

Construction of National, Regional and Diasporic Identity

Introduction: The media reflects and creates culture. The way the Caribbean population are both primarily and secondarily socialised has to do a lot with the portray and manipulation of mass media.

Did you know that mass media helps Caribbean nationals living abroad to keep in tune with aspects of their Caribbean culture by which they can identify with and have a sense of patriotism??

The processes of mass media spurs off infusion and diffusion where as in helps to integrate different cultures and spread it respectively. Though theorists like M.G. Smith argued that the Caribbean is a plural society, the media has somewhat relinquished that by infusing different aspects the islands' culture and making it a 'Caribbean culture'. This gives the Caribbean a regional identity.

Cultural diffusion helps to spread the Caribbean culture world wide. As widely recognised as it is, it could have only been possible through mass media. Thousands of persons are able to identify certain cultural traits with the Caribbean such as steel pan playing and reggae. Though many Caribbean nationals are living outside the region they still stay connected with Caribbean culture because of mass media.

The culture is promoted by local, regional and international mass media. An example of a form of televised regional media is the Caribbean Media Corporation (CMC) which reports regional activities. This form of medium helps to integrate and mold a sense of belongingness of all Caribbean islands.

The SlideShare below briefly explains the mass media helps to sustain and develop the Caribbean's culture.

<https://www.slideshare.net/Nevedie/the-role-of-mass-media-in-the-caribbean?ref=https://notesmaster.com/en/group/caribbean/1556-cape-covid19-support/24780-identity>

