

Media Between Being Power and Business

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Abstract Media plays the key role in the relation between politics and electorate. It has the power to make the transparency of government from one side and from the other side to create the public opinion and to bring in the focus of politic the demands of electorate. The role of media in a political system is important and for that reason is called the fourth power that controls the other three powers. This paper analyses the impact of media in political system and the difficult position of it between being a private business and power. It analyses how this private business is a public power. It analyses also the public power of media business over the politic, public and other business.

1. Introduction

Media is considered the forth power that controls the other public powers. Also it is seen and as powerful entity that has to much control in the mind of people. "The mass media exert great power not simply economic or politic power but the power to shape how we think about the world" (Lichtenberg f. 9) The press is often described as having a special watchdog function or as being a kind of fourth branch of government (Lichtenberg f. 105) Is media so powerful? Is it so strong the impact of media in mind of public? Can media exist as a separate power or is it just a supplement that influences the other three legitimate ones? What relation has media with politics, public and business? Is media power or is media business? Can the position of media be regulated as public power?

2. The power of media over politic, public and business

Media has a lot of impact in the public sphere and for that reason is considered forth power in a state. The three powers are declared so by constitution and law, while media is not declared by constitution as legal forth power in a state. The constitution sanction the freedom of speech but not that the free speech and free press is a power as other powers in state. So it does not have any statutory or constitutional rights to be called a fourth branch of power in none of the countries. Shortly a media is not a power as the other power in a state but is a power that is much more powerful than the three branches; it is a superpower over three legal powers. This is for the fact that the other powers came to public only through media. It is media that brings them on the mind of the public. For some categories of people the three powers would have no existed without media. We see media is a very powerful entity and this powerfulness came by its nature. It is powerful because it has the monopole of information. The difference between three powers and this superpower is the fact that media is private power and they are public powers. So is a power out of the political system but plays a key role in the political system. Holms says about media that "daily press is a public not a private institution"(Holms, f. 36) It is a public institution because it plays important role in political system but in its essence this power drives from a private business. You can not oblige the private businesses to work for the benefic of state and that of the public because they see first the personal benefit. They do not see their business as power that has impact on other powers but as a power from which they make money. They do not make business for charity. According to rules of market as long as they respect ethic and law they have all the right to see it in this way.

What relation has media with politic? Media is related to politic and sometimes is considered as the fourth branch of government. Their work sometimes has been seen as becoming part of the executive or parliamentary communication. From all the power government needs to be into mind of public because need their votes and for that fact it needs media to send them in voters mind. "Governing images and the way in which they are formed have an important, even decisive influence on the unfolding of governing process." (De Bens· 232) Machiavelli expresses very well the impact of the appearance of a politician in public. "Everyone see what you seem to be few touch upon what you are, and those few does not dare to contradict the opinion of the many who have the majesty of the state to defend them (Machiavelli, chapter 8). The politicians can offer their political supply only through media. They can make publicity to their political

product only through media. They are related with media with or without their desire. They really need each other and it is a kind of relation that makes them inseparable from each other. The political role of media is production of political information, opinion, influencing all political processes. In this way media has the power to form a reality for the way the government works. In this kind of relation is politics that needs media more. Media can find different partners because she is attractive and being so there are many who run after it. The politicians to have in its control this attractive partner make everything they can. Politics want media with or without its will. It is a kind of relation that may be possible through desire, interest and menace. When they like each other it is a normal relation. They love each other when they have the same goals and ideologies. When they do not have so much affection it enters the interest to keep them together. Interest consists not only in taking publicity from politic but also in favoring the owner of media by public goods. In end if the interest does not do its work it enters menace that consists in pressure with taxes, and other state regulations that can damage directly their existence. The menace of politician can destroy their existence and from an attractive entity that keeps every potential partner run after it media can not exist anymore. So they can bring it in the state of inexistence. As every business media will do the impossible to survive. Being in a pressure of to be or not to be in major part media choose to be and to subject to politic. The rebel medias to survive needs to have a large market or otherwise they will fail. So this business that is powerful from it nature became a tool in the politician hands and especially in societies with weak economy and weak political culture.

Media has power over the public. The public needs media because only through it can go to government its demands. The politicians make a direct contact with the public only in time of election when they need their votes and in the rest of time they can make that contact only through media. So strong is the impact of media in public that exist a popular saying that says "people are just sheep that goes wherever media dog lead them". From the other side media need public too because produces for it. Media could not exist without public. So there is a strong relation between media and public too. This relation is that of the sellers and buyers. The citizens buy the products of media. Despite the fact that public is part of media production it is a kind of production that is sold to public again and the benefits go to media.

Media has power also over the other business. It is business as others but is a business that has power in its nature. The businesses need media to link them with public to sell their products. The advertisings of private businesses are transmitted to public through media. It is a market where businesses sell their products but is much more efficient when the products enter in people's house, in every time of day through media. So if public does not go to market, through media we bring market to public. In this way media goes direct in publics mind and make them buy in the market. In this way media raises the incomes of private businesses. There a lot of businesses that are made successful from this kind of marketing. The relation between media and businesses is a normal contract between private businesses. The only way when business control media is when the owner of media is rich businessmen that can use it according to his political goal or business interests. So when media is made in function of interests of the person that own that. For Lichtenberg the press should be independent not only of government but also of the power of money (Holms, f. 51)

3. Media between power and business

It exist a " tension between the public role of media and advanced commercialization, between the public sphere and the market model" (De Bens, Hamelink , f. 9) The complexity of media governance also result from the fact that media are located in civil society, but also operate in the market place and a linked to state institution. (De Bens, Hamelink , f. 232). No other business is in such position as media.

