

## THE ROLE OF GLOCALIZATION IN BUILDING AUDIENCE PREFERENCES FOR INTERNATIONAL TV PROGRAMS\*

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This research analyzes the role of glocalization in building audience preferences for international TV programs that exists in local versions of these programs. To figure this out, the researcher analyzed two of the international TV programs and their Arabic versions for several seasons based on the numbers of seasons they were aired through the Arabic channels compared to their original version. For further explanation, the researcher conducted interviews with experts in media fields to find out more deep thoughts about the decision-making process. The results showed that instead of trying a new program for one season and paying millions of dollars as a cost of franchising, we can trust a model of an empty stage, that the content will be oriented automatically through the characters of the program. The implications of this study could be used to reduce the budget of franchising and produce more local programs that are more compatible .with the audience

### **Research Introduction**

"Think Globally Act Locally" This is the fundamental trademark of the advertising branches of worldwide associations and it helps in characterizing what the portmanteau word glocalization implies. The term glocalization originated from Japanese strategic approaches started to gain popularity inside organization circles in the late '80s in the western world and for the most part so in America, due to some extent to the developing control of Japanese vehicles in the US. The term comes from the Japanese word dochauka which means global localization and initially alluded to adapt cultivating methods to local conditions, in the commercial world this

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thought was applied to the promotion of products and impacts all parts of the marketing mix, including most fundamentally the communication of merchandise and brand. Glocalization is for the most part instilled inside the financial comprehension of globalization, yet as exhibited inside the elephant story it will proceed to contact various cultural degrees as they are all the same.

### **Research problem**

The study problem is trying to identify the role of glocalization in building audience preferences for this type of international TV programs and the role of decision makers in choosing what genre of these program to be purchased, because there are big differences between these kinds of programs in the number of seasons, which influence the success and the failure of the program.

### **Research goals**

- 1- Explore the role of glocalization in the selection of certain types of international programs.
- 2- Investigate the role of franchising in program spreading.
- 3- Figure out why some programs succeed, and others fail.
- 4- Identify the role of decision makers in choosing these programs.

### **Theoretical framework:**

#### **Globalization theory**

**Main assumptions of the of globalization theory can be summarized in three principal points:**

**First**, cultural factors are the determining aspect in every society.

**Second**, under current global conditions, and when we are studying a system, it is not as important as previously thought to use the nation-state category as a unit of analysis, since global communications and international ties are making this category less useful.

**Third**, with more standardization in technological advances, more and more social sectors will be able to connect themselves with other groups around the world, which implies faster and easier communications.

## **Decision making model.**

### **Main assumptions of decision-making model:**

- **The assumption on task:** The task of “decision making” is to select the best action from all applicable actions at each state of the process.
- **The assumption on belief:** The selection is based on the system’s beliefs about the actions, represented as probability distributions among their consequent states.
- **The assumption on desire:** The selection is guided by the system’s desires measured by a utility or reward value function defined on states, and the best action is the one that has the maximum expectation.
- **The assumption on budget:** The system can afford the computational resources demanded by the selection algorithm

### **Research questions**

- 1- What are the procedures that the decision makers in satellite TV channels take to adapt an international TV program?
- 2- What are the tools that the decision makers use to enhance the success of the adapted international TV program?
- 3- What criteria do decision makers use to decide whether the international TV program will continue more than a season on their channel or not?
- 4- What are the limits of using glocalization tools on the adapted international TV programs?

### **Research Assumptions**

- 1- The more the decision makers use glocalization concept in their adaptation process of the international program the more the local version of the TV program is successful.
- 2- The use of glocalization concept may lead to affect the international TV program theme.
- 3- The success of the local version of the program depends on the conformity with the international version.

