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IDENTIFYING THE EFFECTS OF GLOBALIZATION ON NATIONAL NEWS AGENCIES (IRNA, ISNA AND ISLAMIC REPUBLIC OF IRAN BROADCASTING) IN OPINION OF CORRESPONDENTS, PROFESSIONALS AND SCHOLARS IN THE FIELD OF COMMUNICATION SCIENCES

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ABSTRACT

Globalization as a long standing phenomenon, the process of which is speeded up by communication and information era, has always been subject of discussion by scholars. In the meantime, the growth and development of novel information media is rather considered as a part of cultural globalization, as it seems that globalization has enabled people to have easier and wider access to a mass of information. At the same time, communication era has facilitated access to means of process of globalization, and in this regard, we can point to changes in methods of preparation, production and transmission of material based on novel technologies. This research has tried to study, within the framework of a statistical population consisting of IRNA, ISNA news agencies and Islamic Republic of Iran Broadcasting as well as the press professionals and scholars in the field communication sciences, the effect of growing trend of globalization on these media and changes in extent of development of international cooperation as well as websites and predefined programs of news agencies and effect of noble information technologies on activities of these media.

Key Words: Globalization, News agency, Information, Information, Communications

INTRODUCTION

Globalization as a long standing phenomenon, the process of which is speeded up by communication and information era, has always been subject of discussion by scholars. As a result of the emergence of advanced modern communication means and popularization of postmodernism thought and blurred economic borders, globalization has become the current discussion. Globalization has emerged as new phenomenon and will leave its effects on culture, among others. In the meantime, it seems that growth and development of novel information media as a part of cultural globalization will be the focus of attention.

Experts believe that globalization has enabled people to have easy and broad access to mass resources of information such as international and extraterritorial media, and so, with emergence and introduction of new communication capabilities like internet of developed communities that increasingly indicates the sophisticated global networks participate in cultural mediation. It should be noted that the information and communication era has facilitated the means of access to globalization, and more importantly, it has lessened importance of borders. As a result of information revolutions, the world has indeed become a

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sphere, and at the same time, preparation, production and transmission of material have changed by new information technologies.

Therefore, this research was conducted with the aim of identification of effects of globalization on national news agencies such as IRNA, ISNA, and Islamic Republic of Iran Broadcasting, as well as becoming aware of opinions of correspondents, professionals and scholars in the field of communications.

RESEARCH OBJECTIVE

It is tried within the framework of this research to discuss and study the effect of increasing trend of globalization on international cooperation of news agencies as well as on predefined policies and plans of news agencies and effect of new information technology on their activities and keeping in pace with globalization and use of internet.

Hypothesis

- It seems that development of activity of news agencies' activity is the most important effect of globalization on process of journalism.
- It seems that journalists of IRNA consider the new communication infrastructure more consistent with requirements of Iran than those of ISNA do.
- It seems that journalist of news agencies care about factor of international cooperation rather than national endeavor.
- It seems that journalists of Islamic Republic of Iran Broadcasting consider new trainings in the field of globalization of more help for professionals in news agencies, compared with IRNA's correspondents.
- It seems that speed-up of collecting articles and news is reason for common use of internet by journalists rather than emphasis of editors on its use.
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Variables

Dependant variables of this study are globalization, news agency, journalists, professionals, scholars, communication sciences field of study.

Independent variables in this study are factors affecting globalization including information, training, new communication infrastructure, and cultural, political and economical factors. Historical background. It is difficult to exactly determine the starting point of globalization. However, the completion period of this process has been very long. Generally speaking, before 19th century, globalization had no example outside the human mind, and it seems that about one century after 1850s, we see the first global communication technologies and the first manifestation of global markets and part of globalization in certain organizations.

However, it must be said that such globalization is not comparable with stabilization of fast superterritorialism which we see in mid 20th century.

