

The Student Journal for Media Literacy Education is published once per year, and includes articles by undergraduate college students studying media literacy.



## Emerging Media, Emerging Economies, Emerging Democracies

By Nick Pernisco, SJMLE Editor

Earlier this year, the world watched as long-running dictatorial regimes fell or were weakened by the uprising of oppressed people. Although it is still too early to predict the lasting effects of these changes, one thing is certain: the methods by which people connected and became informed - using social media like Twitter and YouTube - will remain as tools for helping to spread ideas and ignite passions.

This issue of the Student Journal for Media Literacy Education focuses on emerging media and emerging economies. There is no doubt that media is a powerful influence on our lives, and it is also becoming clear that

user-generated media is having a huge impact on the lives of people in emerging economies and emerging democracies. This issue aims to investigate how new, emerging media influences economic growth, activism, and democracy.

The types of emerging media covered in this issue include social media (Facebook, Twitter, YouTube, etc.), and mobile media (iPhone, Android, Texting, etc.). The various countries examined in this issue include Brazil, Russia, India, China, Hong Kong, and many countries in the Middle East. Social media's impact on activism in the United States is also

examined.



Leaders from the BRIC countries.

# Student Journal of Media Literacy Education

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# Emerging Media and Egypt

By David K. and Gloria E.

The recent revolution in Egypt was not caused by Facebook. Revolutions are the product of a variety of socio-economic-political circumstances - however their success or failure is dependent on the revolutionaries ability to communicate with one another outside existing power structure. In the past revolutions have been strangled before they took off by existing power and social structures through censorship. New technology such as Facebook, Twitter and Youtube provided people with a means of dissenting, communicating, organizing and taking action outside of the existing power structures in Egypt's society - making a revolution possible.

## Part I – Oppression and the Revolution

In January 2011 the people of Egypt rose up in protest and booted out its oppressive dictator Muhammad Hosni Mubarak of thirty years. However before Mubarak was forced out, he launched a massive media censorship on the country's telecommunication networks in an effort to shut down the revolution and re-claim power over Egypt. The country economy has collapsed and the people of Egypt have been in a state of resistance for a number of years under Mubarak rule. Poverty, unemployment, beatings, murder, a corrupt government and censorships motivated the people of Egypt to take a stand and demonstrated by the thousands in the streets of Egypt.

Many people in the Egypt live in poverty with rising food prices, little money and increasing unemployment. People are cutting back on meals to preserve their dwindling food resources. Stores are refusing to take credit cards and ATM machines are empty making life difficult for the people of Egypt. Fathers with families and single mothers with children have run out of options and without financial security they fear a sense of hopelessness. Many families are forced to dwell on roof tops creating makeshift huts for shelter and many Egyptians are resorting to suicide rather than deal with the harsh and depressing conditions of everyday life in Egypt. Nonetheless with all the strife and misery that the Egyptian people are forced to endure the government corruption remains stronger than ever.

Beatings and torture are a familiar occurrence in Egypt and all too often. In 2010 the young life of 28 year old Khaled Said was cut short by a fatal beating at the hands of the Egyptian police. Other Egyptians have met similar fates while simply attempting to vote in 2005 for the opposition to Mubarak's regime. Crimes against the media are a daily occurrence; journalists are being detained and beaten by the Egyptian police and Egypt's Military police. Journalist Jack Shenker was detained and beaten by Egyptian police, then taken to the outer edge of the city and discarded by his detainees. US Secretary of State Hilary Clinton strongly condemned the attacks on journalists, adding that, "the government and army had a—clear responsibility—to protect them and others."

Egypt's Military has taken control of the country and they too abuse the civil rights of the people just as Mubarak had while in power for three decades. Egypt's Military has deemed it illegal for the demonstrators to march in protest for civil change - those who opposed were arrested in an effort for a free and impartial democracy.

## PART II – Emerging Media and Social Networking

The Arab Spring took the Arab nations and the traditional media by surprise. No one had predicted that in a matter of months dictators firmly established powers for decades would be overthrown in a series of revolutions spreading across the Arab world. Regimes and traditional media outlets watched stunned as revolutions swept away previously un-challenged autocrats. These developments during the Arab Spring took traditional media by surprise - nowhere more so than in Egypt.

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# Emerging Media and the Russian Economy

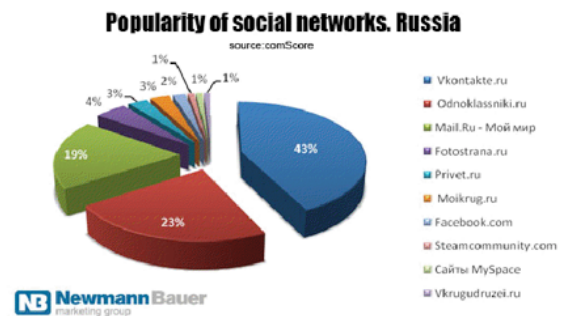
By Vaimiti H. and Anna P.

During the Soviet Period media was powerfully controlled by the severe Communist Party, which imposed rigid censorship and overused media messages for propaganda of political interests in order to undoubtedly shape the public opinion. However, the situation changed dramatically when after the Soviet Union collapse, Russia became an independent country based on democracy and capitalism with deeper understanding of business and the use of Media as a potential way of developing economics. Russia went through significant reforms, since the end of the Soviet Period, moving from isolated economy to a free market. By 2010, the Russian economy recovers, promoting an economic modernization regarding Communications in order to eliminate the consequences of the global economic crisis of 2008 that affected to the long term growth of the country.

The mobile communication in Russia, as a type of emerging media, was developing very slowly. In 1994 only several mobile companies offered services in central region, including Moscow and St. Petersburg, with predominating standards NMT-450 and AMPS. The beginning of the XXI century was a crucial point in the process of globalization of the mobile market that was influenced by the change of the management, when Leonid Reiman took his position of the Minister of Communications and Information Technologies. He came from a business world and was aware of the conditions of new companies in the mobile market. He changed normative basis of the mobile communication, including the abolition of the “Permission of the mobile communication use”, which was mandatory for all holders of cell phones. Next step in significant changes was the initiation of regional companies by promoting Valery Yashin to the position of the chief in the “Sviaz Invest” holding company that used to own 80% Russian telecommunications infrastructure. Leonid Reiman submitted a clear concept of the development of mobile communications market to the government of Russian Federation. The document contained a detailed building plan of 3G systems. (3rd generation of mobile telecommunication) till 2010 penetration of mobile communication in Russia was

supposed to be on the level of 4.3 %. In December 2007 the number of users of mobile communication service increased up to 172.87 millions of people and the level of penetration went up to 119.1%. The research of “J’son & Partners” company demonstrates that the amount of registered SIM-cards by the end of the November 2008, reached 183.8 millions. Such a high rate is conditioned by low plan prices in Russian mobile communication companies.

The Runet, the Russian-language segment of worldwide internet got into use in 1997, though the first internet bridge in Soviet Union was conducted in 1976. However, today the rate of internet connections is growing steady and Russian segment is becoming one of the most dynamically developing along with Chinese, Japanese and German. The increasing number of internet users made Russia to reconsider the attitude toward the internet as a growing market and turn it out to be beneficial for the country. Growth dynamics of Russian internet audience formed 1826% from 2000 to 2010 year. The appearance of social networks and search engines proved their existence by deeper integration to the national economy.



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# Hindering Social Activism and Democracy: Media Censorship in China

By Michelle K. & Taleen K.

The current media control in China can be dated back as far as 221 BC when Emperor Qin Shihuang ordered the burning of all records of the historians and academic documents prior to his rule. With the exception of the academics whose duty it was to possess them, if there were people anywhere in the empire who had in their possession copies of the Odes, the Documents, or the writings of the hundred schools of philosophy, they were ordered to deliver them to the governor or commandant for burning (Goldkorn 2005).

The Chinese Communist Party (CCP) exerts near complete control over the country's 358 television stations and 2,119 newspapers. These are the primary sources of media available to more than one billion Chinese citizens. Within the CCP, The Central Propaganda Department is the most important institution for monitoring media personnel and controlling the content of television, radio, newspapers, magazines, and film (Esarey 2006). Around 2000, the Internet emerged as a significant communications medium and is now heavily monitored by the government. Since the founding of the People's Republic in 1949 almost all media in China has been state-run. Today, as China becomes a major player in the global economy, many authorities in Beijing are trying to balance the people's desire and need for more information with the government's goal of controlling content and maintaining power (Bennett 2011). China's Constitution does allow its citizens freedom of speech and press however; Chinese law includes many media restrictions and regulations with vague unspecified language. The Chinese government's main fear is the sharing of secrets, which could potentially lead to endangering the country. In May 2010, the government issued its first "white paper on the internet" in which it emphasized the concept of "internet sovereignty," which requires all Internet users in China to abide by Chinese laws and regulations. Social networking sites such as Facebook, YouTube, Twitter, Vimeo, Blogspot and similar sites are banned in China as well as The Nobel Prize Foundation, Wikileaks, Amnesty

International, and numerous other sites that contain information the Chinese government deems as threatening and harmful.

