

# Critical analysis of independent media center (imc)

[Media](#)



The term media refers to the different means through which communication takes place. Examples of the means include, the radio, television and even newspapers. A media organization therefore has the responsibility of conveying information and messages to the public through the different means. A global media organization brings together journalists, editors and news anchors from different regions of the world, in order to deliver to the public information about various events that occur across the globe as well as issues that are of concern to the global community.

The information that is given usually relate to different issues such as sports, business, sports, politics, and even entertainment. Different global media organisation exists in the modern world. They vary in the way they conduct their operations and the kind of information they convey to the people. The Independent Media Centre is one example of a global media organization, which plays a very important role in promoting a democratic and an independent way of communicating. Also referred to as Indymedia, the organisation is made up of many global media outlets that work to create radical, accurate and truthful information to the public.

The organization displays its great desire and passion to work for a better world, even in the modern environment of media biasness. The organization can be said to be global because it incorporates many media outlets found in different parts of the world, and has media centers that have been established all over the world. Its network is decentralized and autonomous which has enabled the organization's media journalists to set up local independent media centers in their various nations and regions.

Examples of countries that have independent media centers include, United Kingdom( London )Canada, Mexico(Mexico city), Belgium, France and Italy. The IMCs have been established in almost all the continents of the globe and plans are underway to establish others. The estimated total number of independent media centers is one hundred and fifty all over the world. In this paper, the Independent Media Centre organization as an example of a global media organisation will be discussed. History

The Independent Media Center was established in 1999 by different independent and alternative media organizations. At that time, there was a World Trade Organization (WTO) protest in Seattle, and the center wanted to provide grass root coverage of what was happening. The center enabled journalist to provide up- to- the minute photos, video footage and reports to the public, through its website. The Seattle Independent Media center was then born, and it provided satellite-linked information and documentaries to the public access station in the United States.

In addition, the center published its own newspaper, distributed news through the internet, and had a 24- hour micro and internet radio station. Since then, the organization has grown worldwide, establishing other media centers in about different countries . The Organization's Mission The Independent Media Center also known as Indymedia, has the responsibility to bring together independent media organizations from various parts of the world in its work... The media journalists offer grass root coverage of events that occur in various parts of the world.

Furthermore, it is a democratic media organization which ensures radical creation, accurate, as well as truthful and passionate presentation of  
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information. The different independent media centers all over the world are autonomous, and make independent decisions about their operations. Vision statement The Indymedia aims at empowering people to become the media, by encouraging them to provide honest, accurate and independent information about different issues of concern. The organization through its centres fosters and facilitates the development of a highly independent media in the world.

It the organization's desire to establish national and international television and radio networks , and to publish regular newspapers that will guarantee the public access to truthful and accurate information. Indymedia as a Global Media organization One reason that makes Indymedia global organizations is its collection of independent media organizations from different parts of the world. The journalists are from different cultures, religions, and nations that comprise the larger global community.

For instance, the 150 independent centers which are found in many areas/cities all over the world are all part of the bigger institution (Indymedia). With the high number of centers being established, the organisation performs its duties by covering global issues of concern . The information is also delivered to people all over the world. During its establishment, hundreds of media activists or journalists had come together to provide information about the World Trade Organization protests in Seattle.

The spirit of working together by the journalists has continued to grow, bringing an increasing number of journalists from different nations and cultures together. The indymedia website has been a great motivation in the <https://assignbuster.com/critical-analysis-of-independent-media-center-imc/>

establishment of local IMCs. The establishment of local Independent Media Centres continues to overcome the geographical and cultural boundaries to unite journalists who aim at building a just and better world. The organization provides information to the global community on issues that affect them, irrespective of where they come from. For instance, the global warming issue affects every human being on the planet .

The organization has provided information on this issue and continues to do so, so that every individual is aware of what causes global warming, its effects and how it can be prevented. The organization's vision shows clearly that its work is not limited to one nation or continent. Its goal towards the development of television, radio networks all over the world is a clear indication of how extensive the organization plans to be. The journalists advocate for international social justice and welcomes people from all over the world to participate in its activities. The organization's structure

The organization has its top organ, IMC Working Group, has the responsibility of coordinating the organization's functions and activities within the local IMCs. The Independent Media center network gives authority to the local IMCs. After joining the global media organization, the centers are then mandated to operate independently. However, the centers operations and activities must adhere to the organization's overall mission, vision and goals. The IMC network process of admitting the local IMCs is centralized, but after being accepted in the network, the organization becomes decentralized.

The process of admission is done in a relaxed and transparent manner. The local centers have local collectives as the top authority, though different centers do not operate similarly. The local IMC collectives differ in the way

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they conduct their activities, develop editorial policies, and project their viewpoints. The IMC organization has an open publishing infrastructure that enable people to publish their different views about issues in the internet (website). The organization's core organizers ensure that the infrastructure is in order.