In fact, telegraph provided the first global communication possibilities, and with expansion of phone lines and shortening of distance since 1850s, exterritorial phone communication and radio communications since 1890s, and then intercontinental air transportation since 1919, this issue entered a new stage. Successful receiving of the first radio waves transoceanic in 1901, and launch of wireless global services since 1924 could in fact put an end the dependence of information on wire strings.

Theoretical Background

It must be noted that although globalization is an old phenomenon, this phenomenon is today one of the concerns in the last quarter of the 20th century, and is one of the most important terms which is introduced in analytic discussions of the world today along with such concepts as communication era, and postmodern.

Combination of communication technology and computer technology has created a concept which is called information technology. On the other hand, information technology is also called a world revolution, because this issue has transformed business, trade and investment completely.

In other words, information technology revolution has founded a new form of network community, which is characterized by inclusion of those economical activities which are of strategic importance.

Since old ages, Human beings have resorted to communications system to give a meaning to their lives and know the facts, but, since 16th century onward, the world has witnessed a big revolution which first happened in Netherland and England, and then in the US and France. The first changes promised emergence of a new era based on special social relations and new methods of communication systems. In the meantime, considering growing trend of world population, the need for means enabling exchange of information from very long distances was increased.

It should be also noted that evolution of information exchange means was associated with advances in data storage equipments, so that the idea of creations of information superhighways which was once an out of touch dream is realized today.

The role of communication activities in politics and economics is rooted in the long history of the world. With invention of printing industry, education gradually ceased to be exclusive to noble class and become a public phenomenon, and since then, entry into the electronic communication era in late 19th century demonstrated ability of human beings to overcome physical obstacles of the world in different respects.

Besides, communications result in important economic activities in the field of production and sale of hardware and media is even considered as a channel for advertisement and plays role in development of global marketing activities, and at the same time they are committed to create political stability through promotion of relation between government and people, by which they flourish even more.

Undoubtedly, wonderful revolution of technical know-how of communication, computer, satellite, internet, etc. affect political, social, cultural and economical states of the countries, in such manner that we see today emergence of a phenomenon called media democracy which unlike traditional media that had a one-way relation with audience has a two-way relation with the audience.

Our world today which is at the verge of the century of 21st century is in nature different from the world as it was even one decade ago, which differences include:

- New media have increased quantity and access to information for civilians, politicians and bureaucrats.
- New media have enabled receiver of information to have higher control on information.
- New media have speeded up collection, storage and distribution of information and eliminated time and space limitations.
- New media have allowed the receiver to extent and compress information and also have made decentralization possible.
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In media analyzers' view, new media simultaneously act in two directions on communities, facilities and institutes. That is, this revolution prepares ground for decentralization at the same time as it can be significantly centralist, and accordingly, it has enabled emergence of concept of globalization.

Globalization of Mass Media

It seems that although new technologies and information revolution can take our world and nations closer to each other, and make cultures independent on each other and bind world communities to gather together in global village, but there is an opposing view that believes that this phenomenon is in fact the will and choice of a number of powerful countries, multinational companies and international organization which are benefited by emergence of the phenomenon of globalization of mass media and communication, and maximize their benefit from entering the foreign markets.

Here, we should take note of the factor of population, as the populations of India and China in aggregate will be equal to the half of the world population in a few decades.

Iran in Communication Era

It seems that Iran as one of the developing countries inevitably has to prepare its structural system and computer for entry in the new era. It must train the required human resources and prepare a comprehensive and realistic plan as well preparing required plans for changing systems.

Available statistics show that more than 50% of investments made in Iran in 2000v were in communication and information technology. On the other hand, considering a revolution in communications in occurring in Middle East, therefore, it is inevitable for the authorities to pay fundamental attention to intellectual and material investments.

Role of Media

It should be noted that role of mass media has become prominent, especially in the contemporary century, in such manner that communications are broad in range in the present century, as news media have become international due to establishing different relations worldwide, and have allowed people to watch the same event live, exchange complete information and better understand each other.