In the People's Republic, there are no Chinese-language news media that are both widely accessible and independent of the CCP. While available to more than 100 million users, the Internet is closely monitored by the state; access to politically threatening Internet sites and web logs are blocked; uncensored satellite television is not legally available to the general public; foreign radio broadcasts are scrambled; and the sale of publications with content critical of the regime is restricted. Chinese Communist Party control of the media is deeply challenged by the pressures of commercialization, journalistic professionalization, and globalization of information flows. For this reason, the CCP under the leadership of President Hu Jintao has increased monitoring of media personnel and news content, discouraged traditional media from joint-ventures with foreign firms, tightened controls over the Internet, and resorted to more frequent coercion of journalists reporting on politically sensitive topics. (Esarey 2006).

China officially connected to the World Wide Web in 1994. The swift development of the Internet has resulted in deep changes in the way people work, study, and live their lives, prompting reform and development of China's media industry. In response, the CCP exerts vast control over the sites people can access as well as the information that can be viewed, shared, and posted. Government Intelligence intercepts incoming data and compares it against an ever-changing list of banned keywords or Web sites, screening out even more information. The motive is often obvious: Since late 2010, the censors have prevented Google searches of the English word "freedom." The application is often more subtle. In March 2011, Google accused the Chinese government of disrupting its Gmail service in the country and making it appear as if technical problems at Google — not government intervention — were to blame.

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# Emerging Media as a Conduit For Activism and Democracy in Hong Kong

By Ken L.

Many people have misconception that there is no correlation between Hong Kong and China, and choose to view Hong Kong as an independent entity. In 1842, Hong Kong was founded as a port by European traders. The state remained in an English colony until its transfer back to the People Republic of China in 1997. In those years, Hong Kong's free market economy surged head of its neighbors. The Central People government had declared "Under the principle of "One Country,Two System", the socialist system and policies shall not be practiced in the Hong Kong Special Administration Region (HKSAR) and Hong Kong's previous capitalist system and life-style shall remain unchanged for 50 years." Based on the policy, Hong Kong enjoys a wide measure of self-governance. Therefore, it shapes Hong Kong as a unique gateway reaching through the western culture,which allows media platform with little government interference.

In term of the media, many resources are already present, foreign sited such as Facebook, Yahoo!, Google, have been broadly accepted and used in Hong Kong. There is little incentive to build a 'new community' and therefore low presence of local sites. Unlike China, clones to popular sites are also not found in HK. However, because of lack of local sites, free accessibility to the global websites for Hong Kong people, which allows them to keep tracked with the world and obtain latest version of information in the first hand.

Moreover, Hong Kong possesses prestigious credibility of patent. For example, Google and Microsoft have opted not to offer e-mail services hosting under data inside the People Republic China, despite the facts that they would achieve greater market share and high profits. However, HK has better reputation of respecting copyright and less interference from the authority. Those global I.T. firm offer Chinese edition for the region of HK, HK has become a significant source for 1.3 billion of Chinese to obtain information from the medias, which encourages the activism in regard to social,political,economical and environmental. That is why most of the foreign co-operations would rather choose Hong Kong as their headquarters in Asian market.

When we look further into the democratic atmosphere in HK, protestation violation of the Basic Law to allow to full suffrage by 2012. The pan-democrats intend to make street demonstration a recurring scene for Hong Kong. Although Hong Kong is an autonomous region, many times Beijing has been accused of excessive intrusion into Hong Kong's domestic affairs. Despite maintaining separate political systems and enjoying Western-style civil liberties, HK has been denied full democracy. This is clearly seen in business and more so, in social media. Moreover, newspapers and news channels have often been accused by pro-democracy activists of self-censorship or kowtowing to Beijing since the 1997 handover. a politician argues "In my views, Hong Kong media used to have high degree of freedom and transparency, but now all are fading." businesses and the people in HK have to deal with a fairly controlling neighbor. For instance, a HK opposition group on Facebook was shut down, without prior notice. The discussion group which opposed the pro-establishment party, the Democratic Alliance for the Betterment and Progress of Hong Kong (DAB). The group was up to 100,000 members. The founder claimed the deletion is caused "opponents flagging the group as 'abusive' with Facebook administrators." It intensifies the concern since the Central Government took back the former British colony , which will turn into a strict communistic community.

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Hong Kong

# Emerging Media in Brazil

By Alex W.

Staying connected is important in the United States, whether it is staying in contact with friends from school or with family members that don't live in a close distance. In popularity social networking is the most reliable source for Americans to satisfy this need and it is beyond just chatting now businesses are using it as media connection. Now businesses can connect with their audience find out different ways of making their product more appealing. Recently having a source of social networking media is a great way of making your business a success. Not too far from the United States Brazil is taking more of an interest in using social networking as a reliable source for business.

Brazil has an economic freedom score of 546.3, ranking as the 113th freest in the 2011 index. It's score raised up 0.7 point better than last year as a result of improvements in freedom of trade and investment freedom. Brazil is ranked 21st out of 29 countries in the Caribbean/South and Central Americas, and its overall score is below the regional and world averages.

The economy in Brazil has been expanding and growing thanks to the steadily rising commodity exports. Over the past ten years, economic growth has average about four percent, accompanied generally by low inflation. Brazil is known for its large agricultural and industrial base, and has plenty of room for it's media growth. A growing services sector has accounted for over sixty percent of Growth Domestic Product in recent years. With that said, the global financial and economic turmoil's impact has been very moderate.

With the states role in the economy has been heavy and steadily increasing, but the efficiency and overall quality of the government services remain the same as poor. Despite the high government spending as a percentage of the Gross Domestic Product. Making barriers to entrepreneurial activity including unreasonable taxes, inefficient regulation, poor access to long-term financing, and a rigid labor market. Corporate leaders are taking a huge interest of future marketing opportunities in Brazil. Some of the largest media and entertainment generate less than ten percent of their global sales in Brazil.

With this huge change Brazil is shifting from free broad cast television to pay television combining it with the under penetrated internet market. The country is looking to be more appealing to global media and entertainment companies. Which will revenue new opportunities, new jobs, and helping economic growth within the country. Over fifty million in population and most residence don't have access to a telephone the internet is a huge form of conveying messages. Making Brazil one of the countries largest in internet use worldwide.

In one example Brazil's main source of social networking media was Orkut by Google, it is a social networking website that is operated and owned by Google inc. designed to maintain old relationships and build new relationships with friends created by a Google employee named Orkut Buyukkokten. It was originally based in California later in April 2008 it was to manage in Belo Horizonte, Brazil. With Orkut's reign in a survey by an advertising and marketing agency F/Nazca and Saatchi in April 2011 with 62 % leaving competitors like Facebook with 21% and Twitter with 17%.

As time progressed Orkut would lose its flair with popularity, with Facebook having more worldwide users and the same features as Orkut and plus more. By a survey conducted by IBOPE Nielsen Online Orkut was slowly losing users in Brazil by November 2011 is expected to fall by 80% of its users by November 2011. Also showing that about 68,2 people in Brazil, Orkut with 64 % and twitter slowly coming up with 31,3 %. Have users curious on how long before Orkut loses its popularity like once remembered Myspace or even BlackPlanet who were once widely used social networking sites that were expected to expand in popularity but soon fell.

# India's Media Economy World

By Jazmin G.

In entertainment and media form, India is the country's sixth biggest industry, with 3.5 million people working on it. India's media is growing at the rate of 20 percent per year. In 1962-63, India's government took advice from the Ford Foundation to become internationally known mass communication specialists who recommended the setting up of a national institute for training, teaching and research in mass communication. One media industry that helps India's economic growth is Bollywood. A Bollywood superstar Amitabh Bachchan quotes, "India's economic progress is largely responsible for the Indian films getting recognized abroad. When the economy is doing well, everything connected with the country, its food, culture, color, art and films get noticed." India's is the world largest producer of films. In 2009, India produced a total of 2961 films on celluloid, with the provision of 100 percent foreign direct investment has made Indian film a market attractive for foreign enterprises such as 20th Century Fox, Sony Pictures, Walt Disney Pictures, and Warner Bros.

India has one of the fastest growing economies. It is in the top 20 exporters of goods in the world. It is the "most populous democracy in the world" according to Wikipedia. The second most populous country in the world with just over 1.2 billion people and the seventh largest country by geological area. So with 1.2 billion people you have to wonder how they communicate, or better yet what's their most used means of communication? Being considered a newly industrialized country and according to Watblog.com "India had only 25,000 Internet users back in 1998" and it is estimated that it will continue to skyrocket and reach 45 million users by 2012.

