

## JOURNALISM IN TIMES OF GLOBALIZATION. TRANSITION METHODS OF COMMUNICATION

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*Abstract: Globalization is seen as an evolving phenomenon at an accelerated pace, and is embraced by active environments. Journalists quickly find out, adapt and modernize the latest communication methods developed around the world, and media consumers are delighted with what has emerged at the level of interpersonal communication. The integration of new media into community's life is, in fact, aimed by the evolution of journalism and the ability of the media to anticipate and deliver to this population, more and more thirsty for the "breaking news", information evolved and agreed upon by it. From the print media to the mobile one, from the car radio to the supermarket radio, from the large-scale television broadcasts to the ones exclusively transmitted on-line, have gone on enough decades, tens of generations and countless changes in strategy. The journalism in the era of globalization is the one transformed by the market demands, press buyers, speed of information and new generations of gadgets. Globalization causes journalism to diversify its online presence and asks it to ally with the PR.*

*Key-words: journalism, globalization, media, gadget, communication*

Journalism is the most appropriate way of expressing the existing communication methods in order to quickly interact with people from different backgrounds, from different cultures, from different world corners. Is there nowadays a greater need for communication or the actual communication is a result of an excess of communication? Does the term global culture also mean a globalization of communication, so that there are now both global sufferings and global joy? The globalization of journalism and communication, or, in other words, of the link between people, leads to the erosion of state nations and traditions, in favor of alignment with a well-established system of press and PRs from all over the world? Here's how Rachieru Adrian responds to the "threat of globalization": "Globalization marginalizes 2/3 of the world's population and our civilization, far from being everything, seems to be alarmed by unsettling questions. Who manages the process and what are the costs of globalization? Did not he escape from control under the pressure of the anonymous forces setting up - to take Kenneth Jowitt's phrase - the new world disorder?"<sup>1</sup>

Also in Rachieru's view, globalization is seen as a synchronization of values and customs, which in fact means "an inexpensive cosmopolitanism, damaging, culturalism aligned."<sup>2</sup> As for journalism, "no one could deny the role of the media in fortification of modernity, becoming, in

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<sup>1</sup> Rachieru, Adrian Dinu, *Globalization and media culture*, European Institute, Iași, 2003, p. 8.

<sup>2</sup> *Ibidem*, p. 7.

the world of simultaneity, an environment of existence (way of life), modeling the social organization and confiscating, hedonistically, the daily, putting into practice the technique of seduction."<sup>3</sup> Overcommunication also generates both excessive information and misinformation in a world landscape where there are still large areas of "*communicational underdevelopment* through the uneven distribution of power and resources, [...] the broadcasting, even the planetary being (through Globalization of markets) blindly is listening, together with the increasing of competitive pressure, given by the logic of speed and profit. It enters into the frantic race of consumption, enjoying a great penetration and addressability."<sup>4</sup> Media culture can be confused with media power. Mankind sees the power of the media through everything it encounters: computer networks, financial networks, communications networks.

Switching from one stage of communication to another, the spread of television, seen as a drug and as a middle culture, the generalization of the media show, can lead to ignoring the substance in the process of communicating messages. Valuable information risks diluting under the pressure of the image and its ability to attract and convince. But, first of all, the images can make manipulation easier: "New media languages directly and indirectly cause a cumulative effect, changing human sensitivity, and implicitly, our way of perceiving and assimilating the world."<sup>5</sup> Today's mass media is not just a cultural vehicle, it produces a new culture, a universal one, just like civilization.

In Rachieru's opinion, the media industries are considering the average man and encouraging consumption. However, "this new culture, maintained by the mass media eruption, globalized in size, standardized, imposing a unique model, can lead to just one dimension (as a result): it seems not only to compete, but even to annihilate traditional culture, replacing it."<sup>6</sup> Society evolves towards a global civilization, and a closed society can no longer exist. The future is of globalization: "The society we live in is in a vast process of transition towards a new global civilization. Although, at national and regional level, the various countries face a multitude of specific problems of the economic and social process, the essential development issues are common, regardless of the geographic region or the degree of development of the countries. Contemporary society has generated global problems, whose management goes beyond national borders and requires a broad cooperation of states in international relations."<sup>7</sup> An aspect that reflects the process of globalization and its influence on the media is explained by the author of the article: "The technical progress has allowed the improvement of the material communication systems (transports), the realization of a media coverage on a world scale, and especially the establishment of a Global information transmission / reception networks."<sup>8</sup>

Media structures such as print media, radio, television, press agencies, the Internet and multimedia "are historical documents and, in addition, they «say a lot about the evolution of social control, production cadres, techniques and languages, enriching subjects and how to treat them, the evolution of the public, the development of production and the exchange of symbolic

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<sup>3</sup>*Ibidem*, p. 6.

