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Power shifts and cultural conflict

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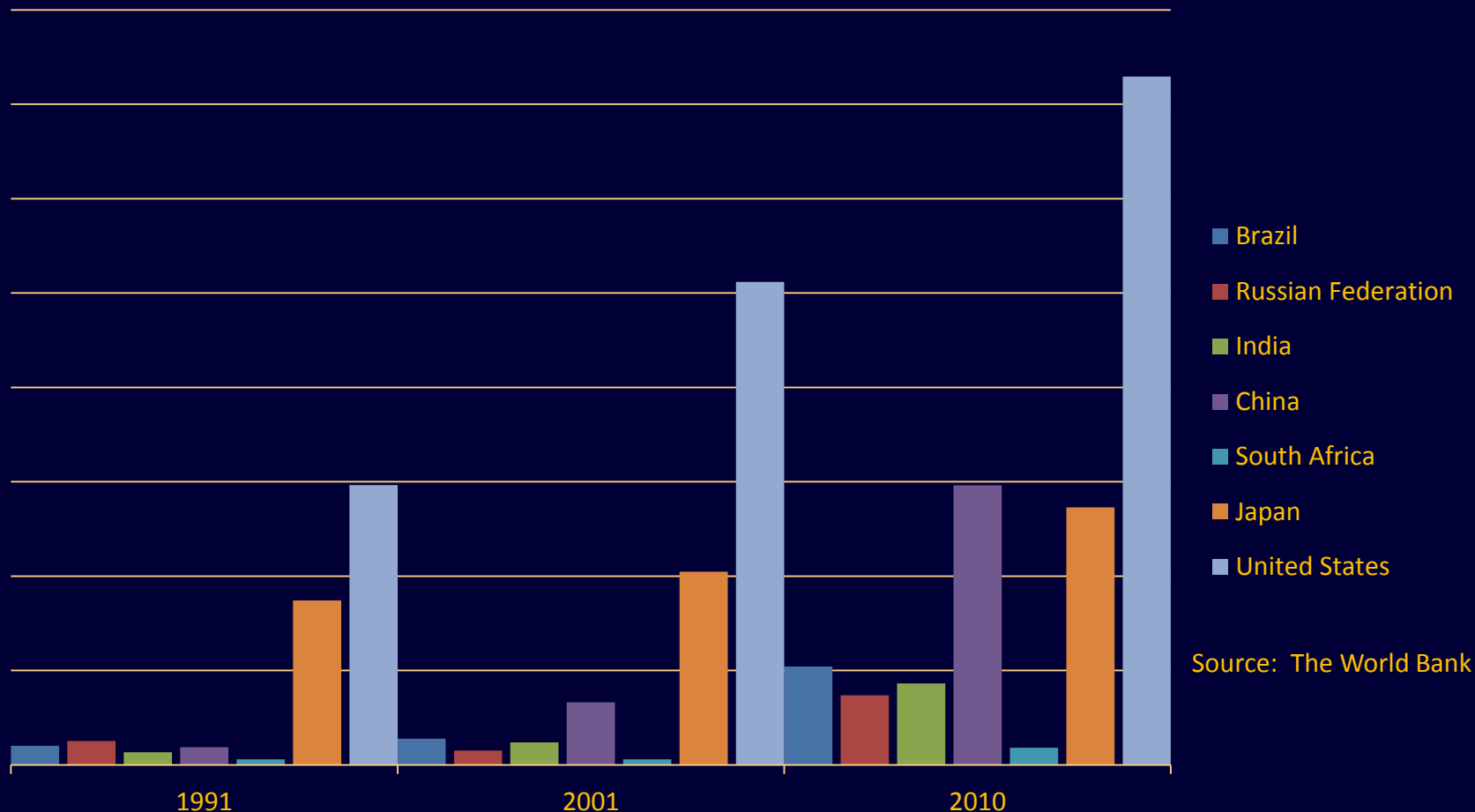


Introduction

- Give some comparative facts about the “power shift”
 - Size of economies
 - Rates of growth
 - Income and income distribution
- Consider the implications for media and communication
 - Size of advertising expenditure
 - Structure of the newspaper market
 - Situation of journalists
 - Trajectory of newspapers industry
- Discuss briefly other “power shifts”
 - Consider their cultural consequences