According to IBEF.org "India is one of the fastest growing internet markets around the world. The advent of 3G services, availability of low rental data plans and low cost handsets have enabled a lot of users to access internet through their mobile phones. Mobile internet users are likely to touch the 46 million mark by September 2011, according to Mobile Internet in India report published by the Internet and Mobile Association of India (IAMAI) and market research leader Indian Market Research Bureau (IMRB). The report also shows that Mobile

internet usage has been witnessing a 15 per cent growth quarter on quarter.

A huge contributor to the internet market is the use of mobile phone service and subscribers. "The number of subscribers using their mobile phones to access Internet is estimated to touch 46 million in September 2011, according to a report published by the Internet and Mobile Association of India (IAMAI) and market research firm IMRB, representing a 15 per cent growth quarter to quarter. There are about 40 million mobile Internet users as of June 2011 of which about 30 million are termed as active users." In contrast to the United States where there are 327,577,529 mobile phones according to Wikipedia who ranks the United States in 3rd place right behind India and China. As a result hundreds of thousands of new jobs have been created thanks to this over usage of cell phones and the number of workers that are needed to help maintain service is also growing as well.

An example would be the customer service sector or the SaaS (software as a service) Whenever someone calls a company or provider in need of assistance or help the calls are usually outsourced to places like China or India. This is show in the Ibef.org sector gatherings. "Software as a Service (SaaS) is estimated to grow by 20.7 per cent in 2011 amounting close to (US\$ 116.85 million) as compared to 2010 where it was close to Rs 445 crore (US\$ 966.60 million), according to IT advisory firm Gartner Inc. Approximately 75 per cent of SaaS delivery can be regarded as cloud services as per Gartner, which is on its way to exceed 90 per cent by 2015. Customer relationship management (CRM) is the largest market for SaaS, which is expected to reach Rs168.83 crore (US\$ 36.67 million) in 2011 to represent 32 per cent of the total CRM market."

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# Pakistan Using Media

By Peter R. and Shane M.

On November 3rd 2007, a state of emergency was declared by Pakistani President Pervez Musharraf and lasted until December 15, 2007, during which time the constitution of Pakistan was suspended. When the state of emergency was declared, Musharraf controversially held both positions of President and Chief of Army Staff. He later resigned as army chief 25 days into the emergency on November 28. The State of Emergency and its responses are generally attributed to the controversies surrounding the re-election of Musharraf during the presidential election on October 6, 2007, including his holding of both offices of President and Chief of Army Staff at the time. When the state of emergency ended on December 15, 2007 the Supreme Court had declared former President Pervez Musharraf's November 2007 emergency rule to be illegal, Pakistani students, doctors, engineers and lawyers went online to express their delight or annoyance. Some of the tweets went like this "The nation should promise never to support unconstitutional steps in future!" and "If Pakistan's Supreme Court is so holier-than-thou, how come the blind eye to [President] Zardari's corruption?" They did this by using the website called twitter. Twitter in The United States of America is normally used by teenagers and young adults who want to learn more about celebrities or talk about their daily lives but in Pakistan Twitter is used as by mainly by professionals, such as lawyers, students, doctors, and engineers who primarily seek to vent their political views. Tweets poke and dissect the day's news, from the recent military operation in Swat to the PPP-led government's failure to produce electricity, and strive to explain a country that has become a crucial player on the international stage. In Pakistan only ten percent of the entire country use the internet so Twitter is a new tool to help raise awareness to the world of what is going on in the Pakistani community. Pakistani Twitterers are prone to voicing opinions more loudly and clearly than ever before, by ridiculing the National Reconciliation Ordinance that granted Zardari amnesty to, and more recently rejecting a government notice that said the sending of "indecent, provocative and ill-motivated" text messages and emails is an offense punishable with a consequence of up to 14 years in prison.

Pakistan has undoubtedly experienced an increase in the availability of advanced Communications, social media. The most notable is the increase of telephone and television sets. Here is a graph showing the increase in the use of television sets and telephones.

Mobile Phones increased from 0 out of 1,000 peoples in 1995 to 6 out of 1,000people in 2001 and for television sets it increased from 51 out of 1,000 people in 1995 to a staggering 148 out of 1000 peoples in 2001. But this hasn't been all too good for Pakistan. The increase in use of telephones and television sets has brought on an increase in censorship by the Pakistani government. The Pakistan Telecommunications Authority has made many censors and banns on the new social media technologies; Such as Facebook.com, YouTube.com, Blogspot.com, Yahoo.com, MSN, Wikipedia.org, Local radio and TV, and also Text messaging. The Pakistan Telecommunications Authority banned and censored these forms of Communication because they do not abide by Pakistani blasphemy laws. The Blasphemy Laws prohibit blasphemy against any recognized religion, providing penalties ranging from a fine to death. An accusation of blasphemy commonly subjects the accused, police, lawyers, and judges to harassment, threats, and attacks. An accusation is sometimes the prelude to vigilantism and rioting. Calls for change in the blasphemy laws have been strongly resisted by Islamic parties.

In a Freedom of the Press Survey, Pakistan was ranked 134th out of 196. Out of a 1 to a 100 score Pakistan received 61 earning them a status of "not Free". Newspapers, TV, and radio are all regulated by the Pakistan Electronic Media Regulatory Authority also known as (PEMRA). PEMRA occasionally halts broadcasts and closes media outlets due to "Anything that defames or brings into ridicule the head of state, or members of the armed forces or executive, legislative or judicial organs of the state.", or anything that is believed to be false which can serve jail terms up to 3 years in prison or 10 million rupees.

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# Emerging Media's Influence on the U.S. Economy

By Sjors V.

A lot has been changed in the last 10 years. All kinds of new media have been introduced and not just only for fun (playing Farmville on social webpage Facebook is fun but. Today's gadgets are a great help for the modern economy. It is getting easier and easier to put the name of your business out. You don't even have to leave the house anymore to go to work. Computers, smartphones, email and the new introduced Social media webpages. Not only did this create a whole new range of businesses, but it also made it easier to start a business here in the United States of America, because you can reach a mass audience quicker then you could before.

The U.S. infrastructure plays a really big role in this. Compare to other countries, the United States its infrastructure is much better and we are freer to use it, so censorship doesn't really come up in the U.S. dictionary, only if a institution censors it, for example, schools can block certain search results with Internet filter software. The Internet connection in the United States lets you send quick and cheap emails to everybody you know with just one click on your computer, laptop, and even our smartphones. The best thing about sending emails is that it doesn't cost anything. That is what it makes so great for companies to use it; it is cost-effective and time-effective.

You would say that emailing is actually a bad thing for the economy, because you aren't spending money on sending a message, so you aren't stimulating in the economy. Well that is actually not true because thanks to the email system businesses can work faster then ever. Assume you work for an advertising company, and you want to let your audience know about this new product a client of yours is launching. Sending an email to a lot of people lets them immediately know what the product is as soon as they opened the email.

In that email there will probably all kinds of information: product information, company information, and probably a website where you can find out more about the product or even purchase the product. It is easier and easier to consume and so to stimulate the economy. Next to a website there maybe is a YouTube page, which shows you the

commercial for the product, a Twitter page that tweets a contest to win the product or to keep up with the latest news about the product. For small companies that don't have a larger capital, this is a good way to build up a bigger audience.

Social media in the United States is hereby on of the most effective way to reach a mass audience with very low costs. You are free to post what ever you want, as long as it matches with the rules of the Federal law, which are less strict than in some other countries.

The new emerging media has defiantly influenced the economy of the United States with more areas to work in and to work with. We could even say that the United States became the leader in emerging media, not to mention that the U.S. started the new series of mediums. It makes it all a lot easier to do our work and to consume products that we like, and consuming is good because it helps to stimulate the economy with the cycle of more demand means, more production of products means, more labor force means, less unemployment. The influence of emerging media in the U.S. economy isn't over yet; this is only the beginning of a new era.



Twitter's HQ

# Social Media Puts Brazil On The Map

By Joakim H.

As the economic crisis hit the global market during 2008, it created a worldwide fear that the economies in the world would never be the same. According to Euromonitor International, there was an expressed opinion that emerging economies like Brazil, Russia, India and China, often referred to as the BRIC economies, would stand strong, yet although their strong growth they were equally affected.

In October 2011, BBC reported that Brazil, south Americas most influential country with a population of 195,4 million people, is one of the world's strongest democracies. Brazil with its constitution guarantees free press, and with internet cites not restricted, it's also the country with the world's top users of blogs and social network.

