

**The Effectiveness of Means of Communication
in Establishing Globalization and its Dimensions**
فاعلية وسائل الاتصال في تأسيس العولمة وأبعادها

Prepared by



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المستخلص

جاء هذا البحث بعنوان: فعالية وسائل الاتصال في ترسيخ العولمة وأبعادها، وهدف إلى التعريف بالعولمة وعلاقتها بوسائل الاتصال ، وتوضيح أبعادها ومعطياتها ، والكشف عن مدى قدرة وسائل الاتصال في ترسيخ العولمة وأبعادها ، ومعرفة مدى تأثيرها على الدول النامية ، والتعريف بتدفق المعلومات ومدى استقلالها وتوازنها. واستخدم الباحث المنهج الوصفي الذي يتناسب مع هذا النوع من الدراسات ، واستعان بأداتي الملاحظة والمقابلة لجمع المعلومات للاستفادة من خبرته في تدريس مادة العولمة ومن خبرة الأساتذة المختصين.

توصل البحث إلى جملة من النتائج أهمها: تقوم الدول الغربية باستغلال ضعف الدول النامية وتعمل على مصادرة رأبها السياسي، وتستخدم الدول الغنية آلتها الإعلامية القوية للتعدي على ثقافة الدول النامية وتعمل على طرح الثقافة الغربية كبديل، كما تعمل الدول الغربية على استغلال موارد الدول النامية من خلال الشركات متعددة الجنسية، وأوضحت الدراسة أن هناك عدم توازن في تدفق المعلومات بين الدول الغربية والنامية مما أدى إلى هيمنة سياسية واقتصادية وثقافية من قبل تلك الدول على الدول النامية.

الكلمات المفتاحية: أبعاد العولمة. وسائل الاتصال. الشركات متعددة الجنسيات.

Abstract

This research came under the title: The effectiveness of the means of communication in establishing globalization and its dimensions, and aimed at introducing globalization and its relationship to the means of communication,

clarifying its dimensions and data, revealing the extent of the means of communication in establishing globalization and its dimensions, knowing the extent of its impact on developing countries, defining the flow of information and the extent of its independence and balance. The researcher used the descriptive method that is appropriate for this type of studies and used the tools of observation and interview to collect information to benefit from his experience in teaching globalization and the experience of specialized professors.

The research reached a number of results, the most important of which are: Western countries exploit the weakness of developing countries and confiscate their political opinion, rich countries use their powerful media machine to transgress the culture of developing countries and present Western culture as an alternative, as Western countries exploit the resources of developing countries through multinational companies, and the study has indicated that there is an imbalance

in the flow of information between western and developing countries, which led to political, economic , cultural domination by those countries over developing countries.

Key Words

The dimensions of globalization. Means of communication. Multinational Companies.

Introduction

Globalization is an important term that is addressed by communication research, because of the strong link between them, as the means of communication deal with the various dimensions of globalization represented in the economic, political and cultural dimension, where information is transferred from its sources to the public. The research dealt with the dimensions of globalization and explained how the means of communication establish these dimensions through the circulation of information between countries, as this affected developing countries due to the imbalance of the flow of information because the rich countries have means of communication with huge potential compared to poor countries. This situation has affected the economy of developing countries by when multinational companies active. So, these companies use the received information to benefit from raw materials and cheap labor in their workplaces in developing countries.

Therefore, the researcher hopes to reach a knowledge framework to understand globalization and its dimensions in light of the development of the means of communication that he believes to have a clear impact that led to the consolidation of its dimensions and its crystallization.

Statement of the Problem

The researcher emerged with a big desire to teach the subject of (media and globalization) to media students to address the topic of research, especially on what is being raised by debates of graduate students, due to the various visions about the concept of globalization, the effect or role of communication means in establishing globalization, and it's that represented represented in the economic, political, and cultural dimension, and the researcher has drawn the attention of the intertwining between those dimensions that are related to each other and harmonized to generate effects on countries and societies .Those effects are greater on developing countries, as the topic is related to the flow of information from north to south and the extent of information density, type, balance, and independence. Hence, the researcher has felt the importance of studying the subject and scrutinize it in order to reach results that set a brick to studies that benefit the students and researchers, and then the society. Accordingly, a major question may be raised:

What is the effectiveness of the means of communication in establishing globalization and its dimensions?

