

The political economy of Social Media and the Capitalist control- myth or reality

Dr. Dilawar Singh, decentdilawar21@gmail.com

Abstract: This paper examined the economic science of the thought and new media, it explicates however media trade, the economic science of the media and market economy affects the accessibility of data within the new media. The study established that the economic science of the media deals with the generation and distribution of resources (film, social media, on-line newspapers etc) which power (capitalism) affects it. The paper's style methodology could be a narrative literature review and also the information sources enclosed Google scholar, blogs, Google, and also the net of science. Books, print journals, magazines, were conjointly used. A narrative review was conducted between March and should 2015. The paper printed and mentioned the problems raised, into themes regarding economic science of the media; new media; Marxist and Pluralist read of media ownership; the economic science of the new media and also the influence of market economy on the accessibility of data from the new media. The study unconcealed that market economy is one amongst the driven forces that affects the doctrine and group action data[of data]of knowledge} on the internet; because of market economy some classified information ar oversubscribed and proprietary.



© IJRPS International Journal for Research Publication & Seminar

Keywords: New media; Capitalism; Political economy; Pluralism; Democratization; info

Introduction: This paper begins with the abstract definition of data communication technology, new media, cultural trade, and economic science of the media. It conjointly examines the Marxists and Pluralist read of media possession and management likewise because the result of the media trade, cultural trade and economic science of the media on new media's accessibility of data. Apuke describes the data and communication technologies as communication gadgets, hardware, instrumentality or facilities that have modernised, improve and ease the exchange of concepts and data of varied types between folks at intervals or across distant boundaries or frontiers. On the opposite hand, new media may even be represented as associate interactive and user feedback media that improves inventive participation. commonest is websites like blogs, wikis, video games and social media. A pool of literature concords to the very fact that the new media major characteristics ar dialogue, it transmits info, of ideas, emotions, written speech and alternative documented information through association and voice communication. Through new media, folks share and receive varied info across the world. this suggests that the appearance of recent media technology has enabled group action, doctrine and universal access to technological contents by folks these days as supported by several varieties of literature. However, going by the idea of democracy, and democratic participant media theory, media content is claimed to be generated from the folks, by the folks and for the folks and doctrine implies info access by anyone in several of gender, race, and occupation. Supporting this notion, Folarin , avers that democratic participant theory discards the highest down communication system that involves professionals and industrial driven motive operators WHO hijack the media for his or her self-loving interest however agitate for pluralize and democratize kind of access and production of media contents. the speculation advocates that media content generation, production, and dissemination ought to be done by one person to a different rather than concentrating on specific high teams. It involves the media to be a medium of the folks, for the folks and by the folks instead of a medium within the hands of some noncompetitive teams. buttress on now, Okunna avers that "there is during this theory a want for a lot of horizontal instead of vertical (top-down) communication." And it's believed that this theory is very applicable to the new media info production and retrieval, wherever folks ar opportune to be each content generators and retrievers.

The Culture Industry: In understanding the cultural trade, it's pertinent to outline culture and examine in style and culture. Therefore, culture is that the approach of life/beliefs of a bunch of individuals going during a geographical location WHO ar certain by language and likewise values, behaviors, and attitudes. Kellner see culture in today's societies "as comprising of a collection of discourses, stories, images, spectacles, and ranging cultural forms and practices that generate that means, identities, and political effects and these embody artifacts like newspapers, tv programs, movies, and musical style, however conjointly practices like searching, look sports events, about to a club, or hanging call at the native occasional shop".

More so, culture may well be in style or mass, in style cultures ar those cultures step by step|that gently|that delicately} sprout call at a given society; it starts gradually and so spreads between folks. in style culture ordinarily starts from a given purpose, and so eventually gets recognition and recognition. construction see it as a culture "well-liked and favored by several." for instance, once iPhones were launched it absolutely was solely best-known by few folks however as time goes thereon started obtaining recognition and folks started clutch it. Therefore, in style culture could be a culture or observe that becomes documented and is embraced by the folks.

