Committee II
Ethnocentrism vs. World Unity:
Impacts on Socialization and
Education

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MASS MEDIA AND POPULAR CULTURE IN THE PERSPECTIVE OF ETHNOCENTRISM

by

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Mass Media and Popular Culture

In the Perspective of Ethnocentrism

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[illegible]

[illegible]amine the problem of [illegible]mation network induced by [illegible] modern technology of [illegible] intelligence network and [illegible] now in sight at the [illegible]ystems will certainly [illegible] on real time and all [illegible]20th century will be [illegible]um of space, freeing [illegible] history of mankind. [illegible]on is of challenging [illegible] brief review in the [illegible] "technology breeds utopia" [illegible] the paper, however, is focused [illegible] ethnic and racial identity, speculating on the potential [illegible] of ethnocentrism, citing the case of Korea in particular. The term 'ethnocentrism' is treated with its negative connotation of racial superiority or biased perception.

Technology in Global Perspective

Despite the successful and sophisticated achievements noted in technology of global study, our world is still not wholesome and is in danger. Superpowers put enormous fund [illegible] half of the world remains [illegible] more than half of [illegible] the misery of [illegible] of fanaticism,

[illegible] rich and poor, [illegible] developed are far [illegible] for them to

[illegible] will be eight [illegible] feeding and housing [illegible] point out that [illegible] countries to

[illegible] computer and [illegible] cooperative system in [illegible] science and education. [illegible] intelligence to [illegible] global scale, representing a

major evolutionary step for human society and mankind (Baglieri-Ito 1987).

A combined system of development in which biological organism, social organization and machine intelligence are required that [illegible] of our communications into the space. Incremental path to [illegible] advantage in the current century is [illegible] pioneering stage.

[illegible] communication in 1901 [illegible] tube in 1906 and [illegible] foundation of [illegible] complete equipment of all [illegible]

[illegible] building circuits [illegible] in a vacuum [illegible] resistors, [illegible] semiconductor [illegible] and the advanced [illegible] had led to an [illegible] be further [illegible] tens of [illegible]

[illegible] with increased [illegible] learn, work and

make decisions, both individually and collectively. Impact of such capacity on the overall cultural change worldwide has been noted, a promising subject of population and management among the academic circles. However, an independent global [illegible] organization is yet to be facilitated.

Global Impact of Technology

[illegible] the United States has already established [illegible] computer market and made [illegible] in [illegible] to Europe, [illegible] of [illegible] computer [illegible] in the world. [illegible] in this respect one [illegible] the [illegible] based on this dominant Western [illegible] method to [illegible] economic [illegible].

As [illegible] the [illegible] of [illegible] and the [illegible] to avoid the penalties of being left behind the [illegible] of science and technology, [illegible] from such [illegible]. The [illegible] will be [illegible] in high [illegible] [illegible] in the world, the [illegible] Western domination [illegible] developed.

[illegible] for this [illegible] technology violate [illegible] nature. Despite [illegible] by Fuller (in [illegible]) [illegible] technology goes into [illegible] of primary [illegible] and its [illegible].

Hypersonic flights and transonic aerospace vehicles, a system of global transportation has eventually emerged.

[illegible] that transportation can become [illegible] the U.S. research and development project on the national aerospace plane [illegible] that air travel [illegible] Tokyo [illegible] the time for travel [illegible] is to develop the [illegible] hypersonic and transatmospheric vehicle technologies for [illegible] the twenty-first century. The Boeing 707 at its speed of Mach [illegible] at higher altitude.

The [illegible] of computations in the process of design and [illegible] aerospace plane is accomplished by the [illegible] high speed [illegible] millions of operations [illegible]

[illegible] design and [illegible] term [illegible] of this

new development is exemplified in interactivity features of man and machine in communication, which was made possible by microelectronic industry. Hence the saying '[illegible] media' is in [illegible] the [illegible].

Achievements of Korea in Retrospect

By the alternative model, Lerner (1958) presented the sequence of urbanization, literacy, diffusion of the mass media, wider economic participation and political participation as the natural order of political modernization. Korea's progress in the [illegible] of sequence is pertinent at this juncture.

The modern history of Korea is full of suffering and showed a constant struggle for survival. Korea was the battleground in both the Russo-Japanese War (1904-05) and the Sino-Japanese War (1894-95). After the defeat, Korea was then [illegible] annexed by the rising imperial state of Japan(1910). The forceful implementation of cultural assimilation by the colonial ruler even deprived the Koreans of their Korean name and language.

The demise of big power rivalry on the Korean peninsula marked hegemony in Asia [illegible] period. When Korea had finally achieved its independence after World War II (1945), [illegible] it was threatened once more by the big power [illegible], dividing the country into two separate domains of influence.

Then the Korean War came. The [illegible] communist regime in the North [illegible] a bloody destructive war against the South (1950). By the end of the war

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have noted the prospect of exceeding that of the agricultural population. The exception was also noted for the situation in which the number of students in tertiary education doubled that of those in conventional education, or vice versa, as a result of the process of intensification in industrialization that the country pursued.

In the early 1980s, the emphasis on intensification was related to developments of the late industrial age. Large scale "Cars and Computing" became the hallmark of Korean industries up to the late 1990s. The process and requirements for skilled labor of the knowledge-oriented information industry was relevant to current each of the relevant strategies have been introduced.

