Faculty of Social and Political Science
Universitas Sebelas Maret Surakarta

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International Seminar

Globalization : Social Cost and Benefits for the Third World

Surakarta, Indonesia, February, 9 2010

Editors:
Chaterine Gillet (Handicap International, France)
Douglas Obura (Makerere University Kampala-Uganda)
Mahendra Wijaya (UNS, Indonesia)
Asal Wahyuni Erlin Mulyadi (UNS, Indonesia)

Proceedings

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Communication Technologies and the Problems of Developing Countries

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Abstract

In the communication technologies developing corridor, the developing countries nowadays can not close themselves to do their powers. Information and technologies have been using as the media main base, brought all universal democratic messages, where it being the guidance for citizens in this world. All incident that happened in whole part of the world , believed as the together responsible, without differentiation of geographic border and nationality. But the problems are, not easy for the developing countries to follow the stream of global information, because of the defection of technologies distribution and citizens readiness. More than that, in the context of developing countries dependent, the defection and dependence have been using by the developed (advance) countries to dominate the international opinion.

Keywords : communication technologies, media, and international opinion.

I. Introduction

Communication technologies being a something that has an excellence position in social activities, economics, and politics. The development and dynamics of communication technologies colored by widening of internet using, television station appeared supported by the fast information, antenna using, transmitted system using by media printed, Automatic Teller Machine (ATM) appeared in bank service, the subscribe broadcasting institutions appeared, and many entities that touched directly or indirectly with the human, between group or between nations in the world messages technologies. Everyone with the good communication technologies, easily can interact with all world citizens, without bundled by the geography distance, time, culture, and any borders that usually appeared as the obstacle of human relations and communication.

In this context, Naisbitt (1994 : 51), said "telecommunication is the movement power at the

same time creates huge global economics and making it into the little parts but stronger". With the other words, main factor that supported globalization world is communication technology existence, that capable to related many entities in whole part of the world inside information bundle that move fast.

Based on Rogers opinion (1986 : 4-5), communication technologies characters are as follows : (1). All new communication systems have interactivity level that directly face to face (vis a vis) between two people with computer assistance, (2). New media can wrongfully or error if the messages delivered to big number of audiences, (3). communication technologies are also not synchronize which it means they capable to send or receive messages in exact time to somebody where ever that people stayed.

Recent many communication technologies excellence, the point are globalization was appeared through internet and also more flexible electronics media, the people can know many incident or events in many places. However, not all informations were positives messages, entertain, or even educated all citizens about how to applied good governance and good nationality in truly life. Informations can bring negative impact, and this negative informations can be easily to access. The essence, through communication technologies, people can adopt or learn many incidents or events and using them as model (reference) in life.

Related with the communication technologies development, the developing countries or known as low-income countries, have many crucial problems in local level, national and even international, that relate with social dynamics, economics, and politics. In other side, the context of information globalization, all problems include the most tiny problems can knowing by all people in the world.

The truth, communication technologies development in the informations spread, making all country problems always cause many opinion and evaluations from other, not only local citizens but also international citizens, who has need directly or not directly with that country.

But the fact, appeared complicated problems, if one incident in a country being popular in international media. And international media has universal perspective to social culture problems, economy, and politics, that very possible different with the perspective of power man and elites in low income country. This difference, very potency to save informations from periphery country in international politic communications.

In studied about communication technologies existence in developing countries, such as Indonesia, there are four problems that emphasis, (1) Dependence informations and defection of technologies, (2) Democracy universalities and human rights in politics communications, (3) Social and conflict changing (transformation).

II. Dependence Informations and Defection of Technologies

Even the communication technologies development can bundled all world citizens in integrative messages network for together benefits, but factually, inclined unbalancing in international opinion still can find. However, the problem has disturb MacBride (1980 : 177), he said "the conflict of North and South affected unbalancing and not similar in international communication system". McQuail (1987), substantively in the studied about mass media, shows that developed (advance) countries especially United States of America, was the most productive information producer to spread to all part of the world.

Absolutely, informations send to the sharer (ally), remember that "almost all developed country", always being sharer (ally) with the developing countries which has economy potencials (Chirot, 1976 : 8). In other side, low income country has dependence with developed countries. Bloomstrom and Hettne (In Suwarsono and So, 1991 : 105), said, the developing countries need technologies, financial supported, and also administrative supporting to do their powers.

Based on Naisbiit opinion (1994 : 54), "informations is the power of global paradigm, developed (advance) countries has got it. Technology development caused communication revolution in whole part of world. In the beginning applied to the industry country, and continued to the developing countries, trying to entered the information mass age". From this opinion, even more than two decennial pass away, but if we see many world incidents, developing countries still have dependence in communication and technologies supporting from developed (advance) countries.

Because, not all people in developing countries like Indonesia can enjoy the communication technology services, the spread pattern was not flatten in everywhere. In other words, it can enjoy only by a small level of people, who adaptive with technologies and capable to opening communication technology access for supported their activities.

The group who can enjoy communication technologies, such as concentrate in the big city, city center, business center or even potential area in supported the investment progress. Even though, communication technology as the supporting base of radio broadcasting, television, and transmitted printed system, minimum can be spread or access by mass in the world. Even in the perspective of Condon and Saito (1976 : 89), developing countries has many advantages from the globalization development, but still worried to the inherent dangerous in international information stream.

III. Democracy Universalities and Human Rights

The debate about many rhetorics of developing in a country, not free from politics communication essence that using as the power tool. Fagen (1966 : 20), " politics communication with essence related to the questions of participations, socializations, and development". Understanding to politic communications and it application in developing countries were so many kind. From messages that explore of government success, the power to control opinion by elite group, the deceit freedom of journalism system, and many kind of information that can not trusted by international citizens.