Research questions

The writer thinks that the statement of the problem of this study should be solved by answering the following questions:

- 1) What is globalization and what is its relationship to the means of communication?
- 2) What are the dimensions of globalization?
- 3) To what extent can the means of communication establish globalization and its dimensions?
- 4) How do the dimensions of globalization affect developing countries?
- 5) What is the meaning of information flow and how independent and balanced is it?

Objectives

- 1) To introduce globalization and its relationship to the means of communication.
- 2) Clarify the dimensions and data of globalization.
- 3) Disclosing the extent of the means of communication in establishing globalization and its dimensions.
- 4) Knowing the extent of the effects of globalization on developing countries.
- 5) Defining the information flow, independence and balance.

Research Methodology

In media studies, the descriptive approach is used as other human studies for the purposes of abstract, comparative description of trends, motives, needs, media uses, and description of facts and events, then describing and interpreting the interrelations between the elements, each other in the framework of relationships that bring together those elements. Therefore, the descriptive approach is the most appropriate for this research, also the researcher uses the historical method to track the historical component of globalization and the evolution of its dimensions. The researcher uses the descriptive approach relying on the tools of observation and interview to collect information to conduct this study. The research concludes with a theoretical and conceptual framework generated by some of the findings and recommendations.

Research Tools

The researcher uses two tools to collect the necessary information, namely:

First: Observation:

The researcher benefits from his work as a professor in his specialization and teaching of the subject (media and globalization) for many years through the lectures he provides and the seminars he discusses with students to see a large amount of information that helps him to enrich the research through the observation tool which is one of the important tools practiced by the researcher himself.

Second: The interview:

The researcher also used the interview tool, where he conducted interviews with professors and experts in the field of media and political science who have an activity in the academic field to benefit from their experiences, and the researcher deduced interview questions from the research questions and objectives.

Previous studies

Study No 1:

The research title:(The Social Impact of Globalization in the Developing Countries) In this paper an ex-post measurable definition of globalization has been used, namely increasing trade openness and FDI. A general result is that the optimistic Heckscher- Ohlin/Stolper-Samuelson predictions do not apply, that is neither employment creation nor the decrease in within-country inequality are automatically assured by increasing trade and FDI. The other main findings of the paper are: 1) the employment effect can be very diverse in different areas of the world, giving raise to concentration and marginalization phenomena; 2) increasing trade and FDI do not emerge as the main culprits of increasing within-country income inequality in DCs, although some evidence emerges that import of capital goods may imply an increase in inequality via skill-biased technological change; 3)increasing trade seems to foster economic growth and absolute poverty alleviation, although some important counter-examples emerge.

Study No 2:

This paper is initiated from two assumptions: the first one is that globalization is an inevitable phenomenon, characterizing our development era, a phenomenon that the human society is forced to understand, because for the first time, it questions the surviving and evolution of the human society. The second is that globalization, as a socio-historical phenomenon, manifested itself firstly as a theory, then as a practical necessity, becoming a strategy for the constitution of a sole market, spread across a huge surface, the engulfs states, regions, continents. This paper presents the economic, political, cultural, social and risk changes, that influences the rise and

stabilization of the phenomenon of globalization. This complex process is linked to the economic power of the big, industrialized states and, unfortunately, of the great transnational companies. The process itself brings together, countries with different development views, with different religions and cultures, and, most important, ex colonialist countries and their old colonies. The conclusion of the paper discusses ways of understanding, controlling and diminishing of the negative effects and collateral losses manifested since the initialization of the phenomenon and its settling in a certain region.

Communication Effects

There can be no dimensions of globalization in the economic, cultural and political sphere, independent of the means of communication that transmit information in various fields, and possesses the mechanism of influencing the masses through advanced means known as mass communication methods that affect and are affected by other means known as social media, and the movement of information remains linked to the type of method, its characteristics, and its ability to be employed by human cadres, which are also affected by professional and ethical standards, qualification and training. Another aspect remains, which is the sources of information and control of its ownership, availability and direction of movement. So does this remain subject to the countries that have that information?