In January the social networking media Orkut first hit Brazil. According to DML Central, a blog operated by University of California Humanities Research Institute, Orkut was both operated and owned by Google Inc. Orkut who was launched before Facebook was by invitation only, being invited to become a member was very prestige full and implied you were a well-connected and top notch technology user. During its launch Google CEO Eric Schmidt said in an interview that "...we have a very successful social network in Brazil, Orkut, which is growing and expanding". A statement he was right about. By 2005, Orkut had become a phenomenon, 21,5 % of the Brazilian population with Internet used Orkut. By October 2009, this number had grown to 73%. As Twitter and Facebook were launched, they became the biggest threat to Orkut's dominance. But with its 36 million users a month, compared to Facebook's 10 million, and Twitters who has even less, Orkut is still the dominant social network.

In an article published July 2011, Forbes Magazine states that Orkut's entry on the media market in Brazil brought a massive revenue that affected the entire Brazilian Economy. Orkut makes it money from advertising, so are the other social networks stated above. From Google's yearly revenue of \$29 billion, around 3 % comes from Latin America, something experts says will increase a lot

especially with the growth and the advantage that Orkut still has over for example Facebook.

In CBS's 60 minute program featuring Brazil, the country's new emerging role in the world economy were described thoroughly and the country was referred to as the rising star. With media boom that hit Brazil with the launching of Orkut continued on with investors and advertisement, all interested in not only launching their social media but also making a profit. With the investors pumping money into the Brazilian economy, the Brazil economy is rising. At the end of 2011, Brazils GDP will rank sixth in the world, which is connected to not only but a big part of the emerging social media in the country. With the media boom, and the hype that surrounds Brazil, the growth doesn't only involve the new social media, it involves the entire media industry such as travel and tourism, which also directly is linked to the new emerging social media.

According to the ministry of foreign affairs Denmark, who specialized in investigating the media in Brazil, the media market is growing all the time. During 2009 the revenues from social media and internet came close to 1 billion Brazilian dollars, transposed to American dollars that is close to 435 million. A figure that is expected to rise, especially when Brazilians are the ones who surf the internet the most in the entire world, in fact over 24 hours and 48 minutes per month, compared to the British at 24 hours and 37 min.

The it site Newso.org reported in August 2011, that during the year 2008, 12 million computers were sold in Brazil, the year 2010 this number had increased to 13,8 million which leaves even more room for the social media to blossom and grow.

# Censorship in China

By Jennifer R. & Lisa B.

China is the second largest economy in the world that still emerges. The ideology in China is communism though it also participates in capitalism. This can be controversial because communism and capitalism are two different economic systems. Communism is permeated by the fact that “the government has complete control over the production and distribution of goods and all the resources... This helps in preventing any single person or a group of people from raising a higher position than others or becoming rich”. (“Difference Between Communism and Democracy”). This demonstrates the fact that private ownership is not allowed in communism in contrast to capitalism where the private ownership is favored in front of a exclusive government ownership. (Dictionary).

Cathy Huang, a future investment banker, interviewed by Jason Burke at the webpage the Guardian, states that there is no conflict between communism and the fact that China participate in capitalism (“Guardian”). While the statement has an accurate position the fact is that communism and capitalism collide with one another. In capitalism, which includes private ownership, the businesses want to expand, advertise and become more successful. One way to become more successful and reach a greater audience is to use the internet and connect with other people around the world, but that is not allowed in china since the government censors the internet.

The constitution in China state that freedom of speech is a public right but other vague laws in China make it possible for the government to censor the media. Not only do they censor what others might do on the internet they also use the internet to promote for their own political authority and legitimacy when they “issued its first the first White letter in which it emphasized the concept of "Internet sovereignty," requiring all internet users in China, including foreign organizations and individuals, to abide by Chinese laws and regulations.” (“Media Censorship in China”).

The question is if an economy can thrive with censored internet. The webpage, “The Curious Capitalist” blog tried to answer the question. The web page concludes that if a modern country want to emerge today the country need the internet to expand because internet has become the tool to reach out and connect with other parts of the world.

According to Michael Shuman the internet is so slow in China that they waste a lot of time simply uploading the pages because the internet is slower, due to the censoring, people in China do not use the internet despite the fact that it could help them. China’s goal is to upgrade to an economy that is high-tech and the country is struggling because they are working with internet that inhibits the flow of information. The social network Twitter is for an example censored in China and even though there is a Chinese version of Twitter it is still censored and inhibits a flow of information. (“Curiouscapitalist”)

Internet censorship in China has become extremely strict with what the public are allowed to view. After a revolt on internet censorship went on in the Middle East, China felt the need to put an even bigger lock on what could be searched on the internet. The Chinese government created a growing list of banned keywords that prevent users from Google searching certain words. The English word “Freedom,” was banned from search engines in 2010, which makes their intentions very apparent. Google had even accused the Chinese government of interfering with their emailing service and making appear to be technical problems with their website rather than government involvement. (“Internet Censorship in China”)

One might believe that since the start of internet censorship in China, in 2008, that China maybe have loosened their grip on what internet users can view. It has in fact, been quite the opposite. China has created more restrictions than ever and some bans that were originally intended to be temporary, such as the ban on Facebook and Youtube, are now considered permanent. The Chinese government has even gone to the lengths of monitoring cell phone calls. One entrepreneur from Beijing stated when he was speaking to his fiancée regarding dinner choices and quoted Hamlet: “The lady doth protest too much, methinks.” the instant he said the word protest, her phone cut off. (“China Tightens Electronic Censorship”) At one point, the government even wanted to install a program called Green Dam-Youth Escort on every new Chinese-made computer that would monitor a user’s every action. There was much resistance to this rule and China delayed the enforcement. (“Internet Censorship in China”)

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# Russian Mass Media: A Dismay to All

By Rosa B.

Mass media is seen as a social medium that contributes to building strong nations and feelings of unity by transmitting values and norms through its messages. As of today, many consider information to be “power,” as is money and authority. Mass media companies and/or governments that exercise control over the information transmitted are now seen as a strong force in building public opinion. As we witness the rise of emerging media, many assume that it is utilized in similar ways throughout the world. Not only that, but many believe and trust that the media is made for the sole purpose of informing their audience on significant matters of the world that affect them directly or indirectly.

The reality, however, is otherwise. Media does not always live up to the ideal. Take Russia for example, their media outlet seems to be quite different from what many are familiar with in the United States. Russian media gained independence from the government in the early 1990s, but still several of them are controlled by the government through ownership. All of which dictates many of the opinions expressed on television and radio outlets. Many are hobbled by strict laws and sometimes, the threat of brute force, which is why it is now believed that media no longer provides society with news, but rather distributes messages from the state. It is because of such media that we are left with corrupt governments, and even after years of state-controlled media, this all seems less appalling to a Russian mind than it would to someone living elsewhere.

Ideally, the media should keep the public engaged in the business of governance by informing, educating and mobilizing them. Perhaps it is because of this, that the amount of freedom allowed by printed media and websites is greater than what would be found on television. Which is why, Tim Wall, the editor of Moscow News, an online independent newspaper, indicates that Russians are more likely to search for breaking news and accurate reporting online, rather than trusting and/or believing what is broadcasted on television. Instead of believing that “telling the truth means putting your life on the line,” as Fritz Pleitgen, a former Moscow correspondent with Germany’s ARD public television, said, journalists are entitled to and have relative freedom to report and commentate on various issues occurring around the world without fear. To demonstrate how television media is

controlled, Galina Timchenko, the editor-in-chief of the online news agency lenta.ru, stated that many of the young journalists who have attended a state-credited journalism school, have been trained to self-censor.

As time progresses, press limitation only continues to increase in Russia, which not only prevents many journalists from reporting essential material, but blinds most viewers from the truth. The media can help build consciousness within communities, and instead of preventing them to do so, governments should not only allow, but encourage so.



Russian newspapers.

# New Media in China

By Neil K. & Yoichi H.

It's common knowledge that communist cultures censor a lot of their media. China is one of the most powerful communist countries and they try to keep that strong image. When “unruly” citizens start taking to social media websites to share their negative opinions on the government of their country, oftentimes these websites will be modified or blocked in any way possible. Social Media has proven in recent years to be a huge method of communication for ordinary citizens of society to get their voices heard. Censorship of the internet is becoming more and more difficult for China to do because microblogging websites have grown in popularity, and with China's population, it's hard to control all of that data. Liz Zhuren, a popular Chinese microblogger wrote, "Good culture will all disappear if opinion keeps being guided". It's hard for a society to improve and evolve if no one listens to the grievances and suggestions of the people as a whole.

China takes drastic steps to attempt to censor these social networking websites. In 2009, China shut down internet access to all of the Xinjiang Autonomous Region during social unrest, this is a desperate attempt for the Chinese government to try and keep opposing voices unheard. Mostly, governments try to monitor the citizens and suspected revolutionaries through social networking. It's a useful tool for them to find locations of planned riots and the movement of opposing groups. It's still a tricky hunt for the opposition though, because no one can actually sort through all of the information that is constantly being updated and posted on the web. The only way they can sort through the constant updates is to narrow the available sites, specifically by creating their own substitute for Facebook, and through using algorithms to search for suspicious key words.

