

GLOBAL MASS-MEDIA

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În articol sunt tratate o serie de aspecte ce țin de procesul de globalizare care exercită un impact tot mai mare asupra mass-media. În prezent putem vorbi chiar de o globalizare a mass-media, atât pe plan internațional, cât și național (integrarea structurilor media în Republica Moldova).

Publicația se concentrează pe trei aspecte-cheie: descrierea tipologiei și specificarea funcțiilor organizațiilor media (media comercială, guvernamentală, publică, organizațională, individualizată, politică); implicarea Republicii Moldova în procesul global comunicațional-informațional, în special prin intermediul noilor tehnologii informaționale; reliefaarea tendințelor inovatorii în mass-media.

Different countries mass-media systems reflect the diversity of their levels of development, prosperity, values and political systems. Often, a country's geography has a great impact on the type of media system it holds. The level of diffusion of different communication technologies offers a clear view to illustrate specific cultures and national identities.

The mass-media have grown in complexity, mostly in economically advanced countries. According to media professionals, media systems are classified into:

Commercial media

These are profit-seeking media. Media global commercialism has become marked by the extra power of mergers and associations between companies and by packaging of associated products for multiple audiences. In the case of Disney's 1996 ten-year deal with McDonald's worldwide (promoting children's meals and Disney characters and product), this business is not just about film. It owns or controls theme parks, it produces sound tracks and TV series.

Government media

Controlled by the government, it may coexist with commercial media. It concerns the government power to allocate resources. It provides the interaction of the press services and the public administration officials. This service's function is also to organize press conferences, interviews to participate at the state, official visits, appointments, negotiations with the Prime Minister participation. Being responsible to ensure the creation of an objective image, this type of media in collaboration with the Government, prepare the info-materials concerning the governmental activity [1].

Public media

It is usually financed by citizens and government money to foster the public good, like PBS and NPR in the US. Public media centers assist many nonprofit organizations with marketing, communications strategy, advocacy campaigns, advertising, direct response, constituency development, management consulting, research and media training.

Organizational media

Targeting at supporting and serving non-government organizations, such as professional groups, religions and corporations. It provides a comprehensive education in theory and practice of human and media based communication within organizations. The trained students are prepared to assume roles as communication professionals in media design and production, public information, special events planning, website design and promotional communication.

Individualized media

Media related to an individual need and concerns, by means of the web. There are organizations that initiate and train media-interested people for interviews. Some centers offer individualized media coaching, radio interview training that help first-timers feel comfortable speaking to any media, or in front of a live audience.

Political media

Used by political parties. Political media are communication vehicles owned, ruled, managed, or otherwise influenced by political entities, meant to propagate views of the related entity. In this sense, political media would often be meant to form or at least to influence public opinion, a least-common – dominator for all members of the society. They are a one-way street and sometimes misused. In some cases people in media careers have been previously selected by ruling apparatus, and often openly declared their political beliefs, admitting a lack of impartiality [2].

According to McQuails media thesis, there are four kinds of effect globalization:

1. Global media promote relationships of dependency rather than economic growth.
2. The imbalance in the flow of mass-media content undermines cultural autonomy or holds back its development.
3. The unequal relationship in the flow of news increases the relative global power of large and wealthy news producing countries and hinders the growth of an appropriate national identity and self image.
4. Global media flows rise to a state of cultural homogenization or synchronization, leading to a dominant form of culture that has no specific connection with real experience for most people [3].

The first media companies to extend their operations abroad considerably were news agencies such as the Associated press, Reuters and the United Press. At present, companies that produce all types of media messages, are engaged in searching for global markets.

Associated press is the largest news-gathering agency in the world, disseminating 20 million words and 1000-plus images a day. Subscribers from over 100 countries became its customers. About 1500 US daily newspapers, 6000 television, radio stations and a great number of cable systems carry AP news. In the US the AP has 3700 employees.

Time warner. Time Warner, operating in over 70 countries, is one of the biggest world media company, valuing about \$ 83 billion. Its CNN can reach a billion people in over 200 countries. HBO OLE tempts numerous subscribers in Latin America. Warner Brother's movies and TV shows are distributed worldwide. Time publishes editions in Europe, Latin America and the South Pacific. The Discovery channel has 63 million subscribers in Asia, 30 million in Europe, the Middle East and Africa, 30 million in India, and 28 million in Latin America. The Cartoon Network is satellite and cablecast in 145 countries in 14 languages. Nিকেলেдеон is the globe's most distributed kids channel, viewable in more than 320 million households. Mexican soap operas dominate the television schedules of Latin and South America. The four largest US record companies have international ownership. Japanese Sony owns Hollywood's Columbia Pictures, Rupert Murdoch's Australian corporation owns 20th Century Fox [4].

But the global stream of broadcasting is not welcomed by everyone French law requires that 40% of all music broadcast by its radio stations be in French. The Chinese government requires all Internet reports to be recorded with the police, in this way to ensure that its people do not access "counterrevolutionary" Internet content [5].

Media may know few national borders, but the concern of loosing of one's culture identity is increasing. Thus, today the world is seen as a global village due to the media expansion. Still, there are controversial views about the benefits of this trend away from nation specific culture. Global village proponents conceive the world community coming close together as a common culture is negotiated as we become more economically interconnected. As a result of the cultural interchange a global culture is created, piece by piece, but it grows more variegated and complex along the way. And even as geographically based identities blur and fade, new subcultures, based on shared tastes in music or literature or obscure hobbies, grow up" [6].

