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Mass Media in State Strategic Programs of Information Society Development in Different Countries

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Abstract

This article analyzes approaches to the development of the information society in the strategic government programs of different countries and includes an analysis of concepts and strategic approaches, as well as the development of national information infrastructures in a number of Western (USA and European Union) and Asian countries (China, Malaysia and South Korea).

Keywords: *Mass Media; Third Wave; State Strategic Programs; Information Society; Information Infrastructures*

Introduction

The current state of society, the role of information in it, as well as the importance of information and communication technologies in the second half of the 20th century were studied by futurologists. One of the first among them were Marshall McLuhan (Canada), Daniel Bell and Alvin Toffler (USA). Speaking about the prospects for the development of mass media in the information society, M. McLuhan puts forward the idea of activating the role of mass media in it. A distinctive feature of his views is that he considers information technology as the main factor influencing the formation of the socio-economic basis of the new society, which he characterizes as a "global village", where telecommunications and computer networks are likened to a kind of nervous system that ensures the interconnection of social strata and members of society. Currently, his thought has found its confirmation in real life. This is how you can describe the system of work of the global Internet, which is one of the most important results of the development of ICT.

Emphasizing the main role of information in the idea of the information society means a new understanding of the role of the media in this process. In any study of the information society, the focus is always on the media. However, views on the degree and forms of their influence on social reconstruction are different. The English scientist F. Webster, who studies and evaluates the existing theories of the information society, characterizes today's society as a media-saturated environment. He expresses his point of view as follows: "... We live in a media-loaded society .., new media surround us,

present us with their "messages", to which we are free to respond or not respond. In fact, we are much more closely connected with the information environment, it penetrates us as a component of ourselves" [1].

Main Body

Despite the difference in positions, it can be seen that researchers are unanimous in their opinion that modern culture is more informative than any previous one. Most of them consider that this is the main prerequisite for the need for a more detailed study of the information influence of the mass media on the reorganization of the social sphere in the course of building a new information order.

Development of the Information Society in State Strategic Programs. As known, at the turn of the 1980s and 1990s, many countries proclaimed the development of building an information society as a strategic goal in order to achieve the well-being of the population and economic growth. At the present stage, the concept of the information society has become the basis of political strategies and government programs in many developed countries. The United States, Japan, China, South Korea, Malaysia and the countries of the European Union are looking to implement this policy. In this study, the features of the development of national information infrastructures are considered on the basis of an analysis of the concepts and strategic approaches to building the information society of a number of Western and Asian countries.

Before moving on to each states separately, it is necessary to list the conditions that researchers identify as necessary for the transition of a state to an information society. To date, that is the case: 1) globalization of the economic sphere; 2) the absence of ideological obstacles; 3) advanced technical progress. To overcome these obstacles, developed countries are developing and implementing government-level programs, moreover, each state builds its own national policy on the basis of those priorities, which it defines as a priority. However, the development of national information strategies directly affects the global processes in the field of informatization. Therefore, consideration of certain strategic directions of some countries in this paper is carried out on the basis of a comparative analysis. Another reason is that in the context of globalization and convergence, digitization and other features of the information society, it is necessary to take into account the national identity of receiving and delivering information, since there are different levels of development. In this sense, the situation in different countries differs in originality and diversity. Let's consider these features from two positions: 1) differences in state programs for the development of the information society and 2) features of national media models in the field of Internet use.

Differences in state programs for the development of the information society. This issue in this study includes an analysis of concepts and strategic approaches, as well as the development of national information infrastructures in a number of Western (USA and European Union) and Asian countries (China, Malaysia and South Korea).

In the United States, it is believed that the information society, i.e. new productivity quality of information labor, has practically been created, and the main indicator of this is that here the new economy is based on new technologies. The basis is the state strategy, developed with considering the peculiarities of the country's development. The American program aimed at developing the national information infrastructure emphasizes the importance of high-speed communication lines for business, especially for banks and insurance companies. Its significance for schools, hospitals, and other public organizations, which provide various types of services, are also indicated through the prism of the economy. The development of key principles on which the regulatory reform is based gives evidence that the main responsible institution of the national information infrastructure development initiative is the government, whose policy is aimed at: stimulating private investment, ensuring and protecting competition, guaranteeing open access to telecommunications networks, preventing the division of

society into information rich and information poor, i.e. ensuring equal rights of access and use of information for all segments of the population, stimulating a flexible policy. It should be noted that the first results achieved in the United States and the shortcomings identified in the course of development largely determined the approach of other countries to the policy of building the information society. The principles set out in the information policy of the state have become a springboard for the rest.