Chinese people have engage in social media, but it seems different than what Western people might think. The Chinese government decided to arrange social media rather than eliminate them, and the arrangements seem interesting to look at how social media work in other culture with heavy censorship. Restrictions on foreign websites and social media in China have resulted to replace Western ones to Chinese-owned properties. For example, YouTube and Twitter are blocked in China, but YouTube is equivalent to Tudou and Youku ([www.tudou.com](http://www.tudou.com) and [www.youku.com](http://www.youku.com)), and the equivalent of Twitter

in China is Sina Weibo. (China Business Review) Even though they have replaced to something more comfortable for the Chinese, they seem more popular than traditional media because of “the restricted availability of information” on older media like TV and newspapers. New form of mass media resulted to make Chinese people access more to “other side of the story” including political discussion and social issues. (Shanghai Business Review)

Tudou and Youku have similar outlook to YouTube, but their contents differ from what we have in the U.S. The two Chinese websites are filled with longer content, which are produced by professionals of both inside and outside of China, while Youtube watchers spend more time on shorter movies about cute animals, partly because there is a proper system to protect loyalty holders. (China Business Review)

Sina Weibo, Chinese replacement for Twitter, is a bit different due to their language – length of communication differs from what the original might have. Sina Weibo allows users to post 140-character messages, which is very short in English. A research company call Dell Inc. Examined this and posting: “Today’s Deal: Get FREE Eco-Lite Sleeve with the purchase of any Dell Outlet Inspiron Mini 10 or 10v Netbook! <http://bit.ly/77fUFG>.” is pretty much like 136 words in Chinese since all Chinese character are words. This resulted the Chinese microblog system to have functions to upload photos and movies, so the system seems to combine Twitter and Facebook to Western people. In addition, low popularity of mobile phones in China - they say it is less than 20 percent – limits the microblog system to have popularity among rich university students who are keen to cutting edge products. (China Business Review Online)

# Media Impact on U.S.

By Kristen L. & Candice B.

Access to affordable, balanced, and objective media is the key to our democracy. People use media to know what is going on in their society and for news in government, and to play active informed roles as U.S. citizens. Emerging media plays an important role in U.S. activism by being a main source for communication. Media has been used to help promote and influence political ideals in hopes to gain support, while allowing ones opinions and thoughts to be heard and significant. Democracies foster the existence of a free press. An independent judiciary, civil society with rule of law, and free speech all support a free press. The low rate of media ownership by women and minorities is a serious issue that has not been properly addressed by Congress or the FCC. Women own only 6% of TV and radio stations in America. Although they represent 51% of the population. Minorities own only 3% of TV stations and less than 8% of radio stations. Women and minorities own 28% and 18% of all nonfarm businesses in the US. Clearly, their ownership of media is well below their representation in the economy as a whole. This shows us that there is a bias in what the audience has access to. The information one group of people receive may be a completely different view of what another group of people have received on the same subject, which can create a disagreement in political ideals. The media dramatically effects our society when it comes to elections and voting, and media ownership influences what is seen, read, and heard. If women and minorities do not contribute to the information people have access to, their issues of concern will be ignored or incorrectly portrayed. A truly democratic media requires diversity in opinions. The more disconnected the ownership of the media is from a society, the less it is devoted to serving it. Libraries also play an important role in this society by serving as an unbiased conduit to information about political and social issues.

When people have access to any type of media, it serves as a form of freedom of speech and a ways of communication. Our society has come a long way from picket signs and petitions in order to get your voice heard. New information technologies are revolutionizing political activism in a number of ways, good and bad. Social and mobile media has broadened the amount of information available to people while also reaching out to new target audiences, the types whose morning routine doesn't include coffee and the Sunday paper. The same way

the role of television in politics was forever changed by the 1960 election, the role of social media will be forever changed by the 2008 election. Our society today is lucky to have social networking, not only for social and business relations, but also for U.S. activism. Social networking sites like Twitter and Facebook make it really simple for the powerless to collaborate, coordinate and give voice to their concerns allowing them a part of the political process. Our U.S. President uses his twitter account to field questions from the American people, talk about social and political issues in society, and inform fellow politicians and colleagues on upcoming hearings and meetings. In July 2011, President Obama held a Town Hall Meeting on the state of the economy in the US. Using his Twitter account, he gave everyday Americans the opportunity to ask him questions on political and social issues concerning them. This was one of the first times that the White House, not just politicians, decided to use a popular social media site to field questions of everyday people. Obama and his team were successfully able to field a number of questions which covered a variety of economic topics such as unemployment, retirement, war, and economic foreign relations. Obama also made sure to tell the American public that when it came to unemployment, that we must continue to support our creative and technology industries like Twitter and Facebook because they are a driving force for young people or future voters. Obama also uses social media as an access to information and encouragement in activism. The use of media in a quick and easy way to influence political activism by just a click is known as "clicktivism." Earlier this year, when Obama was trying to encourage and urge republican law makers to reach a compromise during the debt ceiling debate, the hash tag "#compromise" became popular among twitter users. This led to a number of debates and a variety of opinions on the subject, but most importantly, brought awareness to the Tax Compromise and had Americans from a younger generation talking about the issue.

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# Brazil's Political Activism through Social Media

By Alisa A. & Jessica G.

Brazil is one of the leading countries in internet growth in South America and has the largest online audience in Latin America. Recent data has shown that over 45% of the country's 190 million habitants have used the internet; 90% of it being used to communicate with others. In Brazil around 86% of the users regularly use social networking sites and other interactive media sites daily. The popularity of social networks in Brazil started with "Orkut", a social network operated by Google that is highly popular. In April, more than half of the users of Orkut were coming from Brazil and its popularity is continuing to grow.

Many companies have started to use Orkut and Twitter to advertise their businesses. A number of major companies want to find out what their customers think of their products through social media. Brazil is a big and fast growing market. 68 million people are on the internet and are huge influences in marketing and communications. Much of Brazil's transformation can be seen through the growth of telecommunications and social media. With landlines now available to almost everyone, it has become easier to connect to the internet as well as connect with each other. The participation of a once non-existent middle class has also fueled Twitter's rise in Brazil. The upcoming second round of Brazil's presidential election which was held on October 31, 2011, was the top Twitter trend in the first week of the month. Recent statistics show that 16.3 hours a day on average are spent online by versus 9.8 hours a day spent in front of a television. Young consumers in Brazil have mentioned that computers are more fun and useful than a television. Brazilians spend about 30.4 hours a month online, 9.8 of those hours are spent on Orkut. Orkut for Brazilians is what Facebook is for North Americans.

Other sites that are popular in Brazil besides Orkut are Facebook, Windows Live, YouTube, MSN, Blogger, Wikipedia, and Wordpress. Brazil's information technology structure is growing rapidly with almost 40% of its population having internet access at home, making it the largest internet audience in Latin America. The number of homes in Brazil with internet access ranks in 6th place in the world, according to the CIA World Fact Book. Brazilians have become critical to commercial advertisers through social media. However, social

networking sites are beginning to shift from entertainment purposes, to political activism.

The government in Brazil is taking advantage of the current popularity in social media, and applying it to better the people's involvement in government. "Brazil was a pioneer in creating democratic access to computers and internet, well ahead of the United States," says James Green, a professor of Portuguese studies. In 2009, a new online government project was released from the Brazilian House of Representatives. The creation of "e-Democracia" is truly a huge innovation for democracy in Brazil. This fairly new online government aims to engage its citizens in the lawmaking process. The website ([www.edemocracia.com.gov.br](http://www.edemocracia.com.gov.br)) provides its users with online town hall meetings as well as other forums where citizens can present their problems and figure out solutions. The website itself is easily accessible and the registration process is anything but complicated. New users simply input their name, email address, and the city they reside in.

The word about e-Democracia was spread through blogs, social networking sites, as well as personalized invitations. To attract a younger crowd, the websites promoters created Twitter and Orkut accounts posting topics that were of interest to citizens in that age group. One of the main concerns for the new online government, however, was a possible lack of communication and understanding between politicians and their constituents. The e-Democracia team has set out to resolve this problem by hiring legislative consultants as "technical translators" to turn any useful suggestions into legal text and vice versa. The website also offers a section called "Wikilegis" where users explain bills or laws in their own words as well as come up with amendment suggestions to be added to a current bill.

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# Iran Finds a Voice Through Social Media

By Karolin A. & William B.