### **Results**

#### **Programs analyses suggest the following:**

- Content orientation , music , and characters in the Arabic version of the TV program wheel of fortune are the elements which contradict with the first assumption “**The more the decision makers use glocalization concept in their adapting process of the international program the more the local version TV program is successful**” and agree with the

- assumption of the theory which states **“under current global conditions, and when we are studying a particular system , it is not as important as previously thought to use the nation-state category as a unit of analysis, since global communications and international ties are making this category less useful. “**
- Television programs are products with material values, but the receivers of these products have a cultural preference, these two elements work simultaneously, yet while the financial element favors homogenization, the cultural element calls for resistance which agree with the assumption **“The use of glocalization concept may lead to affect the international TV program theme.”** and agree with the theory assumption of **“cultural factors are the determining aspect in every society.”**
- The theory assumption that says, **“with more standardization in technological advances, more and more social sectors will be able to connect themselves with other groups around the world, which implies faster and easier communications transactions,** agrees with the assumption of **‘ The success of the local version of the program depends on the Conformity with the international version.”** that is described by the phase of Gt talent show, that conforms with the international version.

**Interviews with decision makers suggest the following:**

- When budget permits, the show will be produced as same as the original to guarantee full adherence to the format, which meets **Issues on budget.**
- The production staff-primarily the director, producer, and host-are trained by the original format staff, and others benefited from an exchange of expertise in the form of technical and creative assistance from the original format creators, which meets **Issues on task.**
- Producers are expected to generate money; decision makers are guided by their relationship with two audiences and advertisers. They try to achieve high ratings. This translates into a greater number of viewers and so more money, which meets

**Issues of Desire.**

- The benefits of buying the license to produce a format are numerous, it is a tried and tested show. First, decision makers cut down on the stresses of development both in creative effort and time spent testing concepts, which meets **Issues on belief.**

## **Conclusions**

- The researcher started this research by examining a wide spectrum of views concerning reality television in the Arab World, ranging from condemnation to celebration. In addition, the researcher suggests the need for further serious study. In the previous sections, the researcher traced the development of the genre with an emphasis on factors relating to the nature of television in the region. Particularly, the researcher was concerned with managerial, creative, and technical forces that presented this genre to the Arab audience. In the following, the researcher hopes to address that debate and offer an idea worth exploring.
- As the researcher have noted, reality television is produced almost entirely by Lebanese for an Arab audience. The historical development suggests that culturally and economically Lebanon was a ripe ground for the ferment of reality television. On one hand, the Lebanese social context is open to exploring Western ideas and on the other hand, a pool of talent is readily available and affordable. At the same time, the researcher has stressed the structural needs for respecting traditions and values, because of the powerful influence of sensitive and conservative based advertisers and viewers. Creative and advertising personnel working on reality TV programs in the Arab world cautiously interpret and continuously rewrite the rules of what can and cannot be broadcast. The dilemmas is how and whether creative producers should or should not faithfully adhere to original formats.
- The glocalization of an international format involves as much adherence to values and traditions of Arab world. My use of Glocalization refers to the repackaging of Western formats to Arabic-speaking audiences. The process of Glocalization involves the staffing, the aesthetic and editorial treatment of the format. In other words, Glocalization is not a reductionist notion; rather it helps explain the introduction of words.
- In the Glocalization of an international format, both decision makers and advertising salespersons have a vested interest in balancing Glocalization. In doing so, they achieve a Pan-Arab audience appeal while maintaining a “safe margin” that guarantees continuous advertising support.

- The success of the Glocalization of these shows needs further study. For instance, what would explain the success of these reality shows at a time when a more real, harsh, and bitter truth was offered? It is true that decision makers were eager to maintain an audience that was shifting from general entertainment channels to news channels. But while this explanation might satisfy the business, programming, and production angles; but it does not answer questions about those in the audience who watched and voted.
- Just like game shows, reality television is a format, a patented product with a reproduction permit that is sold in return for money and copyright recognition. Issues of flows, meanings, globalization, and hybridity are central to a better understanding of this format. In other words, the boom in reality television in the Arab world is closely related to issues of structure and reception. Ignoring one or the other robs the phenomenon of its full significance.
- As the researcher argued earlier, reality television purports to represent reality, but in fact it represents many complex and competing realities. The task, therefore, is first and foremost to develop the perspectives and knowledge for us to explore fully the possibilities offered by this new genre. On the knowledge front, this research offered an account of the development of the medium. This account was not exhaustive, but rather selective. A more detailed history needs to be written. On the perspective front, this research was concerned with the developers of reality television. The framework of “Glocalization” will need more theorizing as structural issues pertaining to the political economy of the media in the region. The researcher hopes this contribution will encourage further studies and contribute to this ongoing debate.