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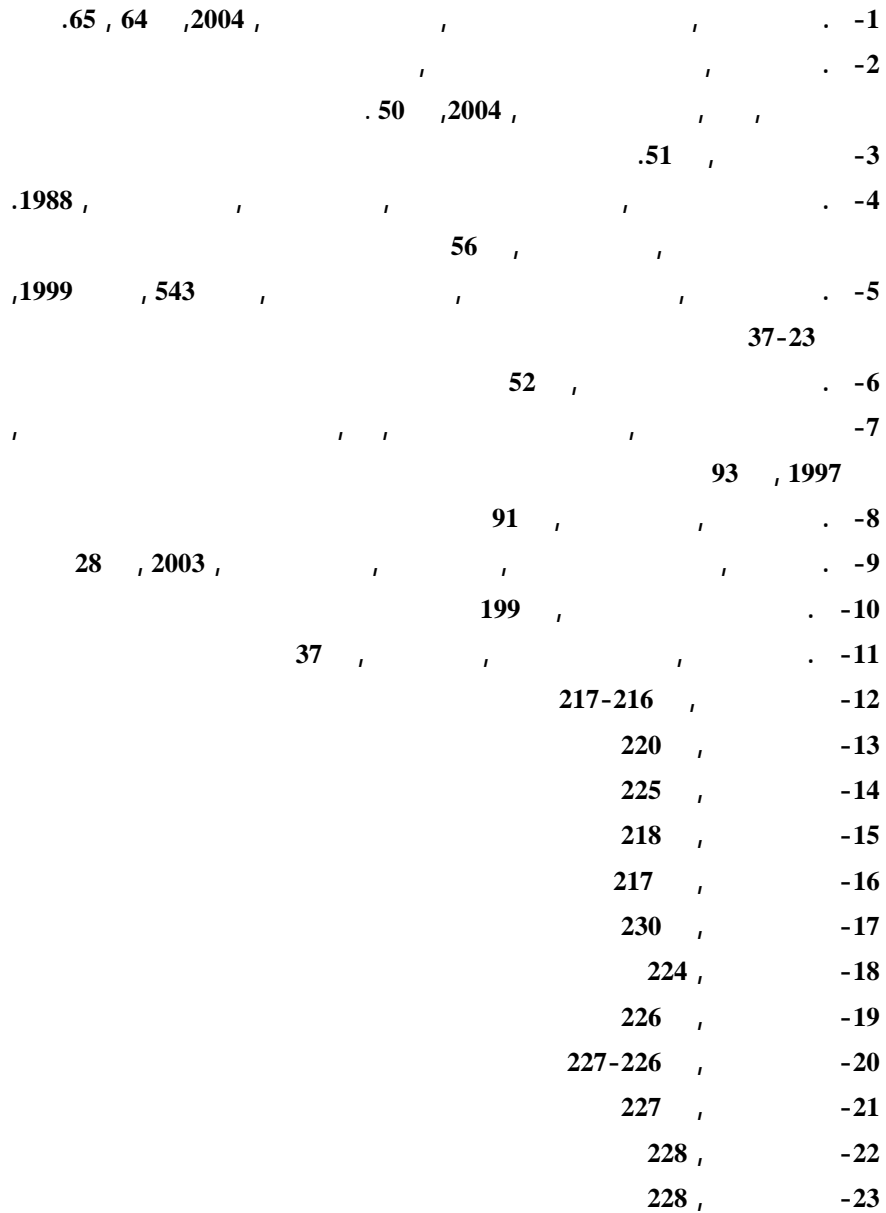
Abstract

The paper deals with three pivots:

The first is the global dimension of communications which emerged when Havas established his agency in 1832, other mass media stayed within the local zone till the 80s of the last century, when it witnessed a global trend in many press sectors such as written press, TV programs, and information banks especially after the incorporation of communications, computer programs, networks and the emergence of internet.

The second: the emergence of the culture of new feudalism, where the allied powers, which conformed after the incorporation, to constitute a homogeneous world within consumption ideology and in a new culture depends on economic powers and technology. This new culture aims at finding a new homogeneous world incorporates all peoples into a universal space can be connected by networks of the new technological mass media through which trading, industrial and cultural are achieved.

The third: the true current state of mass media in the world which indicates that all mass media establishments are owned by giant industrial incorporations that control the economic forces in north industrial countries. These blocs monopolize the cultural, mass media, information technology and technical production, and take a very good care of their interest on the expense of truth and peoples' issues.





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