The Process of Globalization and Its Impact on Media

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Abstract

The process of globalization, which many times is considered as new world order is affecting all spheres of modern society but also the media. In this paper specifically we will see the impact of globalization because we see changing the media access to global problems in general being listed on these processes. We will see that the greatest difficulties will have small media as such because the process is moving in the direction of creating mega media which thanks to new technology are reaching to deliver news and information at the time of their occurrence through choked the small media. So it is fair to conclude that the rapid economic development and especially the technology have made the world seem "too small" to the human eyes, because for real-time we will communicate with the world with the only one Internet connection, and also all the information are take for the development of events in the four corners of the world and direct from the places when the events happen. Even Albanian space has not left out of this process because the media in the Republic of Albania and the Republic of Kosovo are adapted to the new conditions under the influence of the globalization process. This fact is proven powerful through creating new television packages, written the websites and newspapers in their possession.

Key words: globalization, mega media, Television packages, information technology

Globalization as a process or a new world order

Before dealing with the media in the process of globalization should know what really is the globalization. Globalization is modus of contemporary world development created in the functioning of free markets, the spread of democracy and respect for human rights. "The world without borders "in which dominates the "capital unimpeded", does not deny the cultural and civilization differences between societies, but emphasized individual differences among people. We are now entering a new stage in relations between people and countries highlights Douglas Hard Former British Secretary of Foreign Affairs. If I had only been a sense of globalization, then he would be "global integration ". Globalization affects us all directly. Clarifying this aspect and major importance of this issue is the purpose of this paper. Here plays a central role in the objective assessment of opportunities and risks estimate that the distance from all the usual devilish or common worship hymns.

In the process media are one of the most important institutions of contemporary society that perform multiple functions, as example: information, education, marketing, etc. Their role is not destructive or affect the progress of society had it their role is it positive or negative in certain processes is always conditioned by the character of the power social and targets for which they are used as a tool of the social influence.

In this paper handling we are making in terms of long-term and complex process of globalization. Analysis of many causes and consequences of the emergence of globalization as well as its perspective which the media present in the manner and form of its own based on the interests of the many cannot be summarized in this paper because globalization is often seen as an iron fist regulation states that impose socio-political and is presented as "the end of history." How globalization has taken off perhaps best expresses Kofi Annan with his famous statement that: "It is said that opposing globalization is like opposing the law of gravitation".
The role of media in process of globalization

Through various methods (in which media are most active) for setting boundaries disappear more bilateral strategic interdependence, ties, cooperation and integration of the regions, states, nations, companies, cultures et al. Overcoming of borders specified in practice creates borders, polarization and problems.

Contemporary globalization is a phenomenon extremely difficult and controversial because there are two sides to this story. He is seen as a new form of contemporary world development which seeks to be inclusive and integrative because it has a powerful impact on economy, politics, and many other fields.

The new findings, especially those in the field of information technology, computer networks and telecommunications transport systems, have contributed to connecting markets and regions having an unprecedented impact so far on the movement of capital and peoples.

Development of IT (Information Technology) has led to photograph the world reduced to such an extent that reduced the time distances between the various parts of the world no matter how far or close they may be. Through globalization of social and economic processes in addition to the powerful connections of different countries and peoples but also reached a mutual dependency of the largest ever among their midst.

National Institutes of different countries have lost weight and power of action in relation to various international institutions as a result of globalization, having remained in the shadow of the so-called supranational institutions such as banks or transnational corporation.

Many authors think they are reduced opportunities for selection by peoples and states ‘small’ and public opinion, which reveals all the essence of rhetoric globalization, which according to many authors makes geopolitics as straightening most reactionary geographic determination which justifies imperialism of all kinds shapes and colors.

Daily reports in the media are overwhelmed just with adverse events such as war, demonstrations, protests, sanctions, blackmail, destruction with the intention of creating public opinion which goes in favor of those who proclaim globalization in this context also includes the restoration of censorship as a means of control which actually is a tool for concealing the truth and keeping track of information. It is a great loss and setback establishment of censorship. This represents the greatest loss even if enemies from the sea close to all seaports, because censorship prevents our most important commodity—truth.

All criteria of previous divisions, be they political, ideological, national, class, racial and religious today in the media appear to be clouded by neglected and subject to the basic criteria of economic globalization, which inevitably lead to the domination of those that really have the capital through which they simply cannot do everything.

In this case the bills are those which prevail over emotions and that in all areas.

The extraordinary role of media which helps those who have the economic capital and its political power to determine the speed of the global policy rate being also the main determiners.