For the European Union, the key document among those adopted by the European Commission, providing the legislative and technological conditions for the transition to the information society, was the "Europe's Way to the Information Society: Action Plan"(1994) [2],which was designed to provide a global, coherent and balanced approach to building the information society in Europe. The strategy set out in this plan has a four-step phase:

- creation of legislative and regulatory base;
- development of technology networks, services and content;
- protection of social, public and cultural values;
- promoting the development of a balanced information society.

It can be seen from this that, unlike the American program, where the emphasis is on the technical organization of the relevant infrastructure and the importance of high-speed communication lines is emphasized mainly for the business sector, the European "Action Plan" provides for the initial adoption of the legislative measures necessary to ensure market liberalization. Having passed a third of the stages, some European countries have already reached the level of the digital economy, which is one of the most promising sectors of economic development. So for example, 8% of British GDP in 2008 was the "digital economy" [3]. The country has developed a new program - "Digitalized Britain", in which investing in a digital future is identified as an important factor for increasing productivity and innovative performance in many sectors of the economy.

Among Asian countries, one of the earliest state programs was carried out by the government of South Korea. The first development of the Korean government in the field of information technology was the "Basic National Information System" (NBIS), launched in the early 1980s.The program began in 1987 and linked the widespread computerization and development of information technology (hereinafter referred to as IT) with the economic growth of the country. As the project progressed, it was improved and expanded. So in 1994, on its basis, the National Information Superhighway project was adopted, in 1995 it became known as the Korea Information Infrastructure (KII) .This document is also significant because the government counted on the implementation of this long-term plan as a key link in South Korea's transition from a developing industrial economy to the developed economy. It also identified the most important areas of public investment, in particular, the computerization of the main areas of society, the construction of new information and telecommunications networks and modern communication lines became the main ones among others. It should be noted that the speed of the implementation of the program in the course of activities has gained a very fast pace. All organizational moments planned for 2005 were implemented in 2000, but the final goal for 2015 was achieved by 2005.

Among the areas showing the level of implementation and use of IT in different countries (public administration, economy, public sphere, education, media, etc.), here, the indicator was the large-scale introduction of information technologies in education. So, in 2000, 100% of the country's schools were connected to the Internet. Since 2001 Internet access has been free for all schools [4]. This indicates that in the South Korean version of the use of IT, the main emphasis was placed on raising the level of education in the country and open access to world information resources.

In Malaysia, the transformation of the country into a state with a highly competitive economy has been a government priority since the mid-1990s. For this a national development strategy (Vision 2020) was developed and its phased implementation began [5]. The general concept in this direction

was chosen as follows: "information society for all" or "information society for everyone", according to which residents should be able to enter the network anywhere, at any time, for any purpose. To achieve this result, a three-stage transition plan was adopted. In accordance with it, in 2005 the information society was formed, which in 2010 should become a knowledge society.

In China, state programs of the information society development are distinguished by the fact that they include several stages of a long-term strategy for the development of national cyberspace. The first major program for integrating government agencies into the Internet was the "Government Online" project, which was launched in January 1999 and today contains several thousand government resources at all levels. The next was the “Enterprise Online” project, which involved industry associations and groups, totaling at least 100 large enterprises, 10,000 medium enterprises and one million small enterprises in China. The Ministry of Foreign Trade and Foreign Economic Cooperation and the State Administration of Internal Trade of China have launched dedicated websites to ensure the scale of activities and promote e-commerce. As a result, by March 2001, there were more than 15,000 e-commerce sites on the Chinese web.

Features of national media models in the field of Internet use. In the striving of the countries of various continents to build an information society, special priorities have been identified in the field of the media, which are becoming the main element of the modern social system. Despite the general trends and processes taking place in the media system, there are national patterns in the use of the Internet by the media. In this case, the study of the features of these national models makes it possible to identify characteristic features associated not only with the level of development of individual states, but also with the content of the information policy of these countries, which today is becoming a key direction in achieving the leadership of individual states, as well as achieving the political and economic well-being of these countries. Of course, there are no universal systems in this area, but national models always have a special character.