<sup>4</sup>*Ibidem*, p. 6-7.

<sup>5</sup>*Ibidem*, p. 10.

<sup>6</sup>*Ibidem*, p. 13.

<sup>7</sup>*Globalization - a phenomenon of the most up-to-date*, article available at

<http://www.rasfoiesc.com/business/management/GLOBALIZAREA-UN-FENOMEN-DE-MAX91.php>, accessed at 05.05.2017.

<sup>8</sup>*Ibidem*.

goods»."<sup>9</sup> Globalization of communication threatens the integrity of societies by hybridizing cultures. The televisions develop the same shows in several countries of the planet, the radio is listened all over the world with the help of the internet, and the written press is also developing on the Internet.

Lately, journalism has undergone tremendous changes due to the advancement of digitization. Journalism seeks continuously methods of reinvention, adaptation to new ways of transmitting information, and to the new public, technology-dependent. Journalism itself digitizes within its own system, through the way of gathering information, presenting news, creating news departments. The new millennium came with new needs and new headings. But as fast as the activities and needs appeared, so did the interest for the old ones been abolished. The reader became an amateur journalist, as he now deals with information gathering and dissemination: "In the digital age, the whole world communicates 24 hours a day, without geographical barriers, and the reader is the one who decides what, when and how will consume. If until now, the journalist was the one who handled information gathering, verifying authenticity, and publishing it, in the digital age, the consumer is more involved with a growing information power: a lot more sources of information, under different platforms, the ability to publicly explain its opinions (comments, personal blogs), to get more specialized information."<sup>10</sup>

This behavior of the reader involved puts the journalist in the position of being more careful about how to select, write, and transmit information. The transition from traditional to digital has led the current journalist to work on changing the face of journalism. New, globalized, journalism is also made on social networks: "Facebook, Twitter or YouTube have become an integral part of the real-time dissemination of events, with a considerable impact on defining the news, regarding its fundamental aspects (how it is collected information, the selection processes, the information factors). In ways unimagined so far a decade, the streets are filled with amateurs eager to record the sensational."<sup>11</sup> The media will become a credible filter for sorting information, for granting credibility to some campaigns or decreasing it to some journalists. Social networks allow easy and fast access to information for a large number of people around the world. The language used on these networks needs to be simple, easy to understand and readable. The present and future journalist must adapt to the new journalism.

An example of how the journalism is getting globalized is the opening by Reuters, the world's largest news agency, of a subsidiary in India, Bangalore, in 2005. The journalists hired in India are dealing with the US financial sector and are working during the night to synchronize their work with the New York Stock Exchange. The reason for hiring Indian journalists is the low cost of their salaries. Another Reuters gain is that the information gathered by the 100 Indian journalists is helping to develop more complex press campaigns. In the Internet age, the communications system is highly developed and helps globalization of journalism. Without the internet, the agency in India would not have existed, as the main reason for its existence is given by the ability to quickly transmit information. The speed of information transmission is essential in journalism. Currently, Reuters has 1,500 employees in India. But not only Reuters has expanded its activity on the planet. The Columbus Dispatch or Dallas Morning News has

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<sup>9</sup>*Media, today*, review by Letitia Ilea on the book *Media, Modernity, Post Modernity, Globalization*, written by I. Maxim Danciu (Tribuna Publishing House, Cluj-Napoca, 2005), *article available at* <http://www.revista-apostrof.ro/articole.php?id=201>, accessed at 05.05.2017.

<sup>10</sup> Szambolics, Julia, *PR versus Journalism*, Tritonic Publishing House, Bucuresti, 2014, p. 117.

<sup>11</sup>*Ibidem*, p. 118.

expanded its outsourcing business to India, and the BBC announces to they plan to do the same.<sup>12</sup>

Unlike the period when the news did not circulate on the Internet and was enough time for documenting, editing and transmitting, today, the journalist, even if in the trenches of war, must collect and write quickly, before another news agency take the news and assume it as exclusivity. The current journalist must communicate with the public at all times to know what its information options are. Because there are various sources and ways to get information, the reader can easily migrate from one source to another if any aspect of communication is unhappy. Citizen - journalism is growing and it takes a lot from the role of real journalism. It can be considered a competitor of journalism itself, because it can take many readers. Also, the third millennium journalist must be aware that he no longer serves only a geographic area, but the entire world. News must be of general interest and their content have to affect as many citizens as possible. Vineet Kaul affirms: "It's good time for journalists because there has never been so much of an appetite for information! The digital age is an exciting time for revolutionary journalists and editors. Journalists cannot be spectators in this current revolution, where the biggest enemies are themselves. They cannot ignore the earthquake that is changing the landscape. They cannot barricade themselves away from the global conversation and rest upon a pedestal that no longer exists."<sup>13</sup> Social networks serve as field of throwing a piece of information, so that through a link you can attract the reader to your site.

