  - During the time will be global and local more and more mixed, hybridize – ads. will be more global and also more local
-

# Methodology

---

## □ Quantitative content analysis

- Purposeful selection (2 magazines?)
- Longitudinal study (1990, 1995, 2000, 2005, 2010) – 600 units?
- SPSS

## □ Qualitative content analysis (semiotic?)

- cluster sampling, meaning selection according to typology of advertisements (10 units?)
-

# Examples – hard vs. soft sell ad.

Přesné, spolehlivé přepravy  
sypkých substrátů  
do celé Evropy  
nabízíme  
československým  
firmám



Adresa:  
Ziegelhütte 9  
D 8596 Mittern  
Postfach 12  
BRD

Telex:  
631334 schau

Telefon:  
0049/ 9633 50  
nobo 15

*Expedition*  
**SCHAUMBERGER**

CZEKIA  
www.kiamotors.cz



Objevte dokonalý prostor

První Kia vyrobená v Česku přináší neomezený prostor pro Vás i Vaši rodinu.  
Ze své délky zaručuje výjimečný design, variabilní interiér i bohatou bezpečnostní výbavu.  
Jedinečný. Těsná širuka je pak potvrzením naší špičkové evropské kvality.  
Vyulhjte až do konce. Glezna výhodné financování s 0% navýšením splátek.

Nová Kia **VENGA** od 239 980 Kč\*

0%  
MOTOK

7  
LET  
KIA  
ZÁRUKA

KIA  
KIA MOTORS  
The Power to Surprise™

# Examples (values)

---



# Examples (Intertextuality)

---



<http://www.ceskatelevize.cz/specialy/jedensvet/noncomm-spoty/superman/>



# Examples (local symbols in global ads.)



# Examples (global symbols in local ads.)

---



# Examples (language hybridization)

---



# References

---

Anderson, B. (2003), Barthes, R. (2004), Billig, M. (1995), Budil, I. T. (2002), Burton, G.; Jiráček, J. (2003), Deutsch, K (2003), Disman, M. (2005), Fiske, J. (1990), Hronová, T. (2010), Hronová, T. (2008), Giddens, A. (1998), Loewenstein, B. (1997), McGrew, A. (1992), Mckee, A. (2003), McLuhan, M. H. (2000), McQuail, D. (1999), Ogilvy, D. (2007), Pavelka, J. (1993), Pieterse, J. N. (1995), Pynsent, R.(1996), Robertson, R. (1995), Schiller, H. I. (1971), Štětka, V. (2007), Tomlinson, J. (1991), Volek, J. (2002), Bly, Van Der C.E. M. (2007), Cheng, H., Schweitzer, J. (1996), Gerritsen M. a kol. (2000), Grixti, J. (2006), Jia-Ling Hsu (2008), Koudelka, J. a kol. (2002), Lin A, C. (1993), Zandpour, F. a kol. (1994)...

---

---

---