A social network is a website or other application that enables users to communicate with each other by posting information, comments, messages, and images. This new form of social media is offered to us by sites like Facebook and Twitter, first starting off as a place where people connect, reach old friends, new friends and play games. Developing countries like Iran have drastically improved their ability to rally each other together when the time to stand up for their human rights is called. The Iranians have mobilized each other equipped with their cell phones and other devices that connect to the Internet. Social networks have helped the nation broadcast its problems and fears to the world when Iran's leader has ousted all journalists and newscasters. The social network has become the new soapbox in this technological age.

In the 2009 presidential election in Iran Mahmoud Ahmadinejad for the conservative party won. But the people in the country protested because they believed the election was a fraud. The votes/numbers from the election were presented only 2 hours after the voting polls were closed and the Iranian people felt the need to fight this injustice. Journalists were censored from attending any of the riots or protests of the regime. People started turning to social medias like Facebook and Twitter to spread the word about what was happening in the country at the time. Due to the censoring of journalists The United States had a hands off approach to the matter as the situation first unfolded. The world was more or less cut off to what was happening in Iran.

Twitter became the main media outlet for Iranians to communicate and broadcast their troubles. Anyone can use Twitter, it is free, easily accessible and information posted can be shared to the masses very quickly. The site became the most used source of information for protesters, journalists and activists, it was so important that the US government actually asked Twitter to postpone a systems update that would shut the site down. The US government asked this of the site so that the Iranians could still have a way of communicating to each other, and so that the world could know what was taking place during these protests.

An Iranian-American alias Koosha told the Wall Street Journal, that he updated posts expressing

his discontent with the problems in Iran. He then later received strange email threatening him to stop criticizing Iran or else his family would be harassed. He dismissed the emails as a prank, up until he received news that his father had been arrested. This seems to be a common story to those who have criticized the regime. The Iranian government started checking IP addresses and finding out who the users are that talk badly about the country and its leaders to harass them. The social network sites have a lot of power to them, so much so that the government feels a need to regulate peoples speech on there, even at one point banning access to the sites. People are fighting for change in Iran and the quickest most efficient way to reach thousands or even millions of people at a time is through tweets and Facebook updates. Mir Moussavi, as well as the citizens of Iran who feel that the election was robbed are tweeting with a hashtag saying #IranElection. The protestors have created accounts that have a number of about 7,000-15,000 followers, as well as Moussavi's page that had 50,000 followers after the election. We see how the power of tweets bashing the news station CNN for not broadcasting the troubles of not being able to have any news access to Iran and not raising awareness with the hashtag #CNNFail. The network started to talk about the almost forgotten Iran, and started to tell people who were tuning in, about what the people are going through.

We live in a technologically advanced society where people can send images and upload them and share them very quickly. In Tehran, the protestors would take pictures of rallies and show how many people were upset with the way Ahmadinejad stole the election from Moussavi. But what used to take us years, months or even days, can be done instantly once you upload and send a post through these social network sites. The fact that these sites are so instantaneous helped their cause in that people receive up to date reactions, reviews, as well as updates if anything changes.

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## Hindering Social Activism and Democracy: Media Censorship in China (cont.)

At the same time, several popular virtual private-network services, or V.P.N.'s, designed to evade the government's computerized censors, have been crippled by government interference. V.P.N.'s are popular with China's huge expatriate community and Chinese entrepreneurs, researchers and scholars who expect to use the Internet freely. Despite building one of the most technically sophisticated Internet firewalls, China still has a community of Web users that is among the most dynamic in the world. There are more than 70 million bloggers in China, and in January 2009, officials proudly announced that the number of Internet users had approached 300 million, more than in any other country (NY Times 2010).

Having a long history of media control, many Chinese people do not see their current situation as all that oppressive. "For adults, they should be able to have access to any information they want," says Ben Liu, an international student attending Santa Monica College who was raised in the north of China. "I partly agree with some censorship because it will benefit a child's development...I don't think banishing Facebook or YouTube is advantageous because it limits relationships [and exposure] with people out of the country." Some Chinese people do not see the media control by the government as detrimental. They instead have a selfish, but also somewhat utilitarian perspective. "...many young people these days have little knowledge of what the party does and consider it irrelevant to their lives. That suits party leaders perfectly. Ordinary people are not encouraged to take an interest in the party's internal operations, anyway...[China's urban middle class] hasn't dared rise up en masse against the state because it has so much to lose... The freedom to consume -- be it in the form of cars, real estate, or well-stocked supermarkets -- is much more attractive than vague notions of democracy, especially when individuals pushing for political reform could lose their livelihoods and even their freedom." (McGregor 2011). The people are being controlled for their own good to keep the peace, and keep people docile; to allow the country and economy to run smoothly.

There are many cases of people in China using the Internet as a platform for activism, often met with repudiation by the government. Recently, the

case of Chen Guangcheng has been receiving heavy attention and proving to be of significant importance for Chinese activism. A blind self-taught lawyer and rights activist, Guangcheng has been one of the most enduring symbols outside China of the country's human rights abuses. Inside China, he has remained unknown and mostly unspoken of until now. Chen has remained under house arrest ever since his release from prison in September 2010 after serving a four-year sentence in Shandong's Linyi City. Chen was convicted in August 2006 of "malicious destruction of property and gathering a crowd to obstruct traffic". He campaigned on behalf of local villagers against forced sterilization and other abuses of China's family planning policies imposed by Linyi authorities. This case has prompted an unusual outpouring of support from China's Internet community. The online campaign and movement "Free Guangcheng" is showing a major push for justice where supporters of Chen have created an online portrait titled "Dark Glasses" (Chen is known for always wearing black sunglasses). Each supporter is posing with sunglasses on and holding signs reading "Free Guangcheng." (Spegele 2011) On November 10, 2011 BBC news released information that 37 people tried to visit Guancheng however, things quickly turned violent when 100 unidentified individuals began attacking these visitors. One of those who went along to visit was Liu Li who has been living in Beijing for the last six months. Liu Li is still on crutches due to the attack but does not regret having visited Guancheng. Li states "Chen Guangcheng represents all that's wrong and unfair when it comes to human rights in China. He lost his freedom-so we want to visit him and show our support." (Bristow 2011).

Also in recent headlines, Chinese contemporary artist and political activist Ai Weiwei who helped design the Olympic Bird's Nest Stadium has sparked major controversy causing friction with China's government. Ai has frequently commented on injustice through his widely followed Twitter page. On April 4, 2011 Ai was stopped in a Beijing airport while preparing to board a flight. According to international news reports, city police raided his studio later that day, questioned his wife and confiscated computers.

**Continued on the next page.**

## Hindering Social Activism and Democracy: Media Censorship in China (cont.)

Bob Dietz, Asia program coordinator for the Committee to Protect Journalists (CPJ) stated, "Ai Weiwei has long been a source of information and opinion that challenges the status quo in China- his disappearance is a deeply concerning sign that official tolerance for dissent in China has reached a low point." (CPJ 2011). Ai was detained by the government for about 80 days. He was let go under the condition that he would not talk to the press but also because (according to the state news agency) he had confessed to tax evasion. His silence was short-lived. In November 2011, Chinese authorities served Ai with an official notice demanding he pay 15 million yuan (\$2.4 million) in taxes. BBC reports that his supporters say the accusations are part of a plot to silence Mr. Ai, who is an outspoken critic of the government. "It was not true that I admitted to tax evasion charges. I was never formally arrested and never charged... If they really want to prove that I am a bad guy, why don't they behave themselves to make the process more transparent?" he later added. Supporters of Ai Weiwei have helped raise nearly 8.7 million yuan (\$1.4 million). Ai's company plans to fight the tax bill but is putting down the money as a guarantee. The artist was the most high-profile target of a sweeping crackdown on activists that started in February in a bid to prevent protests similar to those in the Middle East and North Africa. Dozens of bloggers, writers, rights lawyers and other activists were detained, arrested or questioned. Many have since been released but continue to face restrictions on whom they can see and talk to (Wong 2011).

Further cases of activism revolve mainly around prominent journalists who speak out against the CCP. There have been numerous cases where people have been threatened, sued, or detained against their will. Sometimes they disappear altogether never to be heard from again. In March 2011 Liu Xianbin, a democracy activist who wrote online articles, was sentenced to 10 years in prison for inciting subversion against the state. Well-known blogger Ran Yunfei has been indicted on the same charge. However, in a recent, more positive outcome, missing writer Yang Hengjun reappeared in Hong Kong after his disappearance. He denied having been in custody and said he had been in the

hospital, although many supporters believe this to be a euphemism for secret detention. Yang told Australian newspaper *The Age*, "I am so grateful for the outside media's support, but I ask that they understand that I can't keep having media attention and continue my pursuit of democracy in China."

