



Analysis of Globalization of Means of Communication in Economic and Political Context

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Abstract

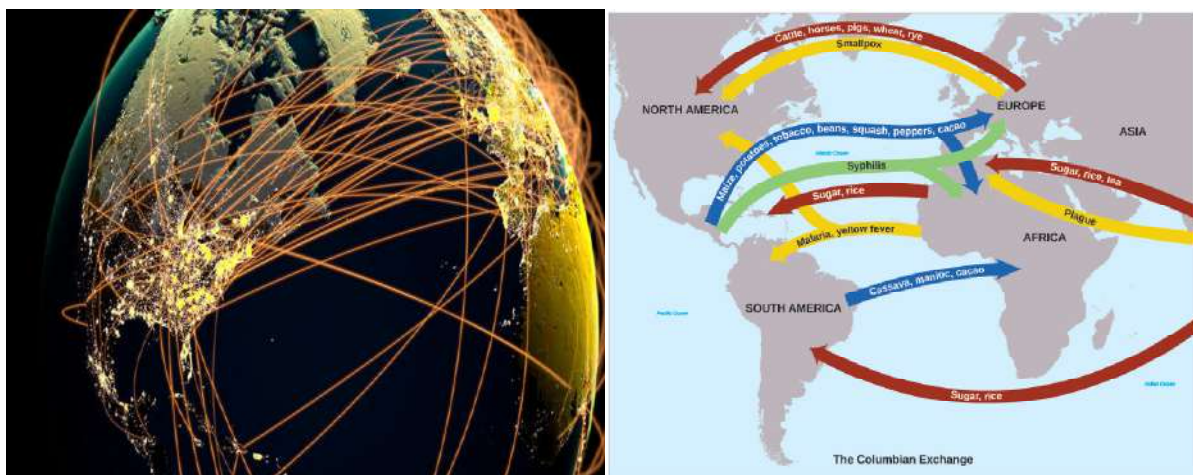
The globalization of communications has its roots in philosophical and economic thinking, dating back to the writers of the Age of Enlightenment and classical economics. As early as 1833, the author of a reference work on colonization, publisher of Adam Smith and one of the founders of the Commonwealth, E.G. Wakefield wrote: "The whole world is before you". Thus, this means that thanks to the colonies, there was almost unlimited potential for development in the capitalist economic system. The capitalist system is naturally one of permanent expansion. Globalization appears to be embedded in capitalist economic logic. Globalization of communications is one of the modern forms adopted by capitalism in its insatiable pursuit of growth and expansion, establishing itself first in the 19th, then in the 20th century. The first part of this article will emphasize that the globalization of communications is a long-term process, which characterizes the history of capitalism, but which is structured from a technological perspective during the 20th century and which actually took shape as the deregulation movement began. Takes. From 1984, the second part of the text will show that far from standardization and the global village, globalization is made up of conflict and conflict.

Keywords: Globalization of communication, economic thinking, capitalist economic system, political, technological approach.



The long journey of globalization

Political, ideological and legal foundations of globalization the political and legal foundations of contemporary globalization were laid from Bretton Woods, after the Second World War, to the hegemony of Victorian England and the great empires, then to the rise of American capitalism. Commerce, but also the free movement of people, ideas and information, has been listed by major international bodies as the cornerstone of our democracies. While industrial globalization asserts itself, and globalization of communications begins. To the extent that capital is a social relation - as both Wakefield and Marx were able to note - the communicative logic of capitalism is written “in its genes”. The debate on the New World Information and Communication Order (NOMIC) in the 1970s foreshadowed the discussions at the current World Summit on the Information Society and the Information Society (WSIS).



Technical elements of globalization

Globalization is a long-term process rooted in capitalism. The contemporary globalization of communications is being drawn from a technological perspective since the end of the 19th century, punctuated by great inventions (telephone, cinema, TSP, television, computer, transistor, integrated circuit, microprocessor, satellite, networks, etc). The process accelerates with the appearance of digitalization, endowed with four properties according to Bailey (2001, pp. 215-216): quality (minimum changes in transmission); efficiency (numerical compression); interactivity; Universality (the specificity of the coding makes it possible to combine all types of content on multiple media). Digitalization enables technological as well as economic convergence: boundaries between IT, audiovisual and telecommunications players are disappearing. Telecommunications operators, computer or software manufacturers, publishers, film studios and television networks can today be considered part of a single information and communications mega-industry or what Ideate calls the Digi world.