Editing of articles is done through a system where journalists participate in attending open meetings. The IMC members are expected to follow the organization's already developed policy, and the center collectives have adopted measures that discourage the center's violation of rules. Since the policy stipulates what the journalists should do or not do, the center collectives have a responsibility to ban members who show a continued trend of violating the rules. Guidelines for network participation which incorporate the Principles of Unity and Membership Criteria have been put in place to promote work ethics and good conduct when working.

The local independent media centers work with individuals present different views on certain issues, where the journalists participate in the creation of the article content and consumption. The local centers have editorial policies which govern the organization's operations, with the Indymedia collectives choosing the editorial policies. The policies are meant to discourage dissemination of information that goes against the morals and ethics of the human society. An editorial policy is clearly stated and posted on the center's website after it is discussed by the Indymedia collectives .

Ownership of the organization The organization is not owned by any corporation or government. In addition, it does not support political parties or organizations. Instead, journalists in the organization hold a wide variety of

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political or personal points of view. The organization allows individuals, political parties, or organizations to make contributions to issues through the posting of information in the Indymedia newswires. The participants can be said to own the organization, since they are the ones who provide their views on certain issues that are of concern to the global society.

In addition for one to be a member, it is expected of him or her to uphold the organization's mission and follow the organization's guidelines for participation. The local media centers are run by groups that establish it. The IMC Working Group receives application from those who are interested in joining the organization by establishing the local centers. The Indymedia Working Group grants permission to the local groups to establish a center, if the all requirements are fulfilled. After establishment, the center is run by the concerned group's collective under the global network.

Being an open publishing media organization, the Indymedia owns the local IMCs . Financially, the organization depends on donations that are given to it by people who support it. The organization's technical structure is supported by a minimal budget, where money is distributed to all the local IMCs from the global IMC organization. Donations are either made to the local IMCs or to the global network. The organization also receives server space donations and the content of articles posted in the organization's website can be reprinted or re-broadcasted, but not for commercial purposes.

Organization's impact on Global Media Cultures The Independent Media Organization has greatly changed the culture of " media biasness" when disseminating information to the public. The corporate media organizations all over the world have been criticized for providing information that is not

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always accurate and truthful. The Indymedia is considered to have changed the culture of dishonesty and inaccuracy that has dominated other global media organizations. The organization's mission states clearly that the information to be conveyed to the people must be accurate and truthful.

In its efforts to propagate honest and accurate media coverage, the organization has continued to empower journalists all over the world to develop a culture of independent and accurate coverage of issues. The organization discourages biasness of media organization for political or financial gains. The media organizations are seen as mouthpieces of the multinational organizations and nations that perpetrate social injustice. The organization has also managed to promote grass root operation in the media industry, a situation that has not been highly experienced in other global media organizations.

The organization advocates against the increasing “ corporization” of the society and nature, where social injustice reigns. Powerful nations all over the world are seen to profit from the work of the world's population majority, an issue seen as a social injustice. Though some global media organizations fail to speak out against such issues, the Indymedia has opted to speak against it. The organization has also changed the usual operation of the global media organizations, where local people are denied a chance to echo their concerns.

By opening up its website for open publishing, the organization has encouraged a very large number of journalists and editors to participate in decisions making that relate to issues that affect the global community. It offers journalists a democratic space to express their views without being

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coerced by others against doing so. It has done away with the media culture of being a mouthpiece of the political parties, nations or organizations. Through the organization, journalists create room for a public debate over the issues. Organizations impact on national media policies and cultures

The organization brings together media organizations and journalists from different nations all over the world. The participants display a wide variety of political and personal viewpoints . Due to its nature of operation, the organization affects the culture that has been created by the different nations' media policies within which the organization operates. Many nations are considered to practice capitalism. The government policies which include the media policies promote the different government's interests, even those that perpetrate which have social injustices against others.

For instance, multinational corporations and government-owned financial institutions are usually criticized for reaping huge benefits by exploiting others. Most national media organizations are governed by policies that deny them an opportunity to speak out against such issues. The Indymedia on the other hand protests against national policies that are seen to promote social injustices. The journalists provide honest information about activities and issues that have been encouraged by unfair national policies and cultures.

National policies that encourage powerful nations to gain at the expense of others have been criticized by the organization, which has given the citizens a chance to give their opinion about the nations' activities or operations. The organization continues to strive for fair and honest global society, where the culture of justice is a media's purpose. The local media centers that have been established under the umbrella body of the organization have

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campaigned for democracy in media communication. This is geared towards coercing governments to adopt fair national policies in the media industry.

Conclusion The Independent Media Organization has provided the global community individuals with an opportunity to echo their opinion and complain that relate to global happenings or events. However, it has received criticism as being anti-globalization and anti-capitalism, an accusation the organization accepts by saying that its opinion about globalization should be the purpose of the media. It is democratic, and it promotes every journalist's freedom in expressing an opinion. BIBLIOGRAPHY

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