The Chinese government's media censorship shows how a system of control that originated under classic totalitarian conditions is being adjusted, refined, and modernized to meet the needs of a political leadership that wants to enjoy the benefits of the global economy without jeopardizing its complete political domination (Esarey 2006). Clearly, free markets and technological advancements have made vast improvements in China, which makes it hard to remember that the emergence of this behavior has not made the government more democratic.

While China's future for social activism and democracy through media may seem bleak, some believe that China's social media and Internet is progressing and changing Chinese society. In August of 2009, the major online Chinese media company Sina started its own version of Facebook called Weibo. Weibo has gradually become one of the most popular websites in China attracting 140 million users and millions of posts per day. Allowing users to spread news and post opinions, many believe that Weibo will help the advancement of democracy in China's future. Allen Wang, co-founder of social networking site Babytree (geared toward young Chinese mothers) believes that the government needs to keep up with the change. Wang states, "I think the government seems to be learning through trials and tribulations and errors – but that's a necessary process – for them to realize what's going on, for them to recognize this is a force they have to cope with. Therefore they better be smarter and savvier in terms of how to actively leverage this outlet to communicate with people all over the country. So I believe the government needs to seize the opportunity instead of resisting or fighting it" (Agencies 2011).

## Emerging Media and Egypt (cont.)

What started as a protest quickly grew into a rebellion that further morphed in to a revolution and finally a regime change. This dramatic development occurred largely without the presence of the world press attention - shocked the world media. Without media witness the protestors quickly formed a revolution while the media and world governments were late to the party. In a twist rather than being the instigators - government and established media was regulated to the role of passive observer of a phenomenon that that they had little influence.

Egyptians shut-out of the traditional power structures and frustrated with the current situation turned online for solutions. Utilizing social networks, such as Facebook, Twitter and Youtube, democracy activists proceeded to coordinate and organize protests outside of the traditional channels of communication. Accessing these networks through their cell phones demonstrators are able to meet up and coordinate organizations through Facebook and twitter and broadcast them to the world directly bypassing the filter of the mainstream media, aided by different international companies such as Google, Twitter and Saynow who built a speak to tweet service designed specifically to assist and facilitate protestors in tweeting Egyptian protestors quickly credited Facebook with making the revolution possible.

Realizing the power of communication Mubarak made the dramatic decision to shut-down telecommunications in Egypt. The rise of the worldwide web gave people previously isolated and subjugated to mainstream media sources an independent source of communication. 2003 was the year that Myspace launched the social networking trend that gave rise to new social media such as Facebook, Twitter, LinkedIn, Skype and Youtube. It also altered previously set patterns of political activity.

### Conclusion

In 2008 Barack Obama, a relatively unknown junior Senator from Illinois, utilized social networking sites to mobilize supporters to win the Iowa Caucus, secure the Democrat Party nomination and finally the Presidency. A year later in Iran the Green Movement attempted a repeat in challenging the fraudulent re-election of

Ahmedinijad setting off a ripple effect in the middle-east. Recently Saudi Prince in a country that has tried avoid a revolution at all costs attempted to purchase a controlling interest in twitter. A democratic government has never been a part of Egyptian regime; however, with the success of the revolution the people of Egypt are hopeful. As long as the people of Egypt continue to inhabit Tahrir Square with protest and demands for equality there will always be optimism for a free and egalitarian government. The ability to successfully continue democracy activism will largely be tied to emerging media and access to social networking.

## Emerging Media as a Conduit For Activism and Democracy in Hong Kong (cont.)

In addition, in 2002, a mass opposition campaign against the government's national security bill was already in the making. Those unpopular legislative proposals were to implement Article 23 of the Basic Law to outlaw activities of subversion, succession, treason and political connection to foreign bodies, etc. The national security bill triggered Hong Kong citizens' worst fear about losing freedoms, especially among middle-class professionals and educated people. The community detested the government's method of bulldozing legislation to passage and for siding too often with pro-Beijing groups in debates. Afterward, public campaigns against Article 23 became impossible. Campaigners delayed a planned protest to July 1, a few days before the 23 bill was expected to be passed by a pro-establishment majority in the legislature. The protest end up got more than half-a-million people participating. It is the largest scale of anti-government remonstrance in history. As a matter of fact, public grievance towards the HK government accumulated quickly. People entered their anger at its handling of the national security bill, as well as other unpopular government policies- through the Internet. People exchanged jokes and criticism of the administration, participated in chat-rooms to discuss Article 23 and sent emails to their personal networks of families, friends and colleagues, urging them to join the July 1st protest.

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### Censorship in China (cont.)

The reason China censors the media and especially the internet is because they want to maintain their own political authority. The government control everything that can be said, accessed or read. Indeed, China is the second largest economy in the world that currently demands information especially from other countries to be able to grow and the demand will test the regime's control over the media. China has estimated between 30,000-50, 000 monitors but the journalists still find ways to get the news through when they use blogs and spell incorrectly and use humor and sarcasm. ("Media Censorship in China"). Virtual private network services, or VPNs, were created to avoid the sensors. Many scholars, researchers, and users of the like are the most popular amongst those using VPNs, the main reason being that they cannot perform their job functionally without freedom to search for what they need. ("Internet Censorship in China")

The internet censorship is an issue that not only affect China but also in a high degree affect other countries and their members and has become a global issue. Even if communism and capitalism can work side by side the censored media will have an impact on the emerging economy of China.

### New Media in China (cont.)

"The Chinese are obsessed with the Internet", according to a McKinsey & Co. survey that found that Chinese people in China's 60 largest cities spend around 70% of their leisure time on the Internet. Chinese people "use the Internet more for entertainment—playing online games, messaging, downloading music and movies, and shopping—than for work." China has made many advancements in media technology, and new media is spreading and is taking over the country. China has over 130 million total people using of social-networking sites and more than 80% of Chinese digital consumers use instant messaging, read news online, and download/stream music via the Internet. China, as a country, spent more than 1 billion hours online per day in 2009....double the daily total in the United States. This figure is expected to grow to well over 2 billion hours per day by 2015. However, sites like Facebook, Twitter, Youtube, and Wikipedia are blocked in China, but they do have sites that are

similar to the American counterparts, one example is renren.com which is the biggest social networking site in China. By 2015, China's Internet population is expected to reach more than 650 million. However, the growth of new media in China is still hindered by their Government. New media has definitely effected a majority of people in China.

The internet is an obsession in China, an estimated 24 million youth are addicted with internet and the bulk of China's digital consumption comes from those aged 35 and under. New media is the future in China, and it is evident through the popularity of these new media technologies with the youth in China. With over 1.2 billion people living in China, it is not surprising how fast the media is growing there. They need a faster and more convenient way of communicating throughout the country. The growth of new media has also boosted the economy in China, because it allowed the people of China to keep up with the Countries that were already advanced in technology. China is also the world's leading electronics exporter. According to data from China's Ministry of Commerce, China exported US\$933.4 billion worth of mechanical and electrical products in 2010. The growth of new media in China has also allowed people to express their opinions on the web and although their are still a lot of restrictions and limitations, the people were able to have some voice in the events going on around the world. As China is growing closer and closer to a more capitalistic Government, it will be the forefront of media technology, and it is largely due to the amount of people living in China, which creates an even greater need for new media technologies.

However, the rapid growth of media technology cannot and may not reach its full potential because of the Communist Government that is existent in China. The restrictions and regulations play a big role the new media that is growing in China. Many videos, music, and news are blocked by China because they pose a threat to their Government.

**Concluded on page 22.**

## Emerging Media and the Russian Economy (cont.)

In 2006 the most successful social networks Vkontakte and Odnoklassniki were launched with a purpose of communication between people; soon they had become a working space for millions of people. The reason for that is the involvement of sales managers and network marketers, who started to use social network for work due to their occupation, which is mainly based on interaction and interest of making new business contacts. However, most Russians use networks for socialization purpose, because of the fact that the target audience is usually young people.

Launched in 1997, the web search engine Yandex has quickly become the most visited website in Russia and established as a corporation in 2000. Being the largest internet company, Yandex generates 61.4% of all search traffic in Russia. Its market share in Russian search is now at 61.3% against Google's 25.1%. The stability triggered interest among advertisers, who see the website as a potential online advertising market that is able to reach mass audience. It is also initiated e-commerce, because its market size directly depends on the rate of internet connections that continue to increase due to the low prices of internet providers.

E-commerce refers to exchanges between individuals or organizations – and activities that facilitate these exchanges-based on applications of information technology. There are two main categories the e-commerce consists of: e-trade that allows putting catalogues of goods and services online and managing its sales, and e-payment systems. However, because of the extending number of internet users and the penetration of advertising companies to internet, e-commerce started to gain in strength. The “Data Insight” research agency, estimates that the volume of Russian e-trade will hit \$10 billion in 2011. The money turnover caused an interest of businessmen who are willing to start business in internet, though it's already 2.3 billion of people involved in. Despite the high rate of e-commerce development, there are some Russians who does not have a credit card yet or feel uncertain about the prospective fraud they can face while purchasing services online. Although, the most popular Russian online payment systems – Yandex.Money, RBKMoney, MoneyMail and Moneta.ru provide customers with a safe transaction, nobody is assured against any unforeseen consequences.