Information flow

The principles of free flow of information began to take its place internationally during world war 2, and this coincided with the emergence of the United States of America as an influential force in the world, and this was reflected in the treaties concluded. Through these treaties, the United States of America was able to impose its free flow of information system to become a basis for the flow of information at the international level.

In 1946, the United Nations issued the special declaration on freedom of information named: (the Declaration on Freedom of Information)

Hence, a new reality has emerged for the western countries to deal with the flow of information represented in:

- 1) The desire of states to spread their culture and ideology due to the intense competition between countries that adopt capitalist concepts and socialist countries.
- 2) The emergence of economic goals. This is another type of competition between the major countries that were competing for the resources the developing countries have, either directly through colonial control, or indirectly through multinational companies.
- 3) Western countries ambition in third world countries. As the major countries in the third world countries aspire to search for the primary economic resources to be exclusively invested in them such as cotton and leather, as well as in those countries that have cheap human resources.

4) Western countries have the technology to communicate. This is due to the fact that this technology uses information control over the countries of the third world and then serves ideological and economic purposes and controls information such as monopolizing and directing it.

This fact led to an imbalance in the flow of information, as UNESCO confirmed that the information is flowing in one direction, in its report which states:

(We believe that what is known as the free flow of information is really a one-way flow and not a real exchange of information).

There are also:

- An imbalance in the flow of information between the rich countries and the developing countries, as the rich countries do not allow the flow of information useful for the economy in the developing countries.
- An imbalance in the flow of information between the capitalist and socialist countries, and here the ideological rivalry between these countries appears, and each party remains a monopoly over the information it possesses, to use it for its benefit in the time of need.
- Imbalance in developing countries, according to differences in power, interests and policies. There is competition among developing countries themselves, as those countries vary in terms of strength, and differ in their concern for their interests and policies, and therefore competition may intensify between them to achieve the aforementioned interests.
- A quantitative imbalance in developing countries such as the imbalance between political news on the one hand and cultural, social and economic news on the other hand, as many developing countries focus on information flow on political news at the expense of the information they broadcast in the field of culture, economy and social news.
- A qualitative imbalance between what is called good news and bad news, where major countries appear from the gate of what is known as good news that talks about the civilized appearance of those countries of progress in different areas of life while developing countries look from the Crisis News portal. In contrast, the reality of life in Western countries is silenced, such as family and social disintegration, the spread of drug abuse, the development of crime and other negative manifestations.

Information monopoly

There is also the problem of information monopoly, as the satellites owned by the major countries provide a lot of information that serves development, but this information remains the preserve of these countries and is not available to developing countries while it is available to the multinational companies which operating there.

Also, the concept of (secret science) emerged, which justifies the exclusion of some areas of scientific research from the Freedom of Information Law, as revealing it may harm security and economic interests. This is in addition to a number of news agencies controlling the international media system, and there are broadcasts and newsletters addressed to developing countries, in addition to the extensive activity of satellites to collect information in all its forms, and the major countries own huge companies that work in the field of informatics such as Google and Facebook and Twitter and others, which can harness the vast amount of information for the benefit of those countries. Rather, they use these companies to interfere in the privacy of societies, which has a negative impact on the citizens of developing countries.

Definition and Concept of Globalization

Researchers differ in their dealings with the definition of globalization according to the societies in which they live and influenced by the ideology from which they proceed and according to the different angles from which they view globalization and which formed an economic, political, cultural and perhaps military dimension, and accordingly the concept has become common throughout the world affected by that difference.

From this standpoint, globalization means giving the thing the character of universality in terms of the general meaning, as it is based on the principle of equality and coexistence between human beings. What is known as international trade liberalization.

