



Global Television and Cultural Desensitization: Re-packaging Western Values for Non-western Markets

Mahmoud Galander

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This work discusses global television and its role in the process of cultural desensitization. It investigates two famous western TV game shows, "Wheel of fortune" and "who wants to be a millionaire", in spreading western values in non-western cultures, namely in a chosen Muslim community. The work discusses the issue from the perspective of the psychological process of desensitization which posits that continued exposure to a negative stimulus tends to reduce the psychological tensions caused by the contradictions of such stimulus, and results in a gradual process of acceptance of the stimulus. The work is part of a series of research tracing the impact of the new communication technologies in redefining such major communication constructs like audience and mass media and media effects.

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