Another instance of in style culture is that the use of Jean-trousers that was at the start by railway employees, however eventually, folks started victimization it and it became in style and documented. West (ND) describes in style culture as present, one thing we tend to come upon on the web, music, television, games or movies, and also the commonest ar slangs, music's, dances, fashion likewise as technological devices. It ought to be noted that in style culture spreads by the suggests that of mass media, thereby reworking in style culture into culture i.e., culture practiced by many of us. Therefore, culture refers to a culture that's wide unfold through the thought media, whereas in today's society, platforms like Facebook, Twitter, National radio and National tv conjointly contribute within the distribution of culture. this suggests that the mass media create a preferred culture to be mass. By thus doing, culture is common and conjointly a widely known a part of way of life of an individual or a bunch of individuals, thus, special cultural merchandise ar outstanding, helping folks {to read|to look at} and comprehend things they've ne'er quite come back perceive|to comprehend|to appreciate} or understand like bound films or novels that amendment ones view of the planet.

Media Industry: As mentioned on top of, this study will examine the media trade. The media trade manufactures/produces, packages, method and distribute amusement and alternative info contents through books, newspapers, recorded music's and motion photos, tv and radio programming likewise as internet/new media.

The media trade is thus integrated into all the spheres of the society, starting from economy, politics, and culture. The media form our thinking of reality; it helps in shaping one's identity likewise because the notion of being male or feminine. More so, the media comes to US what category, ethnicity, race, and position is all concerning. The media, therefore, ar likened to a mirror through that we tend to see reality. buttress on this, Kellner [4], submits that the "media industries ar powerful forces in up to date societies, and it's essential to grasp however they add order to know, act on, and rework the surroundings during which we tend to live our lives. within the same approach, the media industries turn out amusement and news and data, they're industrial enterprises and thrive on advertising, so serving to to breed a media and client society". additionally, the media trade is claimed to be a medium/platform for political leaders WHO use it for electioneering campaign likewise as witch searching of political opponent, it is, therefore, a basic machinery used by political leaders WHO rework it into associate arna upon that political battles ar fought and manipulation and dominations are achieved. On the opposite hand, the media take charge of social life, the media dominate several folks's leisure activities and facilitate construct what percentage people see the planet and insert themselves within the established society.

Political Economy of the Media: “Political economy could be a branch of science that studies the relationships between people and society and between markets and also the state, employing a various set of tools and methodology drawn mostly from economic science, government, and sociology”. what is more, economic science “involves the thought of media possession, the media market, and funding. Remarks that within the capitalist societies the capitalized and commercial mass media have very little distinction from the opposite commodities in nature, they fit the opposite commodities a great deal, each ar used for profit for the capitalists, and ar absolute to be heavily obsessed with the capitalist as a result of their operations ar ensured by the support from the enterprises and advertising revenues. This cripples the independence of mass media, thereby creating it associate illusion. buttress on this, assert that the way during which the media operate is formed by their house owners, the market surroundings, and also the funding (from the capitalist). during this surroundings, the media manufactures cultural content that sustains the system ‘capitalism.’ The media ar thus within the business of increasing profits a bit like the other business in capitalist society.



The hypnotizing effect of the Media Industry

New Media: Influence of the Media trade, Culture trade and economic science of the media. Moscov. remarked that the economic science of the media of communication is “the study of the relations, significantly the ability relations that reciprocally represent the assembly, distribution, and consumption of resources”. These resources at this viewpoint ar the merchandise of communication, like newspapers, books, videos, films. this suggests that the economic science of the media deals with however media info is generated distributed and consumed at intervals a society and also the power that influences these media info generation and distribution. argue that “economic factors/ economic process impact on the media in ways that during which it becomes associate industry”. The media, therefore, operate as associate economic establishment within the business of cultural production. Journalists, net creators, journal creators etc come back up with info that may encourage audience and thus sell it to the readers. In a sense, media house owners ar during a position to regulate the type of data that may attractiveness to their readers’ interests and at constant time not offend advertisers.

