

The Imperial Image in Mass Communication

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ABSTRACT

Media imperialism is a theory, based upon the domination of developed nations over developing nations, in which the national identity of smaller nations is lost due to media homogeneity inherent in mass media from the larger countries. A media source ignores or censors important issues and events that damages freedom of information. Mass media sources have increasingly been criticized for not conforming to general standards of journalistic integrity. Media imperialism is always an international occurrence. When a small number of companies or corporations control all the media in a country, this too is a form of media imperialism. Thus, a new type of imperialism occurs, making many nations subsidiary to the media products of some of the most powerful countries or companies. Media imperialism is a relationship between different national media systems, particularly through power imbalances, and the relationship they have based on historical and political influences. It emphasized the social violence among the people. Media in wealthier nations and the imposition of imperial ideology regulate the mass into pessimistic opportunities. The most powerful weapon can be the mass media so that it has some moral responsibilities of their nations and dissemination of the news only is not a purpose of mass communication.

Key Words: Media Imperialism, Journalistic Integrity, Homogeneity, and Power Imbalances.

Imperialism is the expression of overbearing tendencies of one country through which social, cultural and economic harsh influences are spread over another country which invites the distressing effects over the public.

Newspapers have an implicit moral obligation to be responsible, because of their power on popular opinion. The treatment of news about the tobacco and related health issues seems to be an as sin of the media, because for decades, there was suppression of medical evidence for plain suppression. Journalism should serve the public not the powerful. Monopolization of media

ownership would create a top-down form of communications that empowered elites, which would invite manipulation. Thus the role of journalism is a media system where commercial and entertainment demands to replace the democratic values. Journalism and Democracy are cruel and dysfunctional nowadays so that there are chances for emergence of public violence.

In this era, new technology has become a driving force behind the movement towards culture contact. The world's communication infrastructure has matured to a point that communication now holds way in information dissemination. Communication and information interconnected, it should assure moral responsibility of the nation. It must be the purpose of the global information. Governments in developed nations are occupied in considering ways to take advantage of these technological innovations in the field of mass media. Therefore the government should surveillance all these prejudices of mass media.

There is a shift from national to international perspective. The media giants, the transnational media corporations now use the ploy of information free flow to perpetrate their imperial intentions into other developing countries. This has led to vulgarity among the people. It is major issue that should be considered with social integrity. These technologically advanced nations now make the developing nations a dominant ground for mass communication. They exaggerated their immoral intuitions with all kinds of mass communication such as television, newspaper and internet. Hence, it will lead the people to technological alienation.

The technology overthrown all sort of barriers but also bring paths to different dominations between the people and nation. This modern era helped us in growth of relationships with the help of mass communication, but also caused unexpected controversy in our ideology. The dangerous inherent in this mass culture is the likelihood of our teenagers and ill-equipped adults to embrace the more destructive aspects and values transmitted through the medium rather than the more positive ones. Every individual can be affected in Mass media culture due to the selfish businessmen or profit minded people. Also there is a chance of elimination of social and cultural values being considered as the strength of the nation.

Mass communication has been blamed for the intrusion of antagonistic cultures. Foreign dominance has made most of our young ones, made them to ignore their culture and follow alien cultures. Due to this psychological effects, these young generation in particular have created a people who are not proud of their cultures and only feel fulfilled in life. The brainwashed youths and even adults copy western languages, fashion, music and skin bleaching. Immortality among

the adults has been sown in the form of mass communication so that the pessimistic impact will be the results of this modern culture. Mass communication depends on especially in broadcasting news but failed in journalistic integrity.

In several ways and through several programmers the media have continued to introduce distorted perception of values, presenting everything as wise, admirable and civilized everything as local primitive. Technology is not developed indigenously. Imports from developed nations have created malignant taste for foreign goods. The youths and even some adults construct fashion to corrupt our cultural values, imitating dressing pattern in their daily lives. The media now determines what people value as their culture. The distorted media projections beamed to succeed in undermining our accepted moral values. The adults have battering influence of western imperialism.

News and information make meaning only when they are used to meet the priorities of a people in the context that fit their ideology. News agencies and mass media should adopt communication policies to favor cooperation among all mass media and channel development according to our moral values, needs, aspirations and ideology. Government should formulate cultural policies that would protect their citizens from dangers of foreign media contents. The education system shall promote and stimulate creativity and draw largely on our tradition and values, namely, respect for humanity, and human dignity, for legitimate authority and the dignity of labor and respect for positive cultural morals and values.

Local media programs being creatively and attractively packaged to arrest and capture the interests of their audiences but never concentrating on professional introspection that will lead the mass audience towards the new opportunity of the future. The professionalism among news broadcasters degrades their moral values but concentrating in the dissemination process. Not thinking about violence. There is a shift from national to international perspective. The media giants, the transnational media incorporates now ploy of information to perpetuate their villainous intentions in other developing countries.

But their greatest benefit was little disharmony in the people's culture. Man is an imitative animal and very often changes his ideology of speech or behavior through the imitation of patterns of speech and behaviors of those around him or those with whom he has experienced association. As with individuals, so it is with peoples and societies. When a people with its characteristic ways of life come into association with another people with different and

distinguishing ways of life, thus cultural contact has taken place because two different cultures have met Best, Kombol (98-124).

The mass media in developing countries have been directing the people for the betterment of the nation as well as the individuals of the society. The transmission of values and the perpetuation of cultural imperialism lead to intellectual destructions. Foreign programmers dominate our television screens. Broadcasters have little redeeming values as far as our culture is concerned consistently subsidiary on our media channels. Many countries including their imperial ideology in their neighboring country for the purpose of enriching their socio economic status.

Many of our newspapers and magazines, all of our cinema houses feature the cultures of foreign more prominently and more consistently. Sadly enough, the mass media have become tools of advancing the subjugation of the sociopolitical oppressions. This paper examines ways the media can be used to advance our culture instead of promoting foreign programs that degrades our culture. The paper remarks that mass media should adopt communication policies to favor cooperation among all community with moral values, needs, aspirations and ideology.

In this context, nation-building in the form of increased ethnic trust, cooperation, and reduced ethnic salience may have the potential to undercut the roots of inter-ethnic violence. Lower salience of ethnicity, increased inter-ethnic trust and show more willingness to interact face-to-face with members of another ethnic group. Our results suggest that the observed improvement in inter-ethnic behavior is not cosmetic, and reflects a deeper change in interethnic attitudes Obi-Ani (338-54).

The quest against imperial mass communication provides some of the first quantitative evidence that the salience of ethnic identity can be manipulate by the government. This argument examines four main outcomes, each of which sheds light on aspects of inter-ethnic attitudes. The first aims to measure the salience of ethnic identity and the second measures a subject's willingness to engage in a cooperative task with a partner from another ethnic group. Strict enforcement and social surveillance by the government can bring the peace and harmony in the nation. Mass communication should remove the ethnic prejudices in the society.

References

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