The citizen journalism I mentioned above is attributed to those who use journalistic tools to convey information. The ordinary citizen has different methods of publishing information and makes it especially in the online environment.<sup>14</sup> The terminology used to refer to citizen journalism is community journalism or civic journalism. Those who practice it are either true journalists with their own sites or collaborative journalists who make newspapers, magazines or blogs online: "With advances and easier access to current technology, every single person can become a citizen - journalist, with a condition: to have a recording instrument (camera phone, camera / video, tape recorder, etc.) and a platform on which to publish the material, either sending it to an established media organization or to its own platform (webpage, blog, etc.)."<sup>15</sup>

Citizen journalism is especially possible due to blogs and the growth of social networks such as Facebook or Twitter. It is a new, growing journalism trend that is gaining ground with every move it influences. Citizen - journalism has led to movements such as the Arab Spring. In our country, citizen journalism has brought people to the street to boycott an ordinance of the Government and succeeded in obtaining its suspension. In the globalization of journalism, the citizen has a very important role. Citizen - journalists are criticized by professional journalists, as the latter say that the former do not have studies in the field, they do not have the experience of interviewing, participating in events and editing news. They call them "surgeon-citizen" or "judge-citizen".<sup>16</sup>

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<sup>12</sup> *Globalization causes journalism*, the article is available at <http://www.wall-street.ro/articol/Marketing-PR/25123/Globalizarea-provoaca-jurnalismul.html>, accessed at 05.05.2017.

<sup>13</sup> Kaul, Vineet, *Journalism in the Age of Digital Technology*, Journal of Communication, [http://journalofcommunication.ro/oldsite/archive2/025/25/kaul\\_25.pdf](http://journalofcommunication.ro/oldsite/archive2/025/25/kaul_25.pdf), accessed at 05.05.2017.

<sup>14</sup> Ross, Dave, *What is citizen journalism?*, <http://people.howstuffworks.com/citizen-journalism.htm>, accessed at 06.05.2017.

<sup>15</sup> Szambolics, Julia, *op. cit.*, p. 121.

<sup>16</sup> *Ibidem*, p. 122.

Major media trusts encourage citizen - journalism, claiming it's good to look at news from multiple angles to have a deeper understanding of what's happening around us.<sup>17</sup> CNN, The Guardian and BBC are announcing their desire to collaborate with the citizen - journalist: "The idea that citizen journalism is somehow opposed to or in conflict with traditional journalism is now clearly past; it's evident that both exist in symbiotic relationship to one another, with many opportunities to collaborate on the creation of news, storytelling and distribution of content."<sup>18</sup>

Among the criticisms brought to citizen - journalism are included the following: it may lack objectivity, some of those journalists are activists for the causes they are writing about, the quality of writing is doubtful, the verifying of multiple sources is not necessarily done, the ethic is questionable, referring to the way of obtaining the photos or the promoted movies. The question is whether images or videos are not truncated in order to manipulate the public. What could save the articles of citizen - journalists are the comments on blog articles or the addition of images and films from the same area of interest by other citizens. In their defense, the citizen - journalists can give countless examples of change of reality by professional journalists.<sup>19</sup>

Current journalism is in close collaboration with public relations. In the digital era and in the era of globalization, journalism and public relations are intertwined. The role of the public relations specialist is to maintain the balance between the interest of the organization and its audience. The public relations specialist needs to identify the potential issues that his organization might be facing and examine the audiences they are addressing. In relation to the press, they are the information agencies. They are also referred to as relational, public relations or communication advisers, attached to the press, communication experts, communication officers, public affairs, corporate journalists, spokespersons.<sup>20</sup>

There is also a law that presupposes the existence of these jobs, namely Law no. 544 on the free access to information of public interest: "In order to ensure the access of any person to the public interest information, public authorities and institutions have the obligation to organize specialized information and public relations compartments or to designate persons with attributions in this field."<sup>21</sup> The emergence of public relations was imposed by the public or the media, which exerted pressure on the institutions to obtain information from within. In addition to submitting information under the above law, PR specialists are working to create a company-friendly image, to support the company's products and services, to increase image and reputation, to involve and motivate employees, or to manage crisis situations.<sup>22</sup>

PR specialists also deal with maintaining the press office, through which they keep a good relationship with the media. Here press releases are written, the presentation materials of the institution or organization are made, the press magazine is made. Some of the skills needed to work in PR are: ease of communication and social relationships, ease of written and oral expression, ability to quickly assess a situation and make immediate decisions, adaptation to

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<sup>17</sup> Henriquez, Genesis, *The Rise and Impact of Citizen Journalism*, <http://hightechgalore.blogspot.ro/2012/10/the-rise-and-impact-of-citizen.html>, accessed at 06.05.2017.