The economic science of social media: the capitalist control- story or reality: The framework for social media may well be either subjective or a lot of objective in approaches. The subjective approaches framework with the active participant within the production and circulation of social media content. These folks organize and management the media themselves, that's why it's noted as democratic or as national media. Whereas, the target approaches dwells on the content of the social media. it's believed that the content of the social media is in contrast to thought media that supports the upper class, however rather the data supports doctrine of two-

way communication against the domination and marginalizes state of affairs that exists within the thought media. Against this background, below shows associate ideal-typical model of other media (social media). Series of literature these days, united that characteristic characteristics between actors of media i.e., producers of media, shoppers of media and audiences and also the structure of media that include possession and management. it's clear that the thought media turn out media contents that ar disseminated to the audience WHO offers feedback in several dimensions and such feedback is employed as clues for any media production.

Conclusion: The study has established that the economic science of the media deals with the ability relations, that reciprocally represent the assembly, distribution, and consumption of resources and these resources ar the merchandise of communication, like newspapers, books, videos, films, social media, the web etc. The study conjointly established that through the media trade, culture's distribution is achieved and as folks keep look and victimization technological devices they're transfixed into mass culture inadvertently. The culture trade has taken the people's read of reality, entirely shaping and learning their expertise of life and also the manner during which the media operate is formed by their house owners, the market surroundings, and also the funding (from the capitalist). Therefore, the appearance of recent media has created info to be without delay accessible, however such info is affected or influenced by capitalist and market economy. One must raise WHO produces the data within the new media, WHO controls it and WHO distributes and consumes it. the main production of data on the new media is by the capitalist attribute, the adverts, the e-mail, the yahoo, the Google ar all made through market economy and for profit creating. there's a maxim that says "even in capital of Sierra Leone nothing is free." The media trade with the assistance of the capitalist society packages culture and distributes it to the receiving audience WHO ar typically influenced to shop for them. for instance, the Digital television (DSTV) in continent is very noncompetitive and capitalistic that it needs a subscription to achieve access to its complete channels. What the new media provides could be a tip data|of data|of knowledge} so we tend to may long for a lot of info and craving for a lot of information needs paying. Therefore, this study debunks the axiom that there's pluralization and democratic access to info as a result of there ar voluminous info on the web that aren't simply retrieved; they need one to get them. as an example, once doing analysis, an internet of scientific papers like Elsevier, Springer, etc aren't open access papers they need a subscription so as to access them. this suggests that info within the new media isn't democratic neither is it pluralized (not everybody gets access to it). Although, info may well be universal and without delay on the market, however its access is restricted from country to country. as an example, in Turkey and North Cyprus one cannot watch sexy sites this shows there's a limitation of the access to info. alternative examples ar the key files of the u. s. that can not be accessed while not permission even if it's on the planet Wide net.

References

1. Apuke OD (2016) Information Communication Technology and Citizen Journalism in Nigeria: Pros and Cons.11: 1-4.
2. Folarin B (1998) Theories of mass communication: An introductory text. Lagos: Stirling-Horden Publishers (Nig) Ltd.
3. Okunna CS (2002) Teaching Mass Communication: A Multi-Dimensional Approach. New Generation Books, Enugu. Scientific Research An Academic Publisher
4. Kellner D (2009) Media industries and media/cultural studies: an articulation. Political Economy and Cultural Studies 1-47.
5. Storey J (2015) Cultural theory and popular culture: An introduction, (7th edn).
6. Horkheimer M, Adorno TW, Noeri G (2002) Dialectic of enlightenment. Stanford University Press

7. Kellner D (2002) The Frankfurt School and British cultural studies: The missed articulation. Rethinking the Frankfurt School: Alternative legacies of cultural critique 31-58.
8. Fisher S (2013) Adorno and Horkheimer - "Culture Industry: Enlightenment as Mass Deception" – summary. The cultural reader: article summarizes and reviews in cultural studies.
9. O'Connor J (2010) The Cultural and Creative Industries: A Literature Review, (2nd edn.), Newcastle: Creativity, Culture and Education.
10. Curran J (2000) Rethinking media and democracy'. In: Curran J, Gurevitch M editors. Mass media and society. London: Arnold 120-152.
11. Chomsky N (2003) Undersatnding power: the indispensable Chomsky.
12. Ogenga F (2010) Political economy of the Kenyan media-towards a culture of active citizen journalism. Global Media Journal-African Edition 4: 151-162.