It should be noted that 80% of news worldwide are provided by four news agencies of Associated Press, United Press, France Press and Reuters. Although there are 120 other major news agencies worldwide, none of them can rival them in world news revolutions. It should be noted that 34% of correspondents of the world major news agencies are in the US, 25% in Europe, and 17% in Asia and Australia, 11% in Latin America, 6% in Middle East, and 4% in Africa.

It should be noted that although news agency generally follow the theory that news means an extraordinary and exceptional event, but so, a huge amount of ordinary news and information on the third world is published by them, and in this regard, mass communication means rather pay attention to extraordinary events such as drought, hunger, corruption, war, social uproars and political violence than news related to economic and social advancements. But our image of the US, France or Germany is not merely crime, fire, etc., because these countries continuously add to information people of the world have about them by their physical and cultural exports, and western and foreign national correspondents have an important role in this regard.

RESEARCH METHOD

Statistical population of this research which was conducted by survey method through questionnaire included correspondents, correspondents of IRNA, ISNA, Islamic Republic Broadcasting as well as professionals of the press and scholars in the field of communication sciences.

IRNA News Agency was established in 1934 by Ministry of Foreign Affairs as a national and official news center, and considering its advancements, it was under supervision of Advertisement General Directorate, ministries of Culture, Post, Telegraph and Telephone, Prime Minister's Office and Labor Ministry until 1964, and finally having its name changed to Pars News Agency (PANA) in 1975, having been turned into a public joint stock company, it was integrated with Ministry of Information and

Tourism as one of its department, and after Islamic revolution, its name was changed into Islamic Republic News Agency (IRNA). Islamic Republic Broadcasting started its activity in 1971 as the news agency of national radio and television of Iran. This news agency which has numerous agencies in different countries is one of the important news agencies in the Middle East and even in Asia.

Iranian Students News Agency (ISNA) started its activity in 1999 with support of Academic Jihad, and it is today one of the successful news agencies in the Iran. In fact, students constitute the main body of ISNA, and facilities of Academic Jihad's offices are available to this news agency. ISNA currently works in the political, social, cultural, art, economical, international, agricultural and sport fields.

It should be noted that dozens of other news agencies working in different fields, including Fars News, Mehr, ILNA, Cultural Heritage, SHANA, etc.

Analysis

In this study, 48 male and 38 female from the said news agencies as well as scholar in the field of communication sciences were questioned, of which 38 were in 20-30 age group and 3 in 51 and older age group.

The tables of this research indicate that 59 journalists had the highest frequency in answering the questions, and the smallest 10 person statistical population was that of scholars in the field of communication sciences.

Since variables in this research are qualitative, therefore, Cochran formula was applied. Also, information and material obtained were obtained by library method, and then research was conducted using questionnaire. In this regard, in addition to counting and weighting the calculation data, chi mean and square was considered for relation of variables.

CONCLUSION

Findings of this research show that growing trend of globalization as a positive factor which has an affective role in changing the traditional methods has enabled news agencies to use more update information and at the same time helps them jump into the era of information. The highest frequency statistical population didn't considered the process of globalization as the cause of reduced activity of news agencies in transmission of news, and pointing to the role of electronic publications in helping them, took note of new trainings in the field of globalization to help professionals in these news agencies.

In this regard, this research considers a positive role for effect of new communication technologies in addition to use of internet as a factor to speed up collection of articles and manner of delivery of news and reduction of censorship, and rising awareness of people by the news agencies, and considers globalizations of one of the factors in international cooperation between different countries. Although the statistical population believes that the new communication infrastructural are not consistent with requirements of Iran.

Notwithstanding, based on the findings of this research, it is recommended that news agency deepen their international cooperation in line with process of globalization, and it is better that professionals and correspondents in these media be innovative and creative in preparation of news and at the same time try to increased news they produce inside and outside Iran. Also, more efforts must be made to raise the level of information so to increase satisfaction of audiences.

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