Relative GDP at Current US Dollar Prices

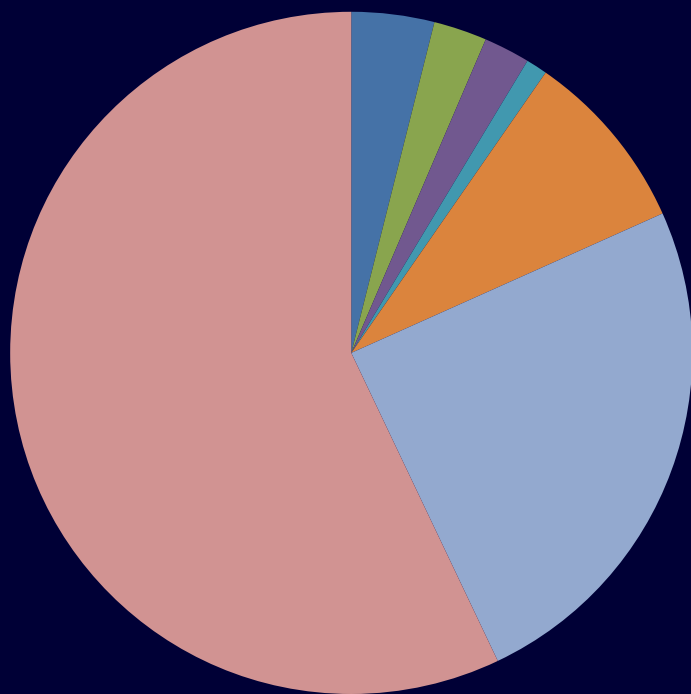


Source: The World Bank

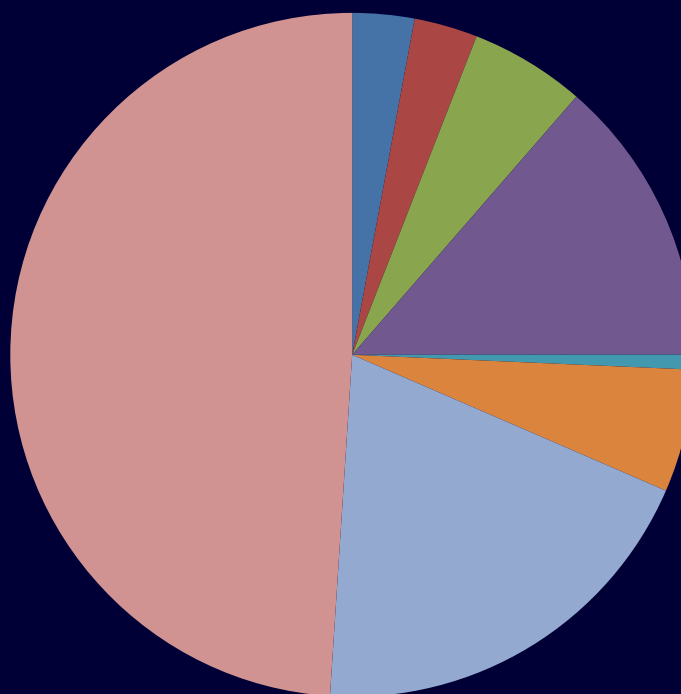


Percentages of World GDP for Selected Countries

1980



2010

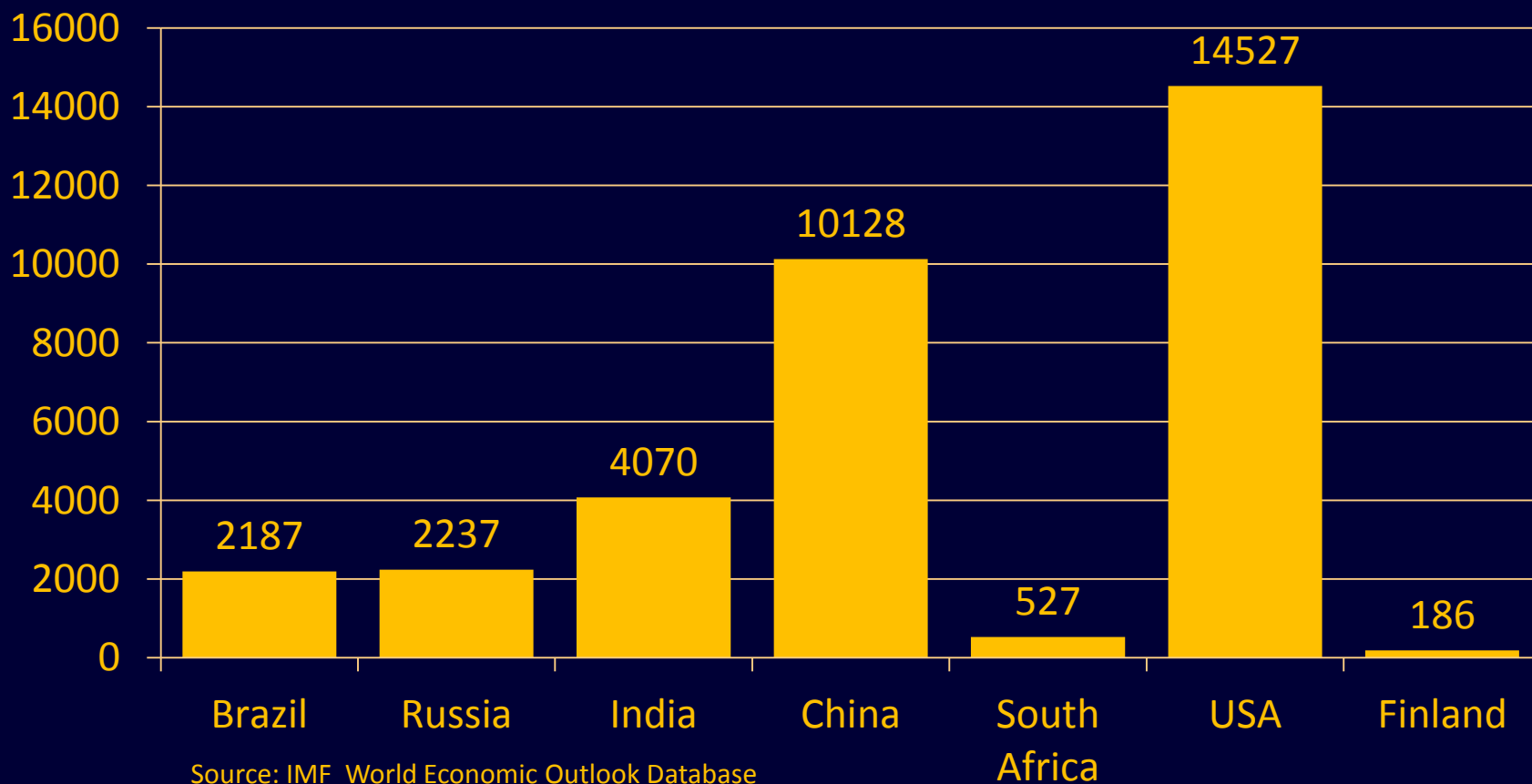


- Brazil
- Russia
- India
- China
- South Africa
- Japan
- United States
- Rest of world