Tremendous Accumulation of Capital

ICT, a global investment priority that combines information and communication technologies, has accumulated a vast stock of capital, creating a mega-industry, particularly in the establishment of networks in the 20th century. Whether public investment plans or private initiatives, the creation of networks and the implementation of information technologies has become a global priority: in 2000, Europe devoted approximately 18% of its investment budget (compared to 30% in the United States). However, we should not assume that this process is the result of spontaneous movements. Since the early 1980s, the globalization of communications has accelerated tremendously due to US deregulation.



Formal beginning of globalization

From Communications to Its Unlimited Expansion (1984-2005) “No company - and no national economy - will survive the revolution in the means of communications, of which the fall of Bell

is one of the cornerstones. "A. Toffler (1985). The globalization of communications continued to intensify in the second half of the 20th century, reinforced everywhere in the germ generated by the origins of capitalism. The globalization of communications formally began in January 1984. The largest global company of its time, American Telegraph and Telephone (AT&T), with one million employees, was liquidated. This incident is important for at least three reasons: -

- This is the dissolution of the largest global company of its time. Overnight, hundreds of thousands of employees find themselves in companies whose names, strategies, and objectives change; AT&T is actually abandoning its 22 Bell operating companies which will reorganize into 7 independent local companies.
- This information and this are the beginning of a huge industry of communication. Over time, the rules become more and more flexible and allow companies to provide all types of services. As early as 1991, the CEO of Bell Atlantic, one of the companies formed as a result of the dissolution of AT&T, indicated that it was necessary "to be able to provide all types of information and entertainment to everyone, at the lowest cost."
- The breakup of AT&T is the starting signal for a new wave of economic liberalism, specifically targeting monopolies. British Telecom was abolished in 1986, with France Telecom replacing it in 1997. Apart from telecommunications, other sectors have also been exempted from regulation, such as the airline sector, electricity, banks and insurance. Despite the simultaneous emergence of new regulation (in France, the Telecommunications Regulatory Authority, ART and the Superior Audiovisual Council, CSA), competition has become the fundamental rule.

The effects of neutralization are visible immediately. US telecom operators are taking over various networks: in Argentina, Chile, Russia and Central Europe. Business in the communications sectors (telecommunications, audiovisual, IT) is growing; The activities of concentration, fusion and absorption take place continuously. The two decades following AT&T's dissolution were one of massive deregulation, market explosion, and major turmoil within the companies. Obviously, the development of the Internet contributes to the strengthening of multimedia and, above all, to the globalization of all information and communication services.