The “e-Europe” (“e-Europe”) program adopted by the European Union in 2000 has acquired particular significance because it essentially stimulated the development of online media, because the program was focused on the Internet, creating conditions for universal access to it, improving the quality and expanding the range of online services offered, and creating a system of training in the use of new media. Experts note that "... the EU's desire for an information society has created a truly new, more competitive situation in national media systems, forcing traditional media to look for more cost-effective ways to interact with the audience". [6] For example, the American New York Times, having up to 7 million additional readers on the Internet, is expanding its sphere of influence through the global network, taking into account the interest in the newspaper and the importance of the information provided for the world elite. Unlike it, in France, not all newspapers have an Internet version. And this is more connected not with an economic, but with an ideological issue, according to which the coverage of the global audience is not put at the forefront in the development strategy. Considering the general processes, two: European and American development ways are given. In America, the main attention is paid to the development of the Internet and the cable network, while in Europe the so-called communicator is being actively introduced - a cell phone, which is a universal means of connecting to both e-mail and the Internet. The expansion of the activities filed of media and communication is happening due to the rapid growth and mobile communications. In combination with the development of the mobile Internet, cellular communication opens a new phase in the development of not only the global information space, but also the pluralism and diversity of global information flows. According to statistics, in 2004 the number of cell phones in the world reached 1 billion 650 million. This means that there is one cell phone for one in four citizens of the globe. The main trends in the development of the media in 2004 were associated primarily with the fact that mobile communications have grown, which is now used to transmit information, to deliver it directly to the user, bypassing the mass media.

As opposed to the fiber-based Internet, the mobile Internet is gaining recognition in both European and Asian countries. A significant shift has taken place in China, where the number of cell phones has passed 350 million, a huge step forward in this populous country. Another interesting example in this sense is the practice of CNN, where a subscription to a special type of message is created - "breaking news". This signaling link allows you to communicate via SMS about the most important new event and draw attention to relevant information programs. In other words, SMS is a kind of viewer attention regulator.

The use of multimedia applications has become a priority for the South Korean media as well. So South Korean specialists pay attention to the development of the most advanced multimedia applications for television, radio, animation, music industry, etc. As a result, all major national television channels now broadcast on the Internet. In parallel, new specialized network television and radio channels are being developed that broadcast exclusively on the Internet. These indicators indicate that the competitive environment among Asian countries for the introduction of new technologies and a breakthrough in the field of informatization of society is growing very quickly.

In China, this process was largely facilitated by state support aimed at updating the government media. Here, the main efforts of the authorities were thrown at the development of electronic resources of the main state media, including the Xinhua News Agency, The People's Daily newspaper ("Renmin Ribao"), and the largest Chinese publication in English, China Daily. A state radio station broadcasting to foreign countries continues to be a major media outlet in China. Using all the technical and technological capabilities, the website of China Radio International offers live broadcasting services. Online TV broadcasts in Chinese are also conducted by the leading national TV channel - Central Television on the pages of its own website. In addition, state-supported all-Internet information portals are being opened that have no analogues in traditional media, such as the China Internet Information Center. In 2006, there was an active merger of traditional media with new media in China. Internet radio, blogs, and podcasting have been further developed.

It also deserves attention that in the West, in the programs for building the information society, the formation of the Internet media is due to economic indicators and factors whereas for Asian countries it has become characteristic to support the government in introducing new information technologies into the activities of the media and the development of a separate state policy for the development of national mass media through the Internet.

In the transformation of modern society, one of the main influencing forces is the mass media, in the system of which, in turn, occurs: the merging of various technologies together, which leads to an increase and simplification of the information support of the production process; increasing the role of the media in all spheres of human activity, which is of particular importance, as it is inextricably linked with the study of their role in modern society.

These changes have different aspects and characteristics. On the one hand, their manifestation is influenced by the strategic ways of building the information society chosen by the states, on the other hand, by the different influence of modern information and communication technologies. However, one thing is clear, when exploring the prospects for the development of modern society, scientists need to rely on several approaches and concepts, consider both positive and negative consequences. This is especially important in the formation of the strategy and policy of states that have determined the path of further development through the development of the sphere of information and communication technologies.

Conclusion

Consideration of the state approaches of Western and Asian countries regarding the attention paid to the construction and development of the information society makes it possible to determine that

the Internet today is not only a tool for information exchange and communications, but also becomes a means of achieving such political and economic goals of states as conquering the global information space and acquiring their place in the information society. In the policies of these countries, the introduction of information technology takes on a different focus. So, if the Asian strategic programs for the development of information technologies and telecommunications are based on new accents in the global economy and social policy, then political and economic indicators are of great importance in Western strategies. Clear emphasis on the development of information and telecommunications technologies in strategic economic planning has allowed Asian states to achieve significant success in the global information market. Statistics show that electronics account for one third of Asia's exports. The development of the mass media in these countries projects the dynamics of the introduction of ICT on itself. But differences in the pace and methods of mass media diversity determine the further development of the media space in the information society. So in the West, the formation of Internet media is determined by economic indicators and factors, while for Asian countries, government support in introducing new information technologies into the media and developing new types of mass media is more typical. An important role in this is played by the development of a separate state policy for the development of national mass media via the Internet.

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