Globalization is also described as generalizing a specific civilizational or cultural pattern for a country on the countries of the world as well, and also means the will to dominate and then suppress, deny and exclude privacy, as it was interpreted as an aspiration to rise in privacy to a global level. And globalization means a cultural breakthrough through audio-visual images that make awareness linked to all the scenes on the surface of media scenes. Globalization has also been interpreted as a world without a state without a nation without a homeland. It is a world of massive institutions and networks because it raises barriers to multinational companies and institutions.

Globalization means dissolving the state and weakening its authority, and this leads to the return of images of belonging to a tribe, sect, front, or religious group. This leads to sectarian intolerance, and the mechanisms and means of globalization have only the modern elite who can receive this culture without developing countries. And Arab and developing countries in general remain in need of engaging in the era of science and technology, resisting penetration and protecting national identity.

James Rosenau (It is too early to develop a complete and ready definition of globalization that accommodates the huge diversity of the multiple phenomena of globalization. For example, the concept of globalization establishes a relationship between multiple levels of analysis: economics, politics, culture, and ideology. It includes the reorganization of production, and the cross-border overlapping of industries, the spread of financing markets, the similarity of goods

consumed by different countries, and the results of the conflict between immigrant and resident groups. He adds: Under all of this, the task of finding a single formula describing all these activities appears to be a difficult process, and even if this concept is developed, it is doubtful that it will be accepted and used Broadly, therefore There are many definitions of the concept of globalization) (3)

Most researchers - especially Arabs and Muslims - unanimously agree that the current world order led by the United States of America is the model of globalization that it seeks to impose on the world without regard to privacy. They cite this accelerating world events, especially after the eleventh of September 2001, and what followed from an American invasion of Afghanistan, a direct occupation of Iraq under false pretenses, the launch of war on the so-called "terrorism", as well as the issue of political reform, improving human rights conditions, and spreading democracy, especially in the countries of the south. In addition, Washington is seeking to change the political map of the Arab region by creating a new Middle East project at times, and the broader Middle East or an expanded one at another time. (4)

Globalization, then, is “dyeing the world with one nature in any field, in the sense that humans converge and dissolve differences in thought, language, beliefs, forms of fashion, and images of commercial and industrial exchange. So that they can live in one village.(5)

Globalization, which means generalizing the model of Western civilization - especially the American - and its political, economic, social and cultural patterns to the whole world, the cultural aspect can be considered the most important impact of its effects, and the reason for this can be attributed to the emergence of the current of globalization, which tends to make the world as a small village, which created contact and exchange cultures, this contact threatens cultural identity and the associated morals and principles of religion and language. The identity of nation is the outcome of religion, language, thought, history, arts, literature, heritage, values, customs, ethics, conscience, standards of reason and behavior, and other elements that distinguish nations, peoples and societies, and not all of these components are fixed, but some of them change according to human and civilizational developments.(6)

Globalization Dimensions

The dimensions of globalization most robustly related with each other's. Manfred Steger, professor of Global Studies at the University of Hawaii at Manoa argues that globalization has four main dimensions: economic, political, cultural, ecological, with ideological aspects of each category. David Held's book Global Transformations is organized around the same dimensions, though the ecological is not listed in the title. This set of categories relates to the four-domain approach of circles of social life, and Circles of Sustainability.

Globalization has effects on the environment, on culture, on political systems, on economic development and prosperity, and on human physical well-being in societies around the world. (7)

First: The Economic Dimension

The concept of globalization began with the economic dimension, as it was established by the General Agreement on Tariffs and Trade (GATT), and the birth of the agreement was in Geneva in 1947 AD, when the United States of America called for a conference to deliberate on international trade, so the birth of the agreement was the liberalization negotiations. International after the second world war.

Based on this agreement, customs duties will be canceled so that the world becomes a single market, and then the rich countries are allowed to control the poor countries through their companies operating there. And participated in the delegates of all countries of the world, including Islamic countries.

Accordingly, the term was first popularized in the economic field, that is, the field of money and trade, and then it moved to other fields. The transition from a limited spot to spread worldwide became easy and desirable, and with the development of the means of communication, there is a further decline in the concept of globalization, and there is a clear complementarity between the economy and communication. Accordingly, we can say that communication is continuous, entrenched and helpful on the various dimensions of globalization, on top of which is the economic dimension.