Source: IMF World Economic Outlook Database

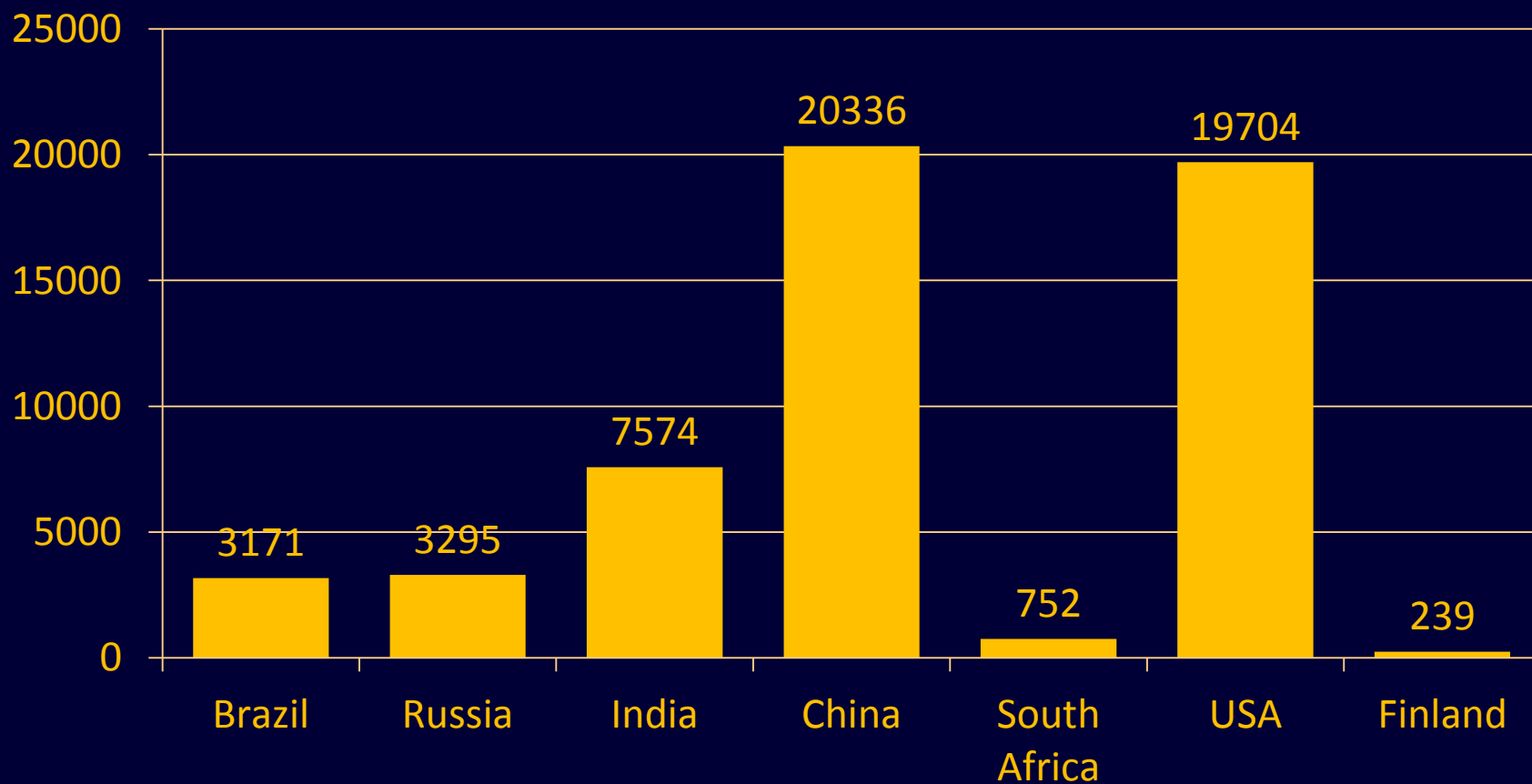


2010 GDPs in US\$bn at PPPs





2017 Projected GDPs in US\$bn at PPPs

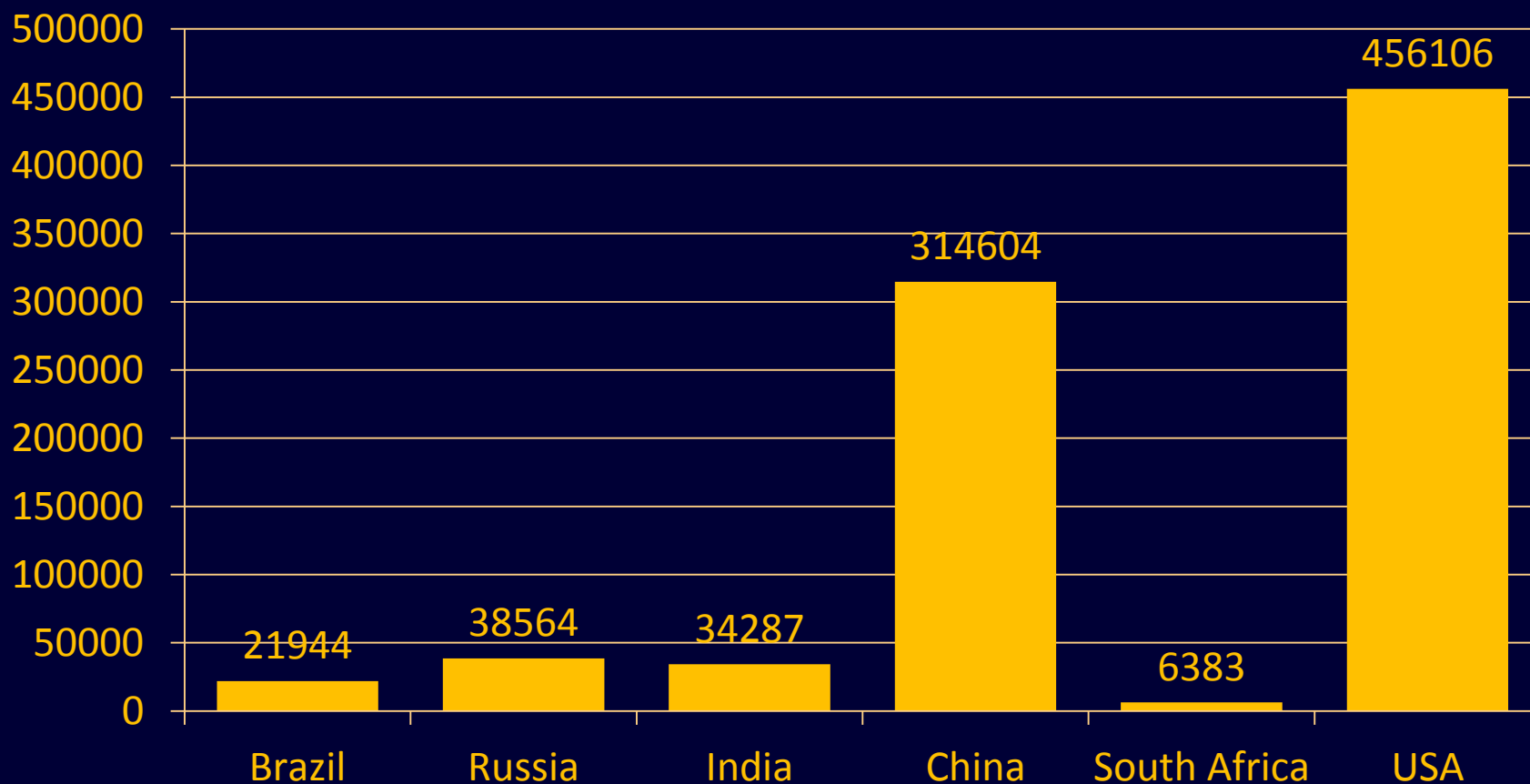


Source: IMF World Economic Outlook Database



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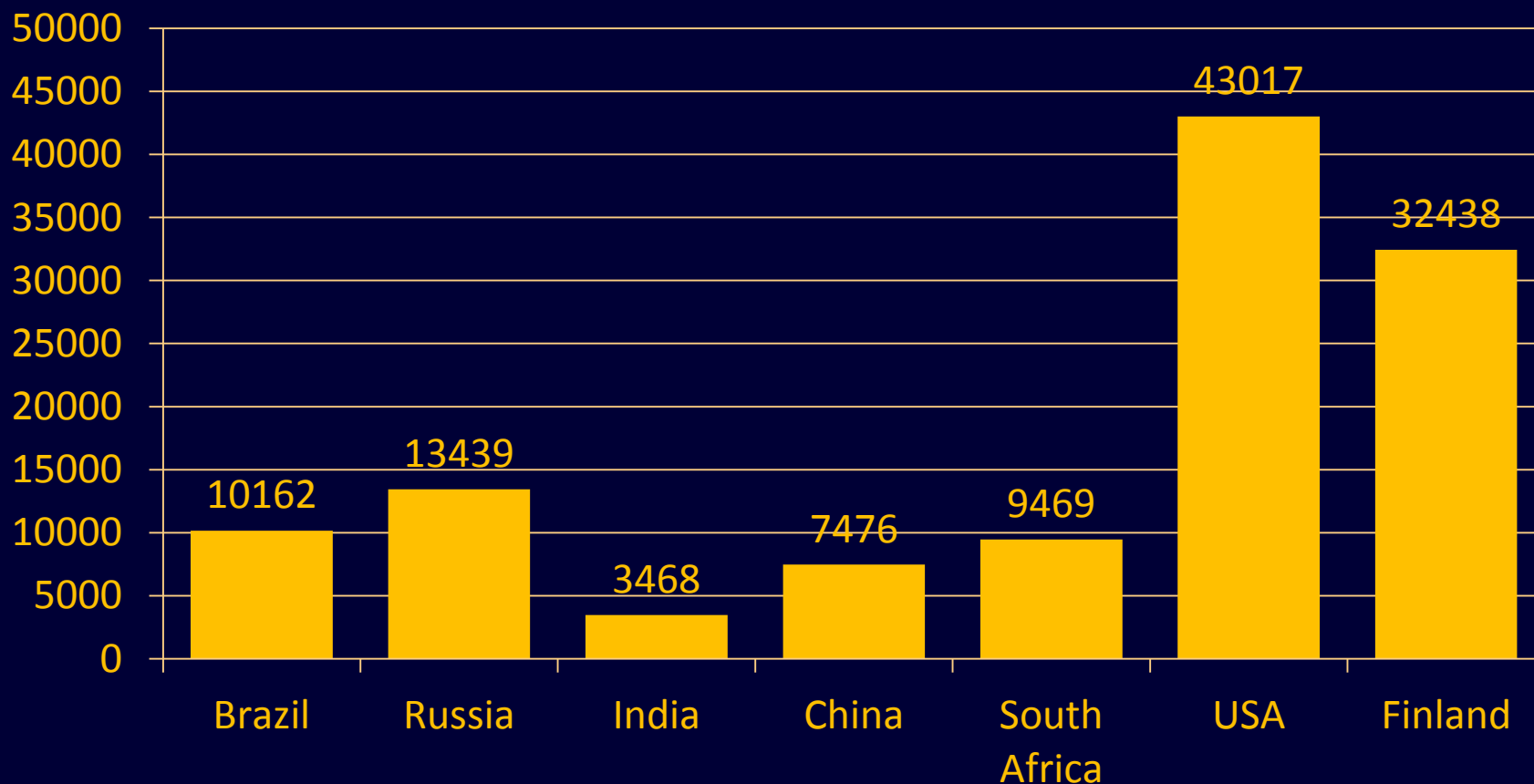
Patent applications 2009