Although, as usual elite in government of developing country still feel they already do the democracy. Even the fact far from the truly meaning of universal democracy, that emphasis to united freedom, gather, giving opinion, getting good life, and other excellence values of respect freedom and pluralism.

Cohesive with democracy, always being international politic communication issues is human rights. Budiarjo (1994 : 140) said, " human rights was rights owned to human, cohesive because they are humans". Many debate about human rights generally about developing countries development, that human rights not valid universal, but more integral, depends with the social culture character or any other reason that simplified.

But this reason, usually ignored by the international people, that more respect universal democracy and human rights. Public opinion about human rights Nations United (PBB) said that everyone has rights for freedom and says their opinion without disturbance, and to find, get, and said informations and opinions in every way and without judging the borders of difference (Asasi, June 1999 : 1).

Democracy and human rights values partial to the citizens spread up by media with supporting of good communication technologies. Conventionally, Schramm (Jahi, 1988 : 126), said " mass media especially, radio, television, and newspaper have role in give information to the citizens". But McQuail (1991 : 109) sai, the spread of information through mass media is a domination of politics power, so it's far from people rights and freedom to get realistic, acurate, and from their credibility source. This is similar with DeFleur opinion (1970 : 11), "politic power and mass media has stronger relations".

So big influence of politic power to media in a country as the way to achieve situation that control and wants by the people who has politic power, such as power of stabilization, and this statement supported by Olien (1983 : 458) more than said, "mass media has integral relation to the

politic system that active in many institution or group in a country". So media statement, even in one side create journalism professional excellence, but in other side it more focusing on the security of business media progress, that can not free from elite power control under country power.

IV. Social and Conflict Changing (Transformation)

The truth of social changing based on Rogers and Svenning (1969 : 8) is " process where it happened of structure and function changing in a social system". Beside that, Daniel Lerner (1983, 29-31), the social changing pointer is changing the ways inside the human life activities. The factors cause social changing in the communication perspective of Rogers (1986 : 110), "new communication technologies is one of important cause from the social changing in the society".

In the freedom dynamics cause media influences, so the conflict potencies between group can not prevent. Because, each group sometimes use freedom value based on their aim, that sometimes not similar with the other group principle. In the text of freedom, conflict caused by groups relation that build by pluralism. Example, economy domination problems, the difference of values, action, and beliefs, also religion until to stereotype problems of each ethnics.

In the depth studied about communication and culture of Samovar, Porter, and McDaniel, (2007) the main idea explained "stereotype potential caused hidden conflict even frontal". This kind conflict potential can minimize, if the understanding of culture communication dominant. But the problem is, to understanding another group with good, is not easy, because the process of group communication from different culture has different assumption and philosophy, dependence of temporer orientation, dependence of situation constrain (Saral, 1979 : 23).

Social changing as the direct impact and indirectly because of communication technology, caused global information culture appeared, that touched with the people and nations in the world. Conflict, especially if related to "another nations" as the immigrant in developing countries, potency being interesting issue in international opinion. In the Condon and Saito perception (1976 : 89), " communication uses as the politics tool and power tool which they can disturb the harmony of nations relations".

Empirically, public opinion formed in international scale through mass media, that supported by communication technology, usually can push the position of developing country that views can not find the solution for their own problems. The main problem, international people usually, not believe with the source of information in the developing countries that under control of their government.

International opinion making the position of developing country hard, usually will be fronted or against with the local opinion, that assumed the developed (advance) country not neutral and has economy, politics purposes, and other purposes in global scale. Essentially, horizontal conflict happened caused of many difference, that not grow itself or free from mass international attention. Communication technology development with the spread of fast information stream making the global citizens knowing something in another area. Chafee (1988 : 17) said, "mass media role in politic communication is making socialization about politics, but the politics can affect the media, people, or power men negatively". It means, media with the power of spread information, has big role to formed public opinion.

When international public know about the offense that happened in a country, the international opinion will uses the humanity reason, and more if the cases fully of politics containing, international can not stand see the incident happened in the developing countries or even in the low income countries. And more, if that countries are not the sharer (ally) of developed country, so the international opinion that attack the developing countries will sounded louder.

Because of that, sloganized act and rhetorics that emphasis many regulations about the allied to the developing countries citizens, non sense if there is not any basis of democracy and human rights in the universal meaning corridor. Because, everything will be not useful if we remember the international citizens have their own references and role model about democracy and human rights which are valid generally, without bundled with the integrative values of a country.

Even, in the developing process, when information communication technologies more familiar in the mass, so much more unbelievable to the information from country because the dynamics of freedom for information increase. And more in the country that still under control the authority governance and procedural democracy which are not substantial, so the information coming from government, it just positioning as the completion that can not trusted the reality. If any one developed country protected developing country in the international opinion related to horizontal or vertical conflict, usually can not freely from advantages abroad helped politics.

V. Summary

Communication technologies in the developing countries influence the social changing, that ended to the guidance for country to rules the universal democracy principles and human rights, and also respect the freedom in social life. But remembering the not flattening similar spreading of technologies distribution, it caused information access defection that took by developed countries to

show their domination in control international information.

In other side, factually developing countries have dependence in social, economy, and politics with the developed country. In the dependence condition and world globalization pressure, so with easy the developed country can control information and have chance to control the international opinion, that give vote to the developed country purposes and needs. Substantially, developing countries, not steady and ready to compete with developed country in collect public opinion which is trusted by all world citizens.

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