Packages with success contemporary media are making the separation between rich people or leaders in one and the rest or poor class which really has remained on the sidelines. Transformation has become the state’s new industrial-called public opinion which has become prey (hunting) of corporate economic—oligarchs who would do anything to have economic objectives undeserved monopoly in our lives, while current methods by which we agree on what brings modern technology are extremely dangerous. One of the consequences is the changing nature of the media, because the media once directed exclusively citizen and today the client who in one way through prepayment becomes the only one who receives this information while citizens in the absence of the fee actually trimmed the opportunity to be informed and left out all system.

Since the media today to face the promotion of anti-values in all areas there is a risk too evident that our future which already is unclear pass on a stage quite another, but even more dangerous is actually provided and said default or otherwise directed. For field-based reality clearly see that condone these powers in the world only to find destruction news, election
rigging and stealing votes, diktat and totalitarianism. So the role of the media has gone from citizen information service in a service of the strongest and serves to raise their further total domination.

The question arises whether this media matter? Normally, very few because they only watch their profits and interest, because the interest of those who have the power to control the media is in fact the so controlling and overseeing the public. With the creation of illusions and indoctrination accessed privileges, profits, control, influence and power through them all others. But nevertheless can not overlook the positive effects of which offer Internet and computerization, communications links cheaper and better and as well as access to more extensive knowledge (knowledge) that is actually a resource of limitless human.

**New media and globalization**

The world is experiencing globalization in all spheres of life. In the process of internet role, importance and impact of which is estimated differently and contradictory though in fact it is quite studied the functioning of the communication network. Through internet enabled communication faster and forwarding the information to the most distant part of the world, especially through the various social networks that have become an obsession of all people worse is that these networks are using the minor children very often in very small age. So today should be sought power through government facilities because in fact the power lies in the hands of the intelligence set not in the office but in laboratories, research centers, high-tech operators, because the game is leading the technology.

Internet as a means of innovation and as the basis of globalization actually affects many activities, among other things, the media, creating conditions favorable to certain forms of personal freedom (creation and implementation of ideas with comrades, exploitation of resources, socializing and virtual union, the possibility of learning, etc.) But even more negative consequences. Some analysts, this phenomenon improving global and local communication, which is resulting in strengthening community is designate as globalization”.

Different authors give different definitions and criteria for classification, ranging from what the media are human external expansion, then as something that determines the position of the person as well as the unpredictability of system booster.

It is clear that the definitions are based on the general role of the media in relation to the public media. Theoreticians as McLuhan long queues cite cases and media mechanisms. In his media elements are: Language, money, clothing, housing (apartment), time, photography, printing, telegraph, car, phone, radio, television.

While in modern times thanks to the Internet is possible in the shortest time online deals information for each event. But they have also created controversy because even though they have unlimited access to obtaining information they nevertheless "know nothing compared to how much they want to know"

All information provided through the media so that enterprises do not only observe events but media perceptions. In this view of Nietzsche's worth saying that "value is based on the interpretation of our world".

**New media in Albanian lands**

Even in Albania and partly in the Republic of Kosovo media have a rapid development by adapting to the new rules but that their programs are not only made it necessary for people in terms of tracking program, but strongly influence in the creation of public opinion through informational programs and discussions with various analysts and politicians. It is noteworthy that all these media except news program on television have radios and have also created TV packages as Digit Alb and Tring programs selected very carefully, adapting to all strata of society ranging from programs to increase as programs for children, the layers are still nostalgic for the previous system and the purchase of rights to football matches to top leagues European, while the whole mosaic is completed with web sites on the internet as well as publishing daily newspapers are owned by the same media company. Top Channel, TV Klan, Vizion Plus, KohaVizion, RTV 21 are just a few of the most powerful media companies and most influential in Albania and Kosovo. It is important to note that these channels are followed in all Albanian ethnic territories and in the Diasporas enabling all Albanians t real-time information about events in all ethnic territories.
Conclusion

All the levers of power in developed countries (national, transnational, economic, political, military, institutional, cultural, media, religion etc.) like never before, directly are placed in order to achieve wider globalization since he you open new horizons for business reproduction and realization of profits and development.

In this regard, the media thought important lever of power specifically presented as the common denominator of all other power leverage.

Global media that dominate the new media have strict rules imposed and in which there is no place for Ideal. They are led by high interest and profit and a complex phenomenology which is not sufficiently studied and explained. But they also are the main promoters of globalization because they serve this process on their entire globalist aggressively

In the end we can conclude that only large organizations journalistic New York Times, Washington Post, CNN, BBC, The Associated Press, RFI and most recently Al Jazeera and a few others have managed to keep their network of international correspondents acting in their offices across world. On this regard by many analysts already become a tradition that American journalists have taken seriously the role of "guardians" global especially if the news is related to human rights and a political coup.

In this regard, Albania and Kosovo have created powerful media that their programs slowly and Albanian society at large have introduced deep into the process of globalization from the media aspect.

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