World Intellectual Property Organization 2012 *WIPO IP Fact and Figures*



2011 per capita GNI in 2005US\$ at PPPs



Source: United Nations Development Programme Human Development Report 2011



UNDP Estimates of Gini Coefficients 2000-2011

Country	Gini Coefficient
Brazil	53.9
Russia	42.3
India	36.8
China	41.5
South Africa	57.8
USA	40.8
Hong Kong	43.4
Sweden	25.0
Finland	26.9
Japan (1993)	25.0
Singapore (1998)	42.0

Source: United Nations Development Programme *Human Development Report 2011*

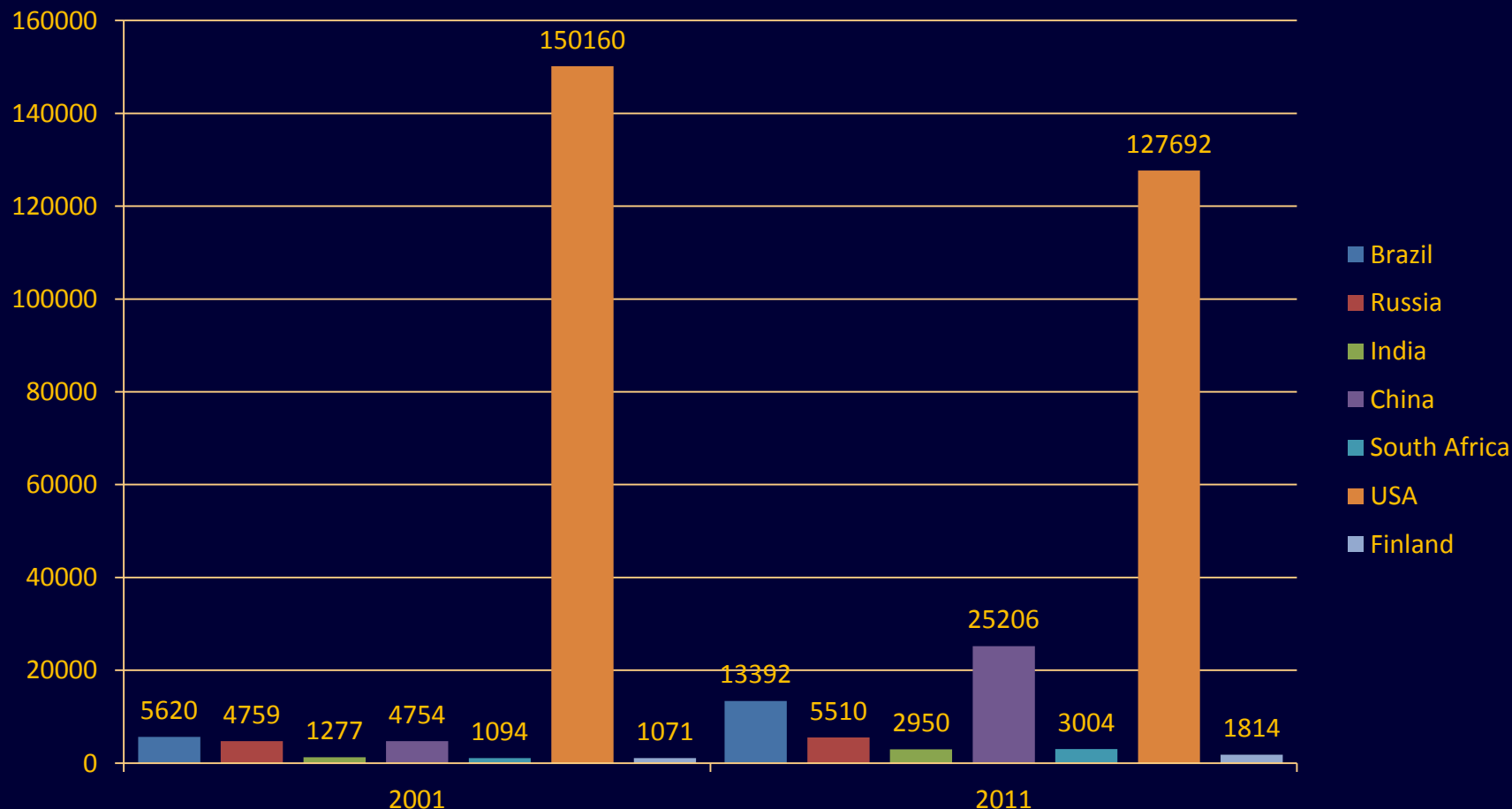


In summary

- There is an economic shift going on
 - It is not as large yet as is sometimes claimed
 - China is by far the most important BRIC
 - The shift is likely to continue into the future
- The US is today by far the dominant economy
 - Much larger size even than China
 - Much higher per capita income
 - The most innovative economy
- Both the BRICS and the advanced world are marked by great and growing inequality