The global media phenomenon has contributed to the awareness of the ethnic stereotypes recognition in the media focus.

As media technology advanced and the broadcasting age emerged, the American media became increasingly national in scope and ethnic stereotypes evolved to reflect a "melting pot" ideology. Thus, while overtly racist media portrayals were largely marginalized in the early 20th century, perceptions and claims of subtly racist portrayals continue to the present day. Europeans are the dominant figures in American media, often playing the protagonist role. They appear in a broad spectrum of characters of varying complexity and are not generally limited in scope because of their race. Instead, they tend to be stereotyped with regard to gender, nationality, class and other factors. "Good" whites tend to be more fair in appearance, while "evil" whites

tend to have darker eyes, hair or skin. White women often represent safety, the familiar, the home, acting as a "civilizing center" by privilege of their whiteness. African Americans are generally portrayed as intellectually, economically, culturally inadequate being in constant need of assistance from white Americans and others. The stereotype of the dedicated non-African American teacher, social worker or mentor providing what African American family, culture and wealth is well established in films, television shows etc.

Moldova's attempt to join to the global village

The extensive implementation of the info-communicational technologies (ICT) by all society layers, represent a global tendency in the world development. The modern technologies have a crucial importance to raise the level of citizen's living and to the competitiveness of the national economy, the expansion of its integration opportunities in the world economic system.

The first satellite channel was launched by "Moldova Tele-Radio". The broadcasting of the mentioned channel extends in the Eastern and Western Europe, the West of Russia, North of Africa, Madagascar Island as well as in some countries of the Middle East.

The World Bank Public Information Center (PIC) in Moldova makes World Bank Group information available to the public is an effort to disseminate its work to the widest possible audience. PIC's services include: on-line access to World Bank projects, documents, reports, and publications, access to development and research sites on the Internet, access to development-related publications by international institutions, governments, and NGO.

Globalization, innovatory tendencies in the media

The electronic media and communication sector, which ranges from telecommunication networks and the Internet, through to radio, television and film, is itself among the most active in the current drive for the globalization of production, markets and trade. Although varying among the subsectors, its rate of expansion has been phenomenal, the centralization of ownership has been among the most marked, the transition from national public ownership to global private ownership is almost total and international trade (facilitated by the rebranding of telecommunication services as "tradable goods") has expanded apace. This has been accompanied by the reorganization of hardware, software and content production, and the global redistribution of activities.

The social consequences of the globalization of the sector itself are comparable to those of many other sectors, and include the restructuring of employment relations and conditions, and international competition for footloose capital based on cheaper labour. While these issues are very important in themselves, rather than being given special consideration on their own, they should be seen as part of the overall issues surrounding globalization. Yet the sector, in its current trajectory, occupies a special place in processes of globalization that sets it apart from others. It has a unique impact in two directions. The first is as an *enabler of globalization* [7].

The media and communication industries are a leading sector in facilitating overall globalization. In the first place, the role of telecommunication is critical to globalized production strategies. It is inconceivable that the pace and depth of globalization could have been sustained over the past decades in the absence of sophisticated telecommunications networking. Furthermore, content (or "copyright") industries, such as television, music, video, film and the Internet, directly through advertising and indirectly through the promotion of consumerist and individualistic lifestyles, are at the forefront of cultural preparation for consumerism, an essential precondition and accompaniment to the opening up of new markets for a huge variety of products, and to the breaking down of cultural and other barriers.

Directly in their role as enablers of globalization, the social consequences of the media and communication sector *are* primarily mediated through the sectors that they facilitate. For instance, the social consequences of facilitating the emergence of globalized financial transactions and manufacturing industries are ultimately a function of the globalization of these sectors, while the social consequences of the opening of markets for "lifestyle" products, such as fast food and cosmetics, are a result of the growth of these sectors. But these impacts bring us beyond the main focus of this presentation [8].

The second special characteristic of the globalization of the media and communication sector is as a *powerful agent* in the transformation of social, cultural and political structures. This is, of course, partly the flip side of media and communications as a means of opening new markets and softening up cultures for consumerism, although there is more to it than that. It is this set of (often unintended) side effects of the glo-

balization of media that have the most impact of all, namely the evolving cumulative impact of the gradual commercialization of media and communications on critical social functions, such as the formation of individual and community identity, cultural and language diversity, the capacity to participate in the political process and the integrity of the public sphere, the availability of information and knowledge in the public domain, and the use of media for development, educational and human rights purposes. These areas, the vital functions that media and communications must play in a society that respects democracy, human rights and economic, social and cultural needs.

The central hypothesis is that we currently find ourselves at a media crossroads. At stake is the type of communication and media environment that we are seeking, from the local to the global levels, for ourselves and for future generations. Major forces are strongly propelling us down one route, the commercialization of media sectors and outputs, subsuming media and communication 'products' under general market rules. An alternative route, currently much weaker, would lead us down the road of media and communications focused on fulfilling human needs and reinforcing human rights under a revised and invigorated structure of global governance. The crossroads metaphor is apt. If we travel down the former route, it becomes increasingly difficult to make our way back, as changes are locked into place, ratchet-like, by powerful institutions with an armoury of enforcement mechanisms and sanctions at their disposal. But building an impetus to move in the human rights direction will demand a conscious and coordinated effort from advocates in international institutions and in civil society.

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