There are factors that hasten the speed of globalization. One of the main factors is the internet and the modern communication system. Societies are linked by the internet and the computer; businesses are conducted using these media. Sooner or later, the financial services, and the market platforms will be internet connected. Eventually it will create a tight network of societies in this global network. (8)

There is a bias in the laws that govern the path of globalization, such as customs tariffs and the powers of multinationals because of the freedom of movement and freedom to act and deal with them, and there is exploitation of goods of great potential, such as cotton and leather.

Second: The Political Dimension

The intense activity of multinationals in developing countries leads to reducing the role of the state and its retreat in front of these companies through its independence of international laws in the freedom of work and freedom of movement, so companies find excuses to interfere in the affairs of countries, resulting from this talk about state laws and public freedoms and human and women's rights Minorities and interference in the values of societies, their religion and traditions... etc.

Also included in the manifestations of globalization in its political dimension is the intense activity of international non-governmental organizations that are concerned with issues of a

global nature such as human rights and work to achieve peace, and human rights organizations, led by Amnesty International, are a vivid example of interference in state affairs. The slogans of democracy, political pluralism and respect for human rights are raised so that the third world countries face great challenges towards these slogans, and some third world countries have witnessed some transformations to keep pace with these slogans, but they are no longer merely apparent transformations, as societies in developing countries were not ready to absorb democracy. Because of the spread of illiteracy, the hegemony of the tribal system, and the corruption of the government, just as the party system in developing countries lacks the effectiveness of the many restrictions imposed by the ruling regimes on opposition parties and weak cooperation and coordination, and that the ruling regimes constrain the organizations of society Civilians with many restrictions, which limits their freedom and independence.

The political dimension of globalization is a risk that globalization will not suffice alongside third world countries' fragmentation, but rather its endeavor towards internal fragmentation in these countries, in order to engage people, and to let them forget the important issues that mark. Imposing Western political hegemony over the various ruling regimes and their peoples, and this is evident in controlling and transforming political decisions in favor of American powers, and Zionism that controls American policy. (9)

Third: The Cultural Dimension

Among the manifestations of the cultural repercussions of globalization are the activities carried out by Western institutions in developing countries, such as: The American Aid Agency, Australian Aid, Canada Canadian Lady, Daneda Denmark, Finland Finland, Norada Norway, Sweda Sweden, and others. Note that the aforementioned institutions provide funding for women's NGOs in third world countries.

Globalization, which means generalizing the model of Western civilization - especially the American - and its political, economic, social and cultural patterns to the whole world, the cultural aspect can be considered the most important impact of its effects, and the reason for this can be attributed to the emergence of the current of globalization, which tends to make the world as a small village, which created contact and exchange cultures, this contact threatens cultural identity and the associated morals and principles of religion and language. The identity of nation is the outcome of religion, language, thought, history, arts, literature, heritage, values, customs, ethics, conscience, standards of reason and behavior, and other elements that distinguish nations, peoples and societies, and not all of these components are fixed, but some of them change according to human and civilizational developments.

Powerful nations use different means to globalize the other's value culture, the most important of which is the media various (video, audio and print), as well as homes, minds, schools and universities one of the modern technical means (the Internet, computers, satellite dishes...) that

have become difficult to withhold Adolescence, which is remarkably related to it. Influencing peoples 'values is extremely dangerous, as it is a disbelief Values from their place and tampering with them and trying to change them is the demolition of civilization and globalization of peoples to convince the values of the other, even if it is inconsistent with its privacy.(10)

International Women's Conferences

Western countries interfere to change the culture of the people of developing countries by holding international conferences in the field. Examples of that conference, which was held in Beijing and came out with the document of the 1995 Beijing Conference, are a number of major decisions:

Cancellation family, motherhood and marriage are among the causes of women's subjugation, and that the right to have children is guaranteed for both individuals and married couples. Reservations based on a religious or civilizational basis.