Advertising Expenditure 2000-2010 at Constant 2005 \$USm



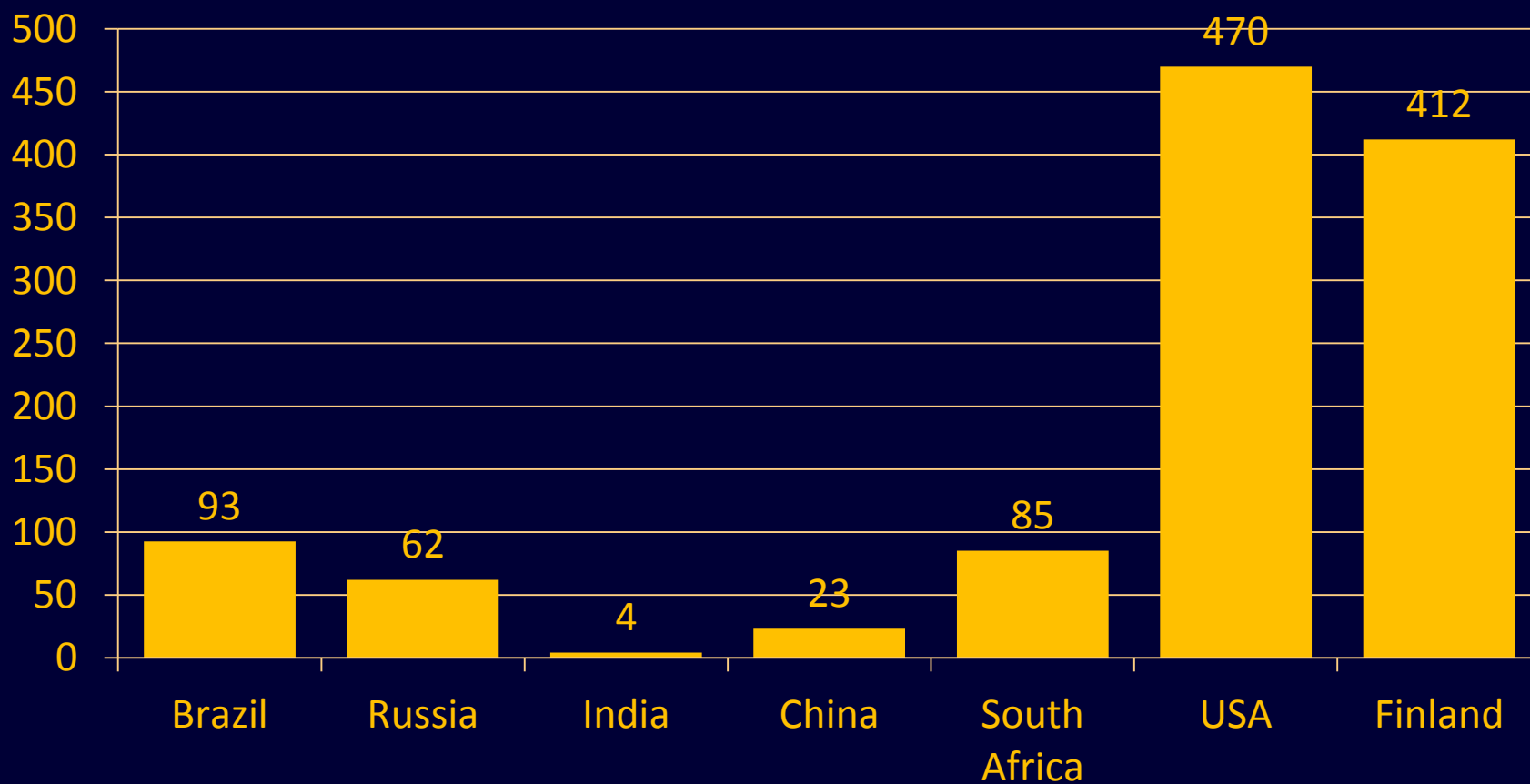
Source: World Advertising Research Centre

School of Communication



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Per capita adspend in \$US in 2011

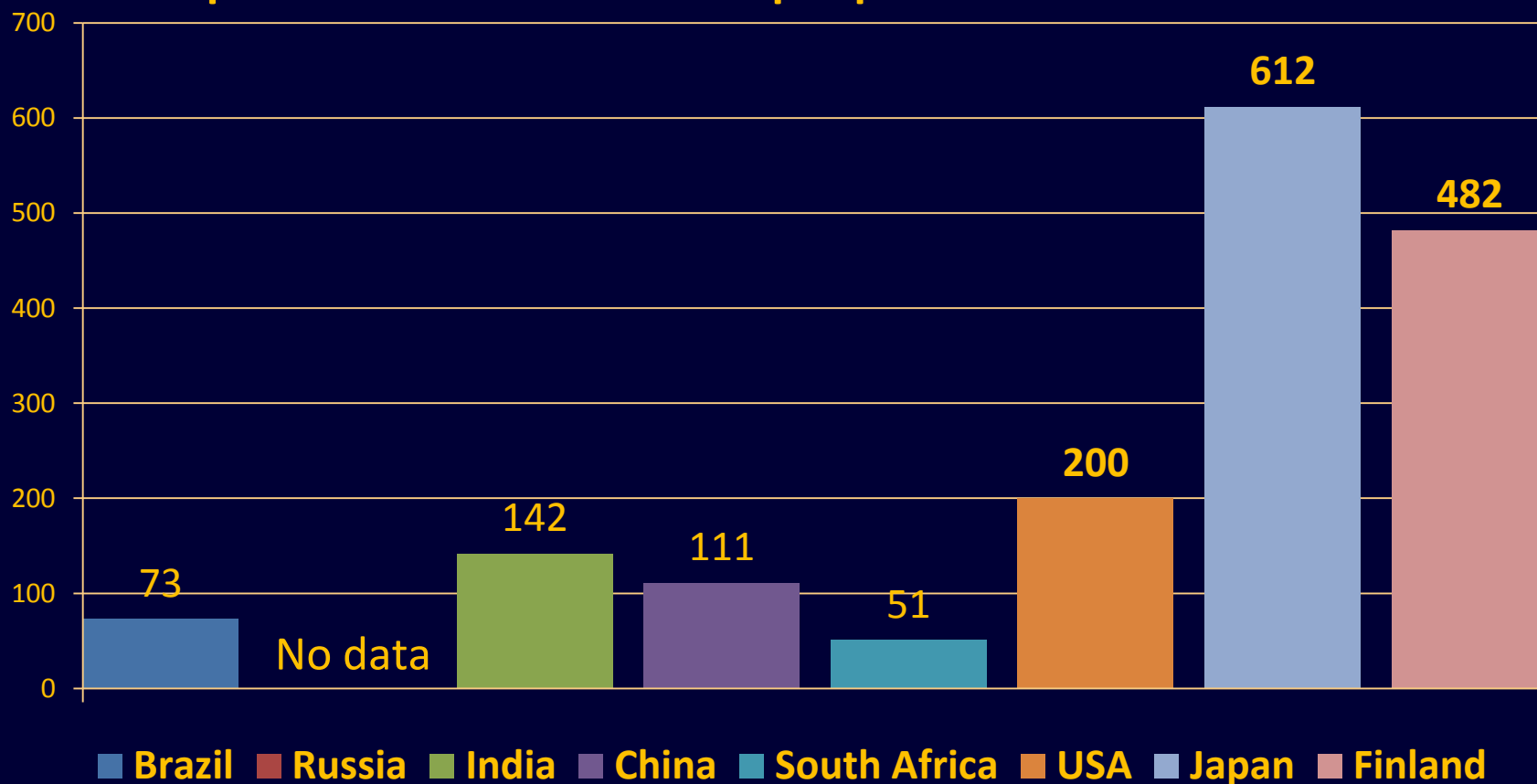


Source: Derived from World Advertising Research Centre



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Circulation of paid-for daily newspapers per 1000 of adult population in 2008

