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Global Competition in Media Narratives

Abstract

Western leaders fear that the growth of international broadcasters mainly from Russia and China – although there are a few others, like Iran and Qatar - are battling for a portion of the ideological high ground. They sense that these new global news networks aim to instill their values, interests, and preferred policy narratives to a more susceptible global audience. Western policymakers see a troubling trend with global public attitudes slowly shifting and people aligning with competing systems and away from American and European ideals and values. This paper is an overview of those challenging institutions and narratives and is intended or a broader discussion on media power and policy.