The modern democracy sees media as powerful entity that is necessary and must be independent from the political system. The theorists of democracy consider media and free speech as a tool for well functioning of democracy and do not see any other kind of freedom if it does not exist the freedom of expression. "The free speech and free press provision do not merely limit the state, they also require affirmative state action, aimed at securing the precondition of effective freedom of press" (Holms, f. 44) For Raymond Aron, "the fundamental features of a democratic regime is alongside the plurality of it governing categories the pluralism of it means of mass communication, such as radio, the press and television and the independence of this from the political system" (Sartor, 176-182) According to Hume "a free press strengths the government by making magistrates aware of murmurs or secret discontents before they became unmanageable. (Hume , f. 11). Alexander Mikklejohn says that "the citizens in a democracy as the ultimate decision makers need full or at least a lot of information to make intelligent political choices (Lichtenberg, f. 110). So the role of media is important in the creation of public opinion and in choosing the political party that will take the power. The public mission of media is not to make publicity to politicians but to control how they ménage the public finances. So to control how the three powers do their work, to make critics and suggestions through specialists that works in media. To do well

the role of the control of three powers the journalist must be much more specialist than politicians are. In democratic society the real opposite of state powers is media.

What happens when media does not care for the public mission and does not control the government but is part with it? That is the biggest problem of media in democracy because they became a tool of one political party and their mission is to attack the adversaries of this political party. Instead they control the way the government works they make the propaganda of one party. So, media in this way manipulate the truth and send to public an image that is not true. Millie for the truth says that "truth in the great practical concerns of life is so much a question of the reconciling and combining of opposites that very few have mind sufficiently capacious and impartial to make adjustment with an approach to correctness, and it has to be made by the rough process of a struggle between combatants fighting under hostile banners." (Lichtenberg, f. 113).

So the reality that is created by media many times is virtual not real. The power of media in this way is used to manipulate the reality. The important problems that are necessary to be in media are sometime avoided. The interests of public many times is ignored "The market constrains the presentation of matters of public interest and importance in two ways. First the market privileges select groups, by making programs, journals and newspapers especially responsive to their needs and desires. One such group consists of those who have the capital to acquire or own a television station, newspapers, or journal, another consists of those who control the advertising budgets of various businesses, and still another consists of those who are most able and most likely to respond enthusiastically to advertising. The number in the last group is no doubt quite large but is not coextensive with the electorate. To be a consumer, even a sovereign one, is not to be a citizen. Second the market brings to bear on editorial and programming decisions factors that might have a great deal to do with profitability or allocative efficiency, but little to do with democratic need of electorates." (Fiss, M, f. 143-144)

There are voices that favor the regulation of media. Benjamin Franklin says "because the press is public power similar to the three branches of government, it should be shackled with serious legal restrictions" (Holms, f. 36) Private power poses as great threat to liberty as does public power. (Holms, f. 36) Buckley "government intervention in the private sector is both necessary and dangerous because for any democracy private power is both dangerous and necessary" (Holms, f. 42) To regulate a private business and to make it a public good is a mission that seems impossible. It is uncontrolled the way the media protects a part and attacks a part because it can make it indirectly. So to control their programs it means to censor media and free speech. So it is a double edged sword. "Government control in the other hand appeals to fear. Even when regulation does not amount to over censorship, they employ the chilling apparatus of arbitrary edicts, protracted litigation, bureaucratic procedures- all of them backed by the state power of coercion" (Kelley and Donway, f. 90)

From the other part media in democracy is protected by the free market. Media is private business and is the market that decides for it. As all the other business they produce the programs that are much more sold in the market of media. It does not matter what those programs contain as long as they are seen and are bought from public nobody cares for their quality or the hidden messages that they contain. In free competition the media that offer the best product will win. A free marketplace of ideas has a self-righting tendency to correct errors and biases. "Like an economic market, a nation wide network of public debate can mobilize resources that would otherwise lay dormant" (Hume, f. 11) So in a way the free market can make media better. Like all the other markets the free market ideas can be more competitive by government intervention (Holms, f. 53) For some others in a free market place journalist and editors depend on their reputation.

Is it true that the media that offer the best quality in market will be more successful and will survive? The products of media in the market of ideas many times has nothing to do with quality or knowledge. "Knowledge of course is an epistemological as well as an economic good. The truth of an idea is determined by its relation to reality, not by the number of people who "buy" it. Its significance and fundamentally are determined by its relation to the wider body of knowledge, not by degree of attention it attracts in the marketplace" (Posner, f. 308). So the quality has nothing to do with the success in market. Is not the market that decided if a book or a song is in high level but the professionals in this field. It is not the amount that determined the quality. So market does not qualify the bests. If the market does not sell the best production then people must be educated with the best so it is a road without end.

4. Conclusions

Media is a business that has power in its nature. This power has impact in political system and the way the political work. Media has business relation with political, public and other business. They are all its clients with which it does business. Media exploits this power in its benefit. As the other businesses media needs to wide the market to sell their products that

are information, programs and space for publicity. The regulations for making media a public power are impossible because this kind of private business has conflict of interest with public power. In any case this business with use public power to make money. The function of power and that of business are in contrary with each other. Media can use its power to make business but can not put its business in function of public interests. The state can regulate media in market to protect it from monopolies and to sponsor it with aim to make it independent from three powers but not to make it a real public power because it is simply a business that has power in itself.

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