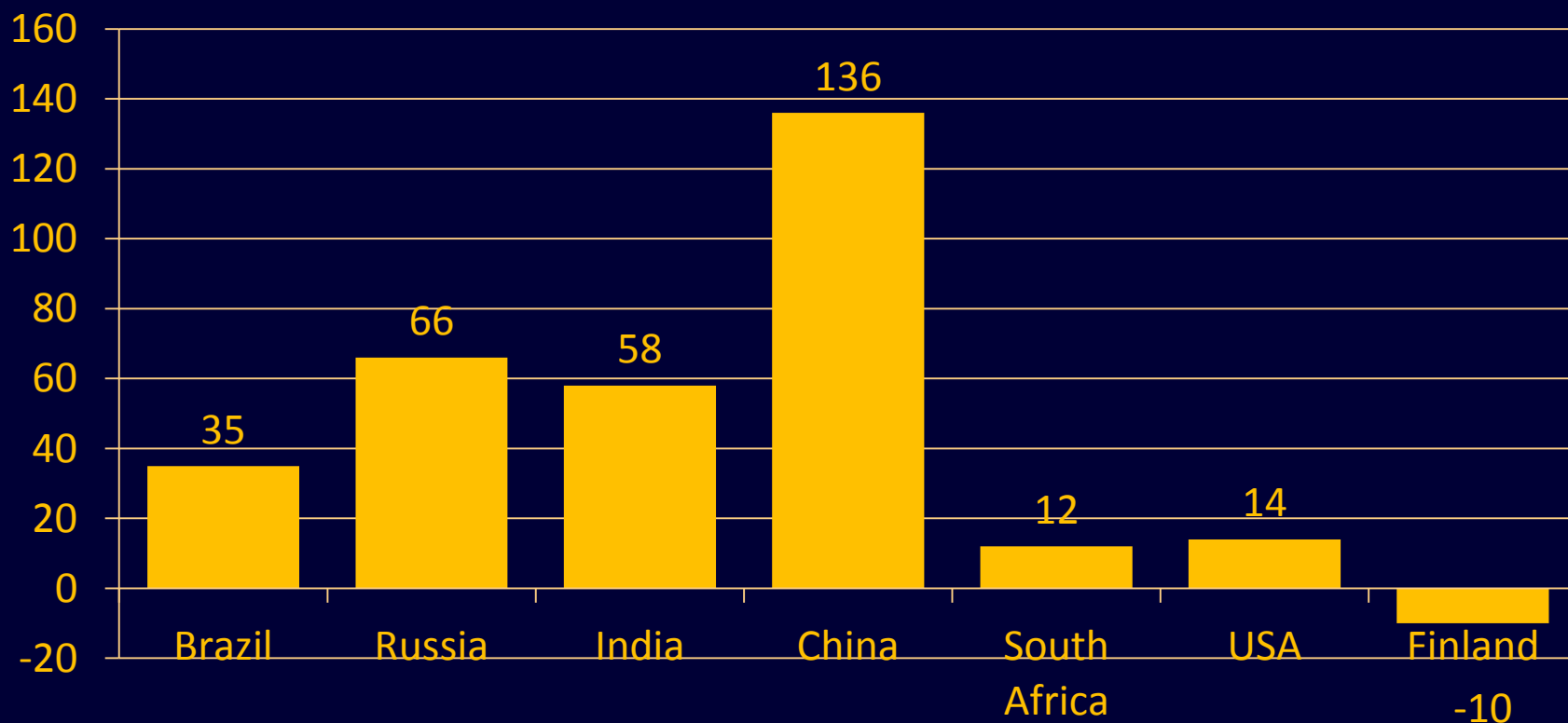


Source: *World Press Trends 2009*



A rough measure of media freedom

Lower score = more media freedom



Source: Reporters Without Frontiers *Press Freedom Index 2011-12*



Persecution of Journalists in Selected Countries

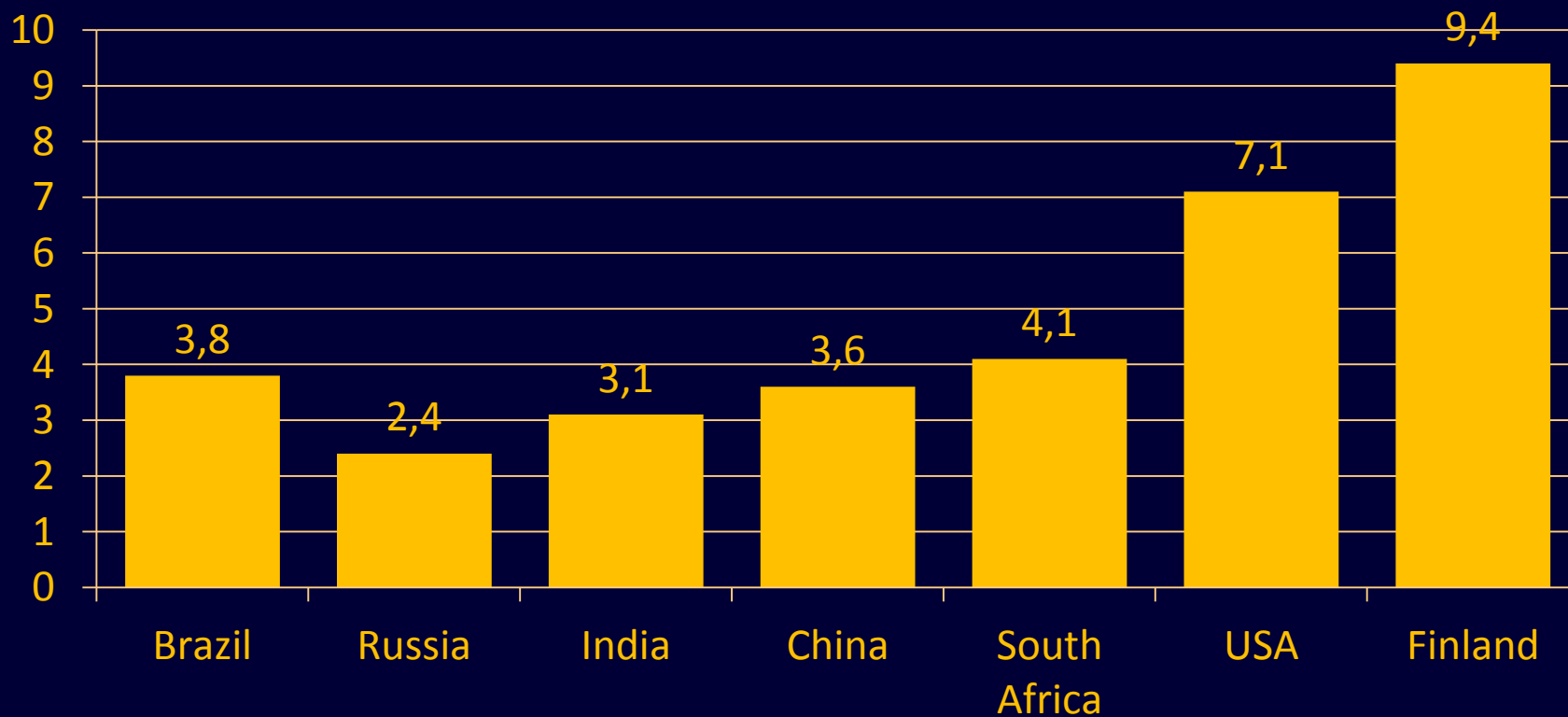
Country	Imprisoned Journalists 2011	Murders of journalists 1992-2011
Brazil	0	21
Russia	0	53
India	2	28
China	27	2
South Africa	0	3
USA	0	5
Finland	0	0

