Introduction

In 1492 there was an event that changed the world's history: the so-called discovery of America. A new continent emerged for Europeans, and a previously existing void was filled. We know well that Columbus intended to discover a new route to reach the Indies. Instead of following the well-known sea route from west to east, he intended to follow the reverse path, from east to west. That is to say, crossing the Atlantic. In his journal, he wrote: «Thursday, October 11: At two hours after midnight it seemed the land from which they would be two leagues, all the sails died down, and they were left with the treo, which is the large sail without bonnets, and they got on the rope, timing until On Friday, they reached a small island of the Lucayos, which was called in the language of the Guanahaní Indians. Then naked people came, and the Admiral went ashore in the armed boat, and Martín Alonso Pinzón and Vicente Yáñez, his brother, who was captain of the Girl. The Admiral took out the royal flag and the captains with two flags of the Green Cross. The Admiral carried on all ships by sign, with an F and a Y: above each letter his crown, one of the cross's cape and another from another. On land, they saw very green trees and many waters and fruits in various ways. The Admiral called the two captains and the others who jumped on the ground. Rodrigo de Escobedo, a clerk of the entire Navy, and Rodrigo Sánchez de Segovia, and said that they give him by faith and testimony how he before all took, as from In fact he took possession of the said island by the King and by the Queen his lords, making the protests that were required, as long as it is contained in the testimonies that were made there in writing. Later many people from the island gathered there.»

In previous centuries, reasons of all kinds prompted the discoverers to conquer new lands. There was an awareness that there was a unity of mankind. With Christianity, all people's radical equality was affirmed. The Church tried to fulfill the mandate

received from its founder to «Go to all people.» Therefore, the ideas that later shaped the relatively recent globalization concept had been around for many centuries.

In the 20th century, the word global began to have a very specific meaning. In fact, that concept includes multiple realities and therefore presents different facets. To understand the processes that have helped shape the concept, it is essential to go to a historical perspective. Knowing the history illuminates the present.

The media have been a necessary and essential instrument in raising awareness that humanity forms a single and unitary entity. Technological development has played a fundamental role in the expansion of communication. Specifically, media such as the press, radio, television, and digital journalism have profoundly affected society's configuration. They are the main ones responsible for globalization, which is especially evident for all citizens. Thanks to their activity, they have managed to expand borders. They have made us perceive countries as close or problems that are physically far away.

We better understand what globalization is to the extent that we better understand how social media works. Said negatively, it would be impossible to understand the globalized world in which we live without these mencioned media.

Topic I.

Globalization: context to understand Global Communication

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1. Definitions of Globalization
2. The processes
3. The role of the media in these processes
4. Concepts associated with Globalization and the media
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