

Jennifer union, spain has an open and law

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Jennifer Castillo COM 2401-OL84 Final Communication and Globalization in

Spain The media in Spain, as key players in setting improvement society and the public's opinion, influencers had an obligation in transmission to the qualities of society, which is to make sure the privilege to data and articulation as per the standards of expert duties. It's very strong self-ruling areas form Spain's media system. Being a piece of the European Union, Spain has an open and law based press culture. Be that as it may, because of the financial emergency the journalistic calling is confronting dismissals, low installments and business vulnerability. In light of financial press, the Spanish media is reliant on promoting clients. This leads much of the time to publication directions not to report fundamentally about organizations or branches, which are potential customers for the media outlets.

Moreover, political bias is a trademark for the Spanish media scene. Significant organizations gain possession & self-oversight is on the rise. In any case, the Spanish press is positioned as "free" (Freedom House, 2016), the general circumstance is "satisfactory" because journalists don't need to fear any physical dangers or interferences from authorities. Spain's economic problems had a huge impact on its media industry. Now, "many newspapers receive either sizable subsidies from the government or funding from banks and large corporations. Lack of transparency of the government's advertising purchases is a major problem" (Freedom House, 2016).

Because of the failure of traditional media, Spain has faced a quick increase in the use of online media, which has encouraged political diversity and activism. Just like many commercial Western countries, the younger

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generations do not feel the need to use televisions anymore. Young people look for news mostly through social media and other news pages that they follow. Regarding audience preferences, "there are signs of more appreciation of top-quality information in some sectors of the population, but the audience rankings keep supporting" junk television" (Alsius et al., 2011: 155). People in Spain have stopped reading newspapers and have the lowest percentage of readers in Europe. The cable and satellite television markets in Spain have become much bigger and it has also made the change to digital global television.

With the media pluralism model, Spain reduced the ownership of national broadcasting stations, which prevented cross-media regulation. Political pluralism is a sensitive matter in Spain's media policy discussions. Spain's media division has some of the smallest stages of concentration. Its high level of regionalism, gives it a strong regional press. Even though there's a small market for national newspapers this is a relatively underdeveloped market. Spain is a very rich country with a huge marketing area.

It uses the media and television as the focal networks for carrying mass advertising to the public. This results in great news for media owners. According to the Centre For Opportunity and Equality many migrate to Spain in quest for a better life. Migration mostly occurs when a person or a group of people have to leave their country due to economic reasons. Adjusting to a new country is hard to handle because they do not know the language and get treated differently by the natives. Lack of communication between the natives and migrants can cause tension. "The

nature of the relationship between a host society and itsimmigrant population is a critical factor in integration.

If social cohesion isstrong, it will promote integration; if it is weak, immigrants will find itharder to fit in.” (OECD, 2017) Natives and migrants can find a common groundwith good communication. Adjusting to a new ay of life canbe difficult for people who migrate to a new country and are constantly judgedbecause they have not adjusted. Networking and technology is new tosome who couldn’t afford technology in their countries.

Mediaownership guidelines relevant to broadcasting were specially required toprotect pluralism and diversity. They were also needed to prevent a possiblemisuse of media power. It was the same case with public broadcasting underFranco’s dictatorship.

When Spain’s huge press groups decided to lobbycollective governments to begin private television broadcasts in the mid1980s, it was already obvious that television was way more extensive andsignificant than any other. Information and communications technology, or ICT, covers nearly all the world’s major commercial areas. Spain has climbed to thetop in a number of these areas.

Globalizationhas changed the way the world functions. The barriers that oncestopped our ability to connect and interact with people throughout the worldhave faded. Modernization in information technology has been an influentialforce behind globalization and that information technology has now become amajor piece of a corporation’s global business plan. The evolution inglobalization has been around for centuries, but it really became visible inthe early 1900’s with technological

enhancements. The telegraph and telephone allowed people to communicate throughout borders in seconds.

Originally it would take weeks or even months to send messages. When man created the airplane, it made its way for international travel, while communication devices like the radio allowed people across the world to listen to the news. Globalization came into full circle during the 20th century. It included improvements in information technology. Information technology was the main reason for creating the worldwide addition of many global markets that made up globalization. It would be close to impossible to discuss every significant technological advance over the past 30 years, but a number of advances that truly have had a huge impact on the evolution of globalization and its relationship with business. The biggest influence on of globalization was the " World Wide Web" in 1991.

Before the " World Wide Web", we had the Internet, which connected the globe. With the help of the " World Wide Web", people can post their own digital content for people across the world to see. They could also be assured that anyone across the world could use similar information in the same way as they were. Because of that, people could communicate with others from all over the world, which wasn't done before. Information technology has been the main reason for the success of globalization. It will definitely continue to impact globalization's development throughout this century. This will all lead to a world will be globally connected.

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