During the recent years, Russian media industry demonstrates high rate of development and unites different market segments, the connecting part in which is advertisement. Most of the emerging media income comes from ad placements, the cost of which varies depending on rating of media and its target audience. The internet industry is becoming attractive for businessmen and foreign investors. The development of emerging media favors the potential economic growth of country.

## Emerging Media as a Conduit For Activism and Democracy in Hong Kong (cont.)

In conclusion, there is evident that in not too long later, Hong Kong will become a more communistic region. However, the media plays an important role to illustrate the idea of check-and-balance between two parties. It would help to preserve the freedom of the publication, religious belief and communication without a completed fear of censorship or punishment, and enjoy the privilege of the freedom of speech.

## New Media in China (cont.)

China has the potential to become one of the leading forefronts in New Media Technology. With so many users on the internet, a surge in media technology is needed in order for the public to be informed about current events, as well as, for social networking. As the new youth in China is becoming more and more in tune with New Media, there is no doubt that Communism will eventually end in China. As more and more people start voicing their own opinions about certain events and about their own lives, they are growing closer and closer to a more free and open nation. China is entering the world of New Media with a huge spark and that spark will eventually grow into a technological boom. With the internet growing in popularity, and as the new media technologies start to grow in China, there is no stopping them at any point. It has already surpassed the United States in Internet use, and has the potential to become one of the leading Countries in New Media Technology. This new growth in media can create more jobs in China, will make China a more technological advanced Country, and will move China closer and closer to Democracy. As the new generation in China is growing, so is the media in China.

**India's Media Economy World (cont.)** **Pakistan Using Media (cont.)**

Another example of the huge impact social media has is the new group called SMSGubShup. This Twitter like service has gather 20 million users mainly in India and just about anywhere accessible. This Twitter like service is accountable for about 5% of the India market! That a huge percentage for just firing off a few tweets. An interview with one of the companies CEO states "The service can only be accessed via SMS, which works just fine for India's 400 million mobile phone users (there are just 40 million broadband Internet users, Sheth says). Users sign up and use the service all via text messages. They never need to visit the website at all. The service's main variable costs are fees for text messages, and Sheth says that they've had to implement caps to keep costs under control. But as the service grows, says Sheth, they are able to negotiate much better pricing. Already SMSGupShup accounts for 400 million monthly text messages, around "5%-6%" of the total Indian market."

The film and television industry contributed over \$6.2 billion to the Indian economy and created nearly 1.8 million jobs in 2008-2009. The sector has a total output of \$20.4 billion, contributing more to the Gross Domestic Product (GDP) of India than the advertising industry, the report titled "Economic Contribution of Indian Film and Television Industry" said. Motion Picture Association of America Chairman Dan Glickman quoted, "This report demonstrates the importance of the film and television sector to the overall growth and vitality of the Indian economy. Indians should be proud of the staggering growth that the film and television industry has achieved." Lastly, Time Warner Senior Vice President Hugh Stephens commented, "The film and television industry in India is one of the world's largest markets in terms of number of consumers and offers significant growth potential. Over the past few years the industry has experienced rapid double-digit growth and it is expected that this trend will continue in future, resulting in increasing contribution to the Indian economy."

An example of how Twitter has changed the way news is acquired is on May 1, 2011 when Osama Bin Laden was killed by U.S. troops in a raid of his compound in Abbottabad, Pakistan. His death will go down as one of the most significant in the decade. A decade that has changed the way the world communicates and obtains information through social media. And it is only fitting that through one of these social media outlets (Twitter), the death of Osama Bin Laden was first reported. Sohaib Athar, a native of Abbottabad, Pakistan, spent Sunday's late hours tweeting about helicopters circling the sky near him and an unexpected blast. Little did he know that he was reporting the U.S. attack on the world's most wanted terrorist. This shows the evolution of how the world will obtain news. Rather than receiving information strictly from T.V. news and their websites each person can be a live field reporter. The people of the world no longer need to be left in the dark, or manipulated by big news companies to believe and relay the information that benefits the political or financial positioning of big business. I believe that this will result in a more truthful, up to date, and less politically biased news future.

ICT infrastructure and access	1995	2001
Telephone mainlines		
Per 1,000 people	17	23
In largest city (per 1,000 people)	61	62
Mobile phones (per 1,000 people)	0	6
International telecommunications		
Outgoing traffic (minutes per subscriber)	31	53
Cost of call to U.S. (\$ per 3 minutes)	N/A	3.54
Radios (per 1,000)	102	105
Television sets (per 1,000)	51	148
<b>Computer and the internet</b>		
Personal computers		
Per 1,000 people	3.5	4.1
Installed in education (thousands)	N/A	N/A
Internet		
Users (thousands)	.2	500
Monthly off-peak access charges		
Service provider charge	N/A	12.6
Access charge	N/A	0.20

ICTs in Pakistan

## Media Impact on U.S. (cont.)

Besides social networking sites, another impact on media activism is the use of public forums and individual sites dedicated to just one broad social issue. Afro-netizen.com, a site dedicated to political issues concerning African-Americans and civil rights, is a way for those topics to be discussed and confronted. They are able to bring a level of awareness to society, influencing other media outlets and giving them the opportunity to shed light on issues they feel are important enough to be acted on.

Although the US hasn't received nearly as much attention as the Middle East, on how social networking tools have driven social protests, the US is now making an attempt to. A group of cyber activists calling themselves "UK Uncut" have been using social networking to organize protesters for sit-in demonstrations at banks and financial institutions that received bail-out money during the 2008 financial crisis. This has led to social service cuts to public institutions such as, libraries and health care. The US is making an attempt at the same issue with the American group, "US Uncut." Future plans for this group include protests at banks and corporate headquarters, such as Amazon.com. The US Uncut Facebook page has not had any recent protest successes but they do talk about issues that in this country that should not be overlooked. The US Uncut offers insight on some issues and makes you want to question and discuss. For example, the US Uncut recently posted about the media focus on Black Friday camp-outs instead of protesters taking a stand against corporate takeover in government camp-outs. The post linked to a video with the caption, "America: Where camping out to protest the corporate takeover of our government provokes cops in riot gear to mace 84-year-old ladies and elbow expecting moms in the stomach, but where camping out to mindlessly buy crap you don't need is a national tradition." The US Uncut, along with many other individual and general activists group sites and forums, although remain fairly quiet in media driven social protests, continue to be a main source of information to the masses.

It seems that not only the United States, but the world is in a midst of a revolution. The new tools of social media have reinvented social activism and have made a large impact on our democracy, today.

## Brazil's Political Activism through Social Media (cont.)

So far, e-Democracia seems to be running smoothly. There have been many suggestions

created for pieces of legislature that have made it into the final drafts of bills. The website also held a first round presidential election on October 3, 2010 with over 130 million voters participating. In a country that is highly known for its long history of government corruption and scandal, e-Democracia has provided a direct line between politicians and citizens. This online government has benefited its users with a greater understanding on how their political system works as well as better their knowledge on the different law making processes. It is proving that a single person can make a difference and influence their government. This website has created a more open government to its people welcoming suggestions and opinions from individual citizens, to civil servants. E-Democracia "enables people to share their professional experience and expertise, express their personal and collective interests and values, and foster creative ideas in different forms and intensity in all phases of the policy making cycle." There is no doubt that social media has greatly influenced Brazilian society as a whole.

## Iran Finds a Voice Through Social Media (cont.)

As the human rights movement pushes on in Iran the movement is now not only pushing for getting rid of a tyrannical government but the Feminist movement has started to catch a head of steam. The women are said to be prolific bloggers who arranged a "One Million Signatures" campaign as well as a "Women's Driving Day". "The One Million Signatures" campaign is a civil rights campaign that fights for equal rights for the women in Iran. Women are treated like second class citizens and are raped and beaten for defying the government. The "Women's Driving Day" was another form of civil disobedience, where women are supposed to drive with a male in the car at all times, and are not permitted to drive alone, simple freedoms that people take for granted in many other countries, people are dying for. The exposure of the problems going on in Iran is helping bring change as well the attitude of the already constructed gender roles set in that society. A big step can be seen since now women and men are now engaging collectively to help each other win more rights as a people. The social networks have made it possible for people to connect, and hopefully has shortened the power gap between men and women in the country. It has also served as a newscaster, to the world where Iranians can post their tribulations. Social networks have a great deal of power, it is the new microphone. As one Iranian tweeted "one Iranian=one Broadcaster"

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