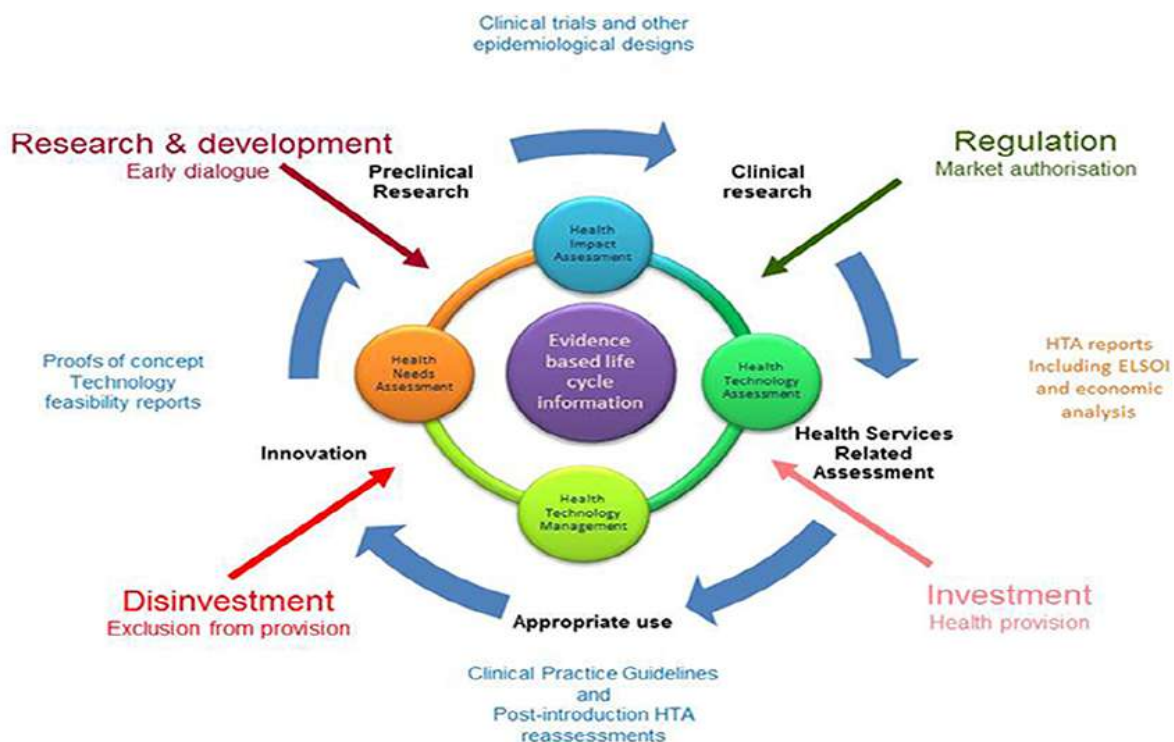


'creating a level playing field'



Dualities of Globalization

Technologies without information and without communication? More than ever, the whole world is concerned with the new capitalist dynamics. But, far from standardization, capitalist globalization is built around dualities and cleavages. There is no "technological tropism" (Woolton, 2000, p. 196), but rather a cultural and social construct: "In a word, technological progress in communication is not sufficient to make progress in human communication and social" Let us first recall, briefly, the most well-known dualities and fractures such as the digital divide or the global/local duality that lead some actors towards a strategy of glocalization.



From digital divide to glocalization

Some statistics show the extent of inequalities in access to information technologies and media use. While today the GNP per capita in countries such as Burundi or Ethiopia is \$100 (2005), it is estimated that US citizens spend an average of more than 10 hours per day and about 800 hours per year seeking information and taking advantage of possibilities. Spend dollars. Entertainment industry. According to UNESCO, while more than 90% of homes in developed countries are equipped with television sets, only 3.5% in sub-Saharan Africa are. Furthermore, in developed countries, the gap between the "information-rich" and the "information-poor" is continuously increasing. In fact, behind this idea of globalization, one of the striking dualities of globalization appears: it causes fractures where it is supposed to promote equality. Globalization is likely to strengthen both the importance of local practices as well as the spread of global culture. However, the digital divide and glocalization are only the most well-known dualities, the tips of the iceberg of globalization and its cracks. Structurally, globalization is based on contradictions and oppositions.

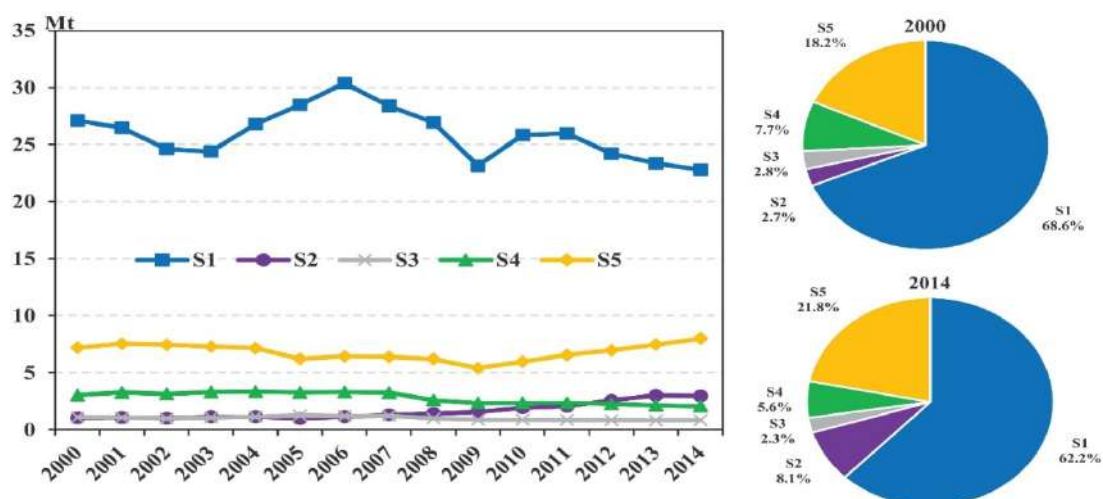


Economic paradoxes of globalization

Concentration of research and development. The extensiveness of R&D is undoubtedly one of the strongest indicators of the development of the information and communications mega-industry. At the same time, this technological push has meant growing inequalities in the production and supply of information products globally. Indeed, information and communication technology (ICT) industries concentrate a large portion of research and development in developed countries. Here again, the United States is leading and widening the gap with Japan and Europe.