Consider that the document addressed international financial institutions such as the International Monetary Fund and the World Bank to ensure their implementation.

The Implications of Globalization for Arab Society

The concept of globalization reinforces the developments brought about by the communication revolution led by the countries of the North in the context of its attempt to globalize culture, education and religion, and by virtue of the fact that the Arab community is a conservative society, it has been affected by the materials carried by the communication media that are reflected on different social strata such as children who receive different forms of media such as children's cartoons and fees Cartoons that carried an aspect of Western culture to children in Arab society as there are a lot of models that have spread in all Arab countries such as Super Man, Captain Majid and others that have entrenched normative figures in the minds of children, of course these characters turn to be a place of role model and imitation and children imitate them and a lot of frustrations in them because these characters are foreign, for example The character of Super Man is an American who works to advocate for the weak and to fight the bad guys, and in fact, America supports the Jews as weak, it fights Muslims as terrorists. These observations lead to a shake in the child's sin, making him weak in front of issues that mattered to him in the future if not against these issues, and many frustrations that weaken his self towards his nation, its values, and its traditions, entail him. As for the general community, it has become a looting of the broad commercial advertising movement that promotes Western commodities such as McDonald's and other Western food and clothing. The advertising movement has made the Arab countries a large market, which made the citizen a consumer with a harsh and unproductive nature.

Most of the developing countries were victim to the results of contemporary communication technology. With the satellites, the distances faded and the restrictions fell, thus enhancing the vast information movement towards these countries from the rich countries.

Accordingly, it has become one of the features of the era of globalization that there is no place for the weak or for those who live individually, and the Arabs must realize the importance of achieving their unity and complementarity, and the developing countries should look to their interests and be interested in education, health and economics in order to rise from their guidance.

The bonds of religion, language, history, and civilizational reality underscore the importance of a cultural gathering in which efforts are unified to support cooperation in all fields.

Means of Communication and

Consolidating the Dimensions of Globalization

Due to the discovery of radio waves and the use of the Amplitude (AM) system that allowed the use of the short wave, a heavenly wave that helped the radio to make its voice heard throughout the world, there are great capabilities of the means of communication. The radio also used the frequency system. (FM wave) that enabled the radio to address local communities. As for the television, he used the satellites and switched the TV broadcasting system from terrestrial to direct satellite broadcasting, as the spread of the circle spread to wider areas.

The means of communication also benefited from computer technology and networking via the internet service, which provided the opportunity to shift from the analog system to the digital system, which led to the speed and breadth of its spread and the improvement of its accuracy and accuracy of its work, and then what is known as the new media that opened wide areas for communication via communication platforms The social overcrowded apartment between the Communicator and the Audience recipient. This reality imposed terms previously unknown in the field of media, such as the recipient being able to express his opinion and interaction with the communicator about the message, adding a new dimension to the traditional media with which the communicator's control was abolished and many concepts related to gatekeeping were removed.

This broad transformation in the means of communication - in terms of the ability to reach and in terms of technical capabilities - was reflected in the communication environment and the various messages that targeted the recipient, and one of the most important topics that formed a presence in our world is (globalization), as its connection with the means of communication led to communicating its concepts and dimensions To the public at the level of developing countries and industrialized countries, and this led to intensified conflict between industrialized countries on the one hand and developing countries on the other.

Results

The research concluded with a set of results represented in:

- 1) Western countries exploit the weakness of developing countries and confiscate their political opinion.
- 2) Rich countries use their powerful media machine to infringe on the culture of developing countries and introduce western culture as an alternative.
- 3) Western countries exploit the resources of developing countries through multinational companies.
- 4) The study has shown that there is an imbalance in the flow of information between western and developing countries, which has led to political, economic, and cultural domination by those countries over developing countries.

Recommendations

- 1) Developing countries should pay attention to education and benefit from their resources.
- 2) That developing countries create strong cooperative relationships in the knowledge and economic spheres.
- 3) Arab countries should take advantage of the geographical, cultural and economic dimension and build interrelations that are concerned with their interests.
- 4) Developing countries should build political relations that enable to have sort of coordination between them.

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