Source: Committee to Protect Journalists



A rough measure of corruption

Lower score = more perceived corruption

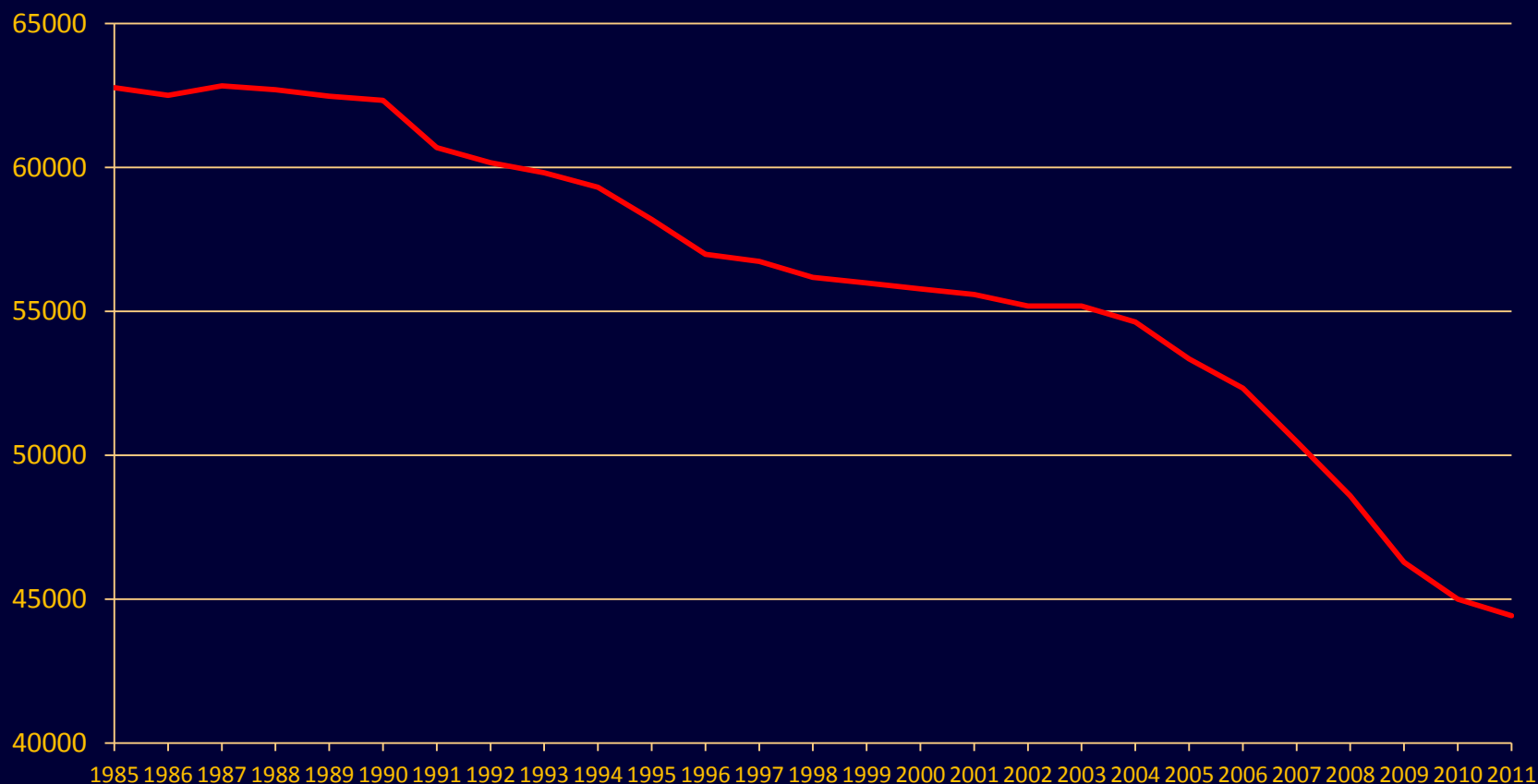


Source: Transparency International *Corruption Perceptions Index 2011*



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US daily press circulation

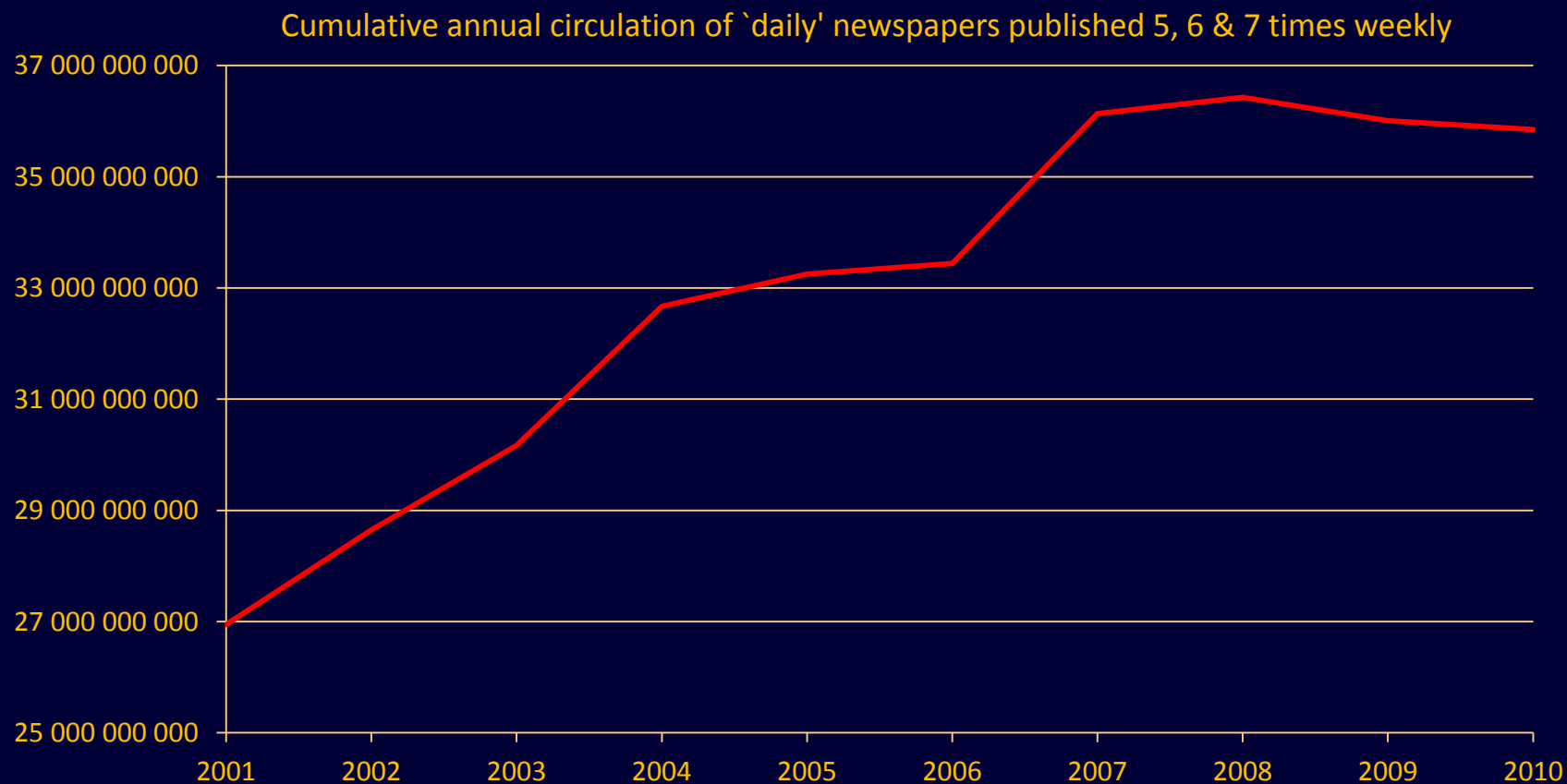


Source: Newspaper Association of America (Note: Figures for 2010 are interpolated.)



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Chinese daily press circulation



Source: General Administration of Press and Publishing (GAPP) 2001-2010



In summary

- Low per capita income means lower potential for subscription revenue
- Low advertising expenditure means poorer mass media
 - High Gini co-efficients mean large market for elite media
- Media struggle to achieve similar levels of freedom as in the advanced world
 - Level of repression of journalists relatively high
 - Level of corruption of journalists relatively high
- Media still in a phase of national expansion unlike in the advanced world
- Likely still to be relatively weak compared to US media in international terms for some time



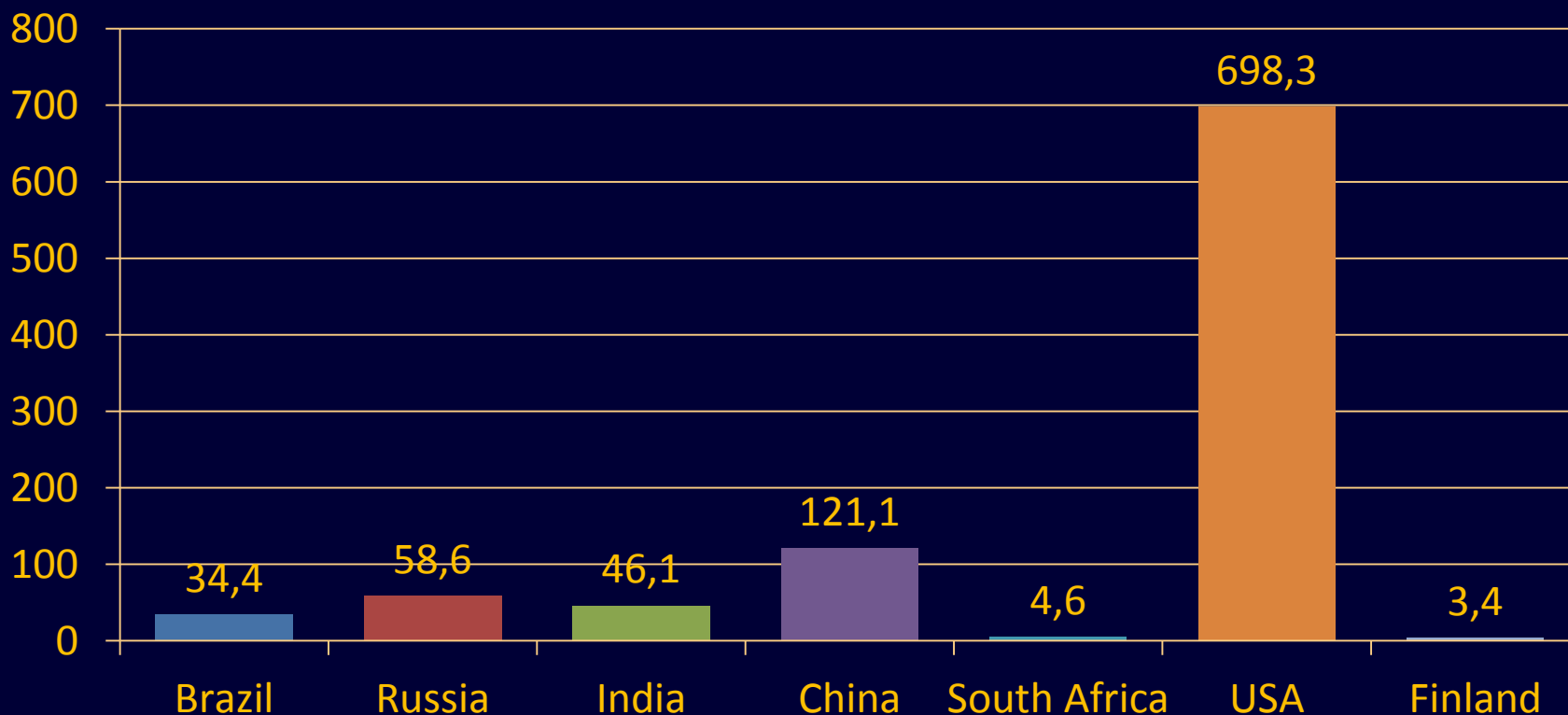
There have been earlier power shifts

- Incumbents and challengers a common pattern
 - Results do not always result in a lasting victory for the challenger
 - Victors and benefactors not necessarily the same
- Late 19th to early 20th Century
 - UK economy surpassed by Germany and USA in late 19th Century
 - Primary conflict between UK and Germany
 - Short term victor UK (at least in 1918)
 - Main benefactors USA and USSR after 1945
- Late 20th Century
 - Primary conflict between USA and USSR
 - Short term victor USA (at least after 1989-1991)
 - Main benefactors USA and China?
- In the longer term?
 - It is *possible* that China's economy will surpass that of the USA in the foreseeable future
 - There are already obvious signs of conflict



Not yet a military balance

Estimated expenditure in \$billion 2010



Source: SIPRI 2012



Economics and culture

- A major reason for international cultural influence is economic and political power
 - Language
 - Sport
 - Movies
- The economic rise of the BRICS will be accompanied by increasing cultural influence
 - On what timescale?
- Economic rise leads to conflict
 - Cultural rise will also lead to conflicts
 - Already visible in things like internet governance
 - China's "going out" strategy
 - Think about popular culture during the Cold War



Some conclusions

- There is an economic shift going on
 - It is not as dramatic as some pretend
 - It is not replicated in politics, culture or military power
- This shift in the balance of power is likely to continue
 - Will result in conflicts
 - Some of these conflicts (hopefully all) will be about culture
 - Will involve both international competition and national popular cultures