ICT Sector: A Heavy Industry

But mild job creation? The ICT sector appears to be creating the structure for the global economy. With the growth of capital in ICT, as Ignacio Ramone (2002, p. 25) explains: "Communications have become a heavy industry that can be compared to the steel industry of the late 19th century or the automobile in the 1920s. This is the sector where the most significant investment is now made. A nuance is necessary in the face of the statistics that make ICT the center of economic dynamism: employment in ICT sectors has not grown at the same rate as telecommunications. Liberalization has resulted in a significant decline in the workforce.



Uneven Globalization of ICT

Domination of technological infrastructure. The US case may convince us that the solution to global economic problems lies in the normalization of ICTs. This would be to forget the concentration of ICT markets: according to Ideate, 70% of Digi World is concentrated within OECD countries, and within these countries, the differences are large: the United States holds about a third of the global ICT market while Europe barely accounted for more than a quarter. Generally speaking, Europe has much less expertise in ICT than the United States: "If the contribution of ICT to development in the United States is more than twice that of France, it is mainly because of the amount of ICT capital " from theretwice as high" (Curio and Myette, 2004, p. 16). From 2000 to 2005, Digi world grew from \$2.2 to \$2.7 trillion (compared with \$1.7 trillion, the combined GNP of all countries in Latin America and the Caribbean in 2002; compared with \$65 billion, the total amount) of development aid in the world [source: World Bank, 2004]). The graph below shows the considerable importance of telecommunications in the entire ICT mega-industry.



Without information and without communication technology behind ICT

It is above all telecommunications that is at the center, at least from an economic point of view, of the globalization of communications. Telecommunications represents half of Digi world's global markets (according to Ideate). Following the dissolution of AT&T, widespread industrial restructuring marked telecommunications, from which large operators re-emerged: for example, Verizon Communications (resulting from the merger between GTE and Bell Atlantic, which created 7 companies in 1984 One was purchased) and AT&T (a result of SBC's acquisition of the historic AT&T, which was the successor to the 2 companies created in 1984). Furthermore, the explosion of mobile phones and the growth of the Internet are profoundly changing the demand for services and, as a result, companies' sources of revenue. There is now competition taking place on a global scale between different methods of transmission of voice, data and images using different technologies.