<sup>18</sup> Herrmann, Steve, *SuperPower: BBC and Global Voices*, [http://www.bbc.co.uk/blogs/theeditors/2010/03/superpower\\_bbc\\_and\\_global\\_voic.html](http://www.bbc.co.uk/blogs/theeditors/2010/03/superpower_bbc_and_global_voic.html), accessed at 06.05.2017.

<sup>19</sup> Szabolics, Julia, *op. cit.*, p. 124-126.

<sup>20</sup> *Ibidem*, p. 39.

<sup>21</sup> Law no. 544, <http://legislatie.just.ro/Public/DetaliuDocumentAfis/31413>, accessed at 07.05.2017.

<sup>22</sup> Szabolics, Julia, *op. cit.*, p. 39.

journalists' irregular schedules, in-depth knowledge of the media world, the ability to mediate between the press and the organization.<sup>23</sup>

It is of great help that PR practitioners have worked journalism before, to learn the necessary writing and communication skills. A good PR is a friend of the press, aware of its importance in promoting the services of the company he works for. As a matter of fact, the big companies hire an experienced journalist as the communications manager. He already knows what the press is looking for and will know how to hide, what to hide and how to present what he wants for the world to see. However, because of different ways of presenting the truth, imbalances and conflicts are created between PR people and journalists. Journalists may be disturbed by "the public relations officer's attempt to color and influence the free flow of news and information; the tendency to present as news what in reality is only camouflaged advertising; an attempt to exert various types of pressure on journalists; abduction of journalists by paying higher salaries. Public relations specialists may consider that: the press is not capable of doing its job and does not have enough staff to deal with the increased demands of sectors that are often ignored or neglected; the press has the ugly habit of dramatizing negative situations and minimizing positive ones; the press gives too much confidence to the source from which the news comes and tends to treat as camouflaged advertising all the information coming from the world of industry and business in general; the press does not know how to distinguish between correct and incorrect public relations services, between competent and incompetent."<sup>24</sup>

There are differences and similarities between journalism and public relations, as follows: "Journalism represents the interests of the public sphere, public relations represent the interests of an institution, association companies. Journalism regularly informs daily about current events and provides additional information on topics discussed in the media. Public relations is focused on topics that have long-term effects. The purpose of both areas is to inform the public sphere. The difference lies in the mode of transmission of information: journalism informs directly, the PR informs more indirectly, with the help of various media channels. Journalism deals with the presentation of a side or third party, the PR propagates the presentation of the company."<sup>25</sup>

Of course, all those presented by Julia Szambolics are made by journalists through specific tools such as news, reportage, investigation, and by PR specialist through press conferences, press releases, financial reports, magazines or domestic newspapers, interpersonal communication, created in order to transmit information as close as possible to each employee. In the digital and globalization age, PR is adapting to social networking such as Facebook, YouTube, Twitter, or blogging. Today it is said that if you do not have accounts on social networks, you do not exist. This cannot be risked by public relations. On the contrary, these networks are means created precisely to facilitate public relations. Companies are using Podcasts and Videocasts to promote or communicate with clients through sound and image. These Podcasts and Videocasts are freely available to journalists or potential customers for download.

Wikipedia is a new tool for PR 2.0. With this people can create content, can add photo and video materials in the as an encyclopedia, easy to access with a single click. The emergence of gadgets has led to the development of applications that can be downloaded to them. Whether it's about business companies or press trusts, by accessing the application, the media and PR

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<sup>23</sup>*Ibidem*, p. 42.

<sup>24</sup>Neamțu, Adina, Neamțu, Liviu, *Communication, negotiation and public relations*, Academic Publishing House Brâncuși, Târgu-Jiu, 2009, p. 162 *apud*. Szambolics, Julia, *op. cit.*, p. 43.

<sup>25</sup> Szambolics, Julia, *op. cit.*, p. 45-45.

consumer can get into the app's owner's website. Blogs are also a tool that PR specialists use in the digital era.<sup>26</sup> Through blogs, they give authenticity to the message and transmit the idea of friendship to the reader: "The more the blogger's voice is more relaxed and unfiltered, the more we create a picture of a company with employees like us, friendly. Instead of being a company without a face, the blog helps people who work there *to catch life*."<sup>27</sup>

Journalism in the age of globalization promises to develop extremely quickly in all environments and by all means. Also, journalism in the age of globalization tends to hybridize with the PR, in order to deliver to the consumer of the third millennium a modern, digital and authentic picture of reality. The new media challenges journalism to keep up with the transformations, and the journalism of the future will certainly include new and traditional elements adapted to new concepts, new studies and new gadgets.

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<sup>26</sup>*Ibidem*, p. 127-128.

<sup>27</sup>*Ibidem*, p. 131.

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