

Introduction

The 21st century stands out for its outstanding technological contributions. In the last decade, there has been a true revolution in the field of communication. Transformation processes affect the different areas of our day-to-day, sometimes almost inadvertently. As a consequence of social changes, various actors have emerged in the public sphere. Increasingly, the interaction between citizens, governments, and institutions shape public opinion.

In the 20th century, the word «global» acquired a particular meaning. It is essential to know the historical perspective. In this sense, this work offers the main theoretical contributions for the analysis of global communication.

Traditional media (press, radio, and television) and digital media have affected society. We can affirm that the broadcast of news information has an enormous impact on civilizations. The activity of the media has managed to expand the borders. The media help us better understand the phenomenon of globalization, and they are agents for disseminating content. In this way, it is possible to know the problems that affect other countries and perceive them as «close» to our ordinary reality.

The appearance of new protagonists in the international sphere joins the traditional ones in the past (states, governments, or international organizations). The technological revolution promotes new paradigms. Organizations and corporations, NGOs, media professionals, and opinion leaders shape global public opinion.

On the other hand, the transformation that has taken place in the world makes citizens use social networks daily—many of the international social conflicts spread in cyberspace. The substantial leaks, such as the WikiLeaks Case, have been a before and after in international relations. The management of institutional communication by governments has also gained interest. Revolutions of a democratic nature (such

as the Arab Spring) establish the need to study the cultural values of the East and the West.

Regarding entertainment, the influence of different transnational companies shows synergies between countries. Therefore, our perception of cultural reality is increasingly diverse. In short, citizens have new challenges every time.

The present book has been developed as a handbook for students of International Relations. It can help to find a suitable study material to learn about the history and development of international communication.