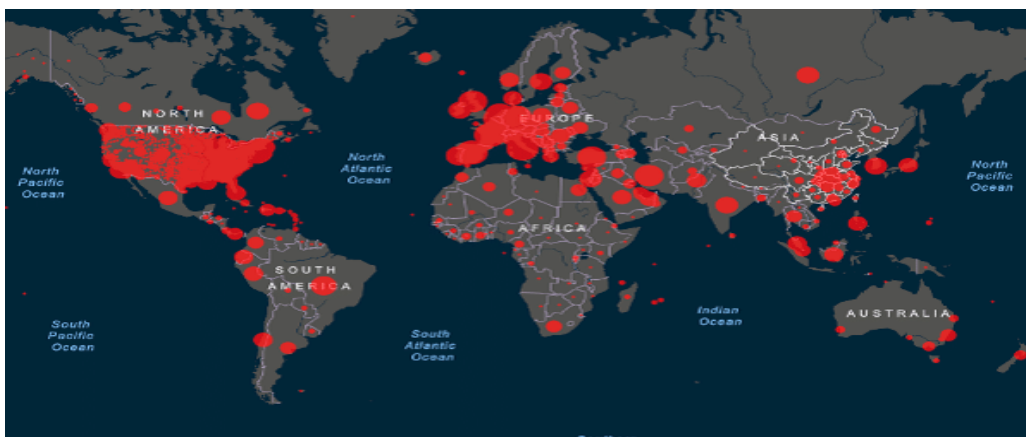


The economic importance of media is relatively low

Indeed, the difference between the largest groups in the communications sector (telecom companies, large media groups and cable operators) is 1 to 100. Media groups are in a very inferior position. Thus, it is General Electric that is the leader in terms of total turnover and net profit, and other groups in the telecommunications sector are in good position (Verizon, Deutsche Telekom, SBC). Certainly, the activities of such companies are still marked by their sector of origin, but the diversification that accompanies concentration suggests much greater potential for modifying traditional boundaries and that the companies with the greatest financial capacity are clearly better off. Are in. The very poor financial condition of large media conglomerates such as AOL, Vivendi Universal, News Corporation at the moment contrasts with the overall potential of groups with less media-oriented activities.

Global media concentration

“We are moving into an era of universal communication, with weapons and stuff. More cautious or cautious statements may be made by those who fear the consequences of this change: they have no control over it, and with no anticipation of the ongoing upheaval they may be forced to make heartbreaking amendments tomorrow. Will go. » (H. Borges, President of the International Union of Journalists and the French-Speaking Press, At the center of the infotainment mega-industry, deregulation first of all concerned telecommunications. Now it is in the media that globalization as well as accelerated processes of concentration In the case of the United States, media regulation was a later process than telecommunications, prompted by the Telecommunications Act of 1996 and new ownership rules issued by the Federal Communications Commission (FCC) in June 2003. . Relaxation of regulations can only strengthen technologies without information and communications. Behind ICT, it is especially telecommunications that are at the center of the globalization of communications, at least from an economic point of view.



Telecom represents half of Digi world's global markets

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Media and contribution in covering up the important role of journalists

Deregulation first concerned telecommunications, at the heart of the infotainment mega-industry. Now it is in the media that an accelerated process of concentration is taking place along with globalization. In the case of the United States, media regulation was a later process than telecommunications, prompted by the Telecommunications Act of 1996 and new ownership rules issued by the Federal Communications Commission (FCC) in June 2003. Relaxing the rules can only strengthen the concentration process. In the early 1980s, in the United States, most mainstream media was dominated by 50 conglomerates, while in 2004 only 6 conglomerates dominated: Time Warner (including AOL), Disney, Viacom, NewsCorp, Bertelsmann, and General Electric. The turnover of the latter, including all activities, is \$153 billion; For comparison, the major French media group, Lagarde Group, has a turnover of 13 billion euros (2004). The differences are considerable and give an idea of possible changes in the regulation status of some media markets, particularly in Europe.

Another strong indicator of inequality in the globalization of communications is the gap between allegedly profitable information and other forms of information. Thus, economic and financial information is the most profitable niche in the field of paid information. Reuters Agency - the world's leading news agency with a turnover of 3.5 billion euros and 10,000 employees - more than 90% of the agency's revenue comes from economic and financial information (in particular prices on financial markets), while the majority of services are provided. This agency is running in loss for the media.



In search of lost meaning

With the explosion of information and communication technologies globally, we may have naively assumed that increasing network speeds would have an impact on democracy. However, if the rise of the "information society" is a matter of the development of telecommunications infrastructure, the issues are now shared knowledge and collectively distributed intelligence. It is important to consider the nature of judgment involved in the complex processes of knowledge production and creation. Human actors often operate in a context where information is tacit. Knowledge interpretation assumes that the information is placed in the context of a human user who seeks to appropriate the information.



The notion of knowledge - which today is developed more and more often through the terms “knowledge management”, “knowledge society” or “knowledge economy” - means that we conceptually emphasize the difference between the term’s information and knowledge. Let's give. In short: The effect of knowledge in a person occurs when information is appropriated (internalized) by a subject.

Conclusion

In this context of “infelicity”, the rise of communication technologies as well as many discourses on the so-called “information and knowledge” society have contributed to obscuring the important role of the media and journalists. This situation overlooks an essential ethical concern: the quality of information. Problems associated with communication devices have gradually replaced the question of what constitutes understanding. Abundance of information and lack of attention (H. Simon) have become the rules. However, if the increasingly fluid and massive dissemination of information is a strong point of the computerization of society, the risk of misinformation spreading so rapidly and on such a scale as never seen before is no less. We are facing a paradox and an order of magnitude different from what we know so far.

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