In sum, Korea 21st Century, we are now moving toward the third wave industrialization. The Second Wave was launched by the Industrial Revolution in Western Europe and was characterized by the synchronization right in 4000 in centralization, mass production, and concentration. Korea controls, Korea [illegible] that governed the daily lives and the social dynamics of the second wave era. We are in the process of being swept [illegible] Korea's [illegible] Family, interwoven in the wave, the Korea civilization [illegible] of "Soft and Softness".

Korea's Social Issues in Society

[illegible] with the process of modernization, Korea has faced many social issues. Some of the major problems are [illegible]

active flow of information exemplified in the course of such policy implementation will serve as the indicator of the level of information society. In general, information index is measured by information level in society in terms of five information figures combined: information volume, information equipment rate, level of information manpower, ratio of information equipment manufacturing industry (excluding computer industry) and information level for home use. The information index to be used is based on Korea = 100 in 1981.

(Standard Years: Korea = 1981)

Year	Korea	USA	Japan	United Kingdom	West Germany
1970	36	1,117	202	190	176
1971	39	1,188	251	205	173
1972	41	1,243	328	264	194
1973	44	1,337	397	226	223
1974	46	1,490	445	231	257
1975	54	1,783	492	279	272
1976	66	1,644	475	241	274
1977	68	1,517	518	244	287
1978	72	1,480	593	277	281
1979	88	2,169	620	303	366
1980	100	2,331	824	302	373
1981	100	2,247	765	313	305
1982	105	2,530	793	323	290
1983	120	2,629	874	340	350
Growth % 1970-1983	240%	240%	350%	180%	220%

The above Table of Information Index reveals Korea's information level in 1983, 3.4 times higher than that of 1970 for other countries and Korea's information level in the 1980's grew widely apart from those of other countries.

Korea's Information Index

year	Inf. Volume	Inf. Equip Relie	Level of Inf. use	Inf. factor	Inf. equip industry
1970	44	16	33	51	8
1971	19	18	36	65	3
1972	59	20	37	84	5
1973	56	22	39	92	11
1974	65	37	44	98	17
1975	68	48	47	91	21
1976	67	50	52	92	32
1977	74	63	60	87	45
1978	89	70	72	100	73
1979	92	92	93	101	90
1980	91	98	98	99	100
1981	100	100	100	100	100
1982	103	110	111	102	100
1983	122	119	120	109	134

(Source: Communication Policy Research Institute, The Advent of Information Society and Development Policy for Information Service Industry, Jan. 1983)

The projects, called the National Administration and Information System (NAIS), is subdivided into the 5 units, namely, the national administration computing network, the finance and computing network, the education and research network and the national defense and public security network. The plan is to complete each of these nets prepared by the mid-1980s and bear the integrated network by the year 2000.

This initiative should open up a new era, over-run and half-measures, have to undergo a rapid social transformation from an agrarian to an industrial society.

from rural to urban, from illiterate to high literacy, all in all, from extreme poverty to a relative affluence. It took the absence of manpower development through education as means of expediting industrialization and national development. Few would argue with the thesis that educated manpower is an essential prerequisite to national development.

It was inevitable for Korea to have a pool of literate and industrious people who were easily amenable to education and training. Lack of natural resources, the capital, and the technological know-how had to be compensated by the productivity of the educated manpower. In skill intensive or brain intensive operations, electronics, machinery, and shipbuilding industries have been launched largely through comparative international advantages provided from the comparative productivity of national manpower (Choi 1978).

Education today has brought the literary rate up from around 50 percent at the end of the Korean War (1953) to virtually 100 percent. When the society as a whole and the schools are interwoven into the process of expediting the goal of industrial development, schools are serving only to impart the lessons on the mechanisms of life, rather than to impart the lessons of the essential purposes of life. As a consequence, we have youth with sound education seeking their satisfaction in affluence and hedonism, void of moral principles of wisdom and virtue. It is generally known that a surprisingly increased rate of delinquent behavior in the school is attributed to their indiscriminate exposure to materialistic, and mass education in the interest of industrial values.

Impact of Technology on Media and Culture

We know that there are many instances in which mass media of the nations are not completely free from all political controls, and that mass media of each nation in the world are placed in subordination to political rules and the others being components thereof. The mass media in Korea had been under an intensive and complete control of the political power.

Despite the control of mass media by the political power, in the course of rapid pace of development and modernization, and in the face of extensive flow of exchange or international traffic of trade, the Korean experienced unprecedented degree of shared values, shared tastes and shared images from special and [illegible] human society.

Admittedly, mass media brought the masses to citizens, however, concurrently [illegible] mass media vulgarized culture at the same time. As accompaniment of [illegible] generalization and simplification in production of entertainment-oriented [illegible] culture [illegible] in the form of an instant and popular culture is irrelevant to [illegible] of the genuine quality of culture.

[illegible] question facing the Korean is not whether being achieved a relative difference in the road to industrialization and high technology, they can [illegible] to make advantage of their traditional culture as a guide to living and [illegible] a model of [illegible] modernization in Asian ethnic society.

It is generally noted that the era of the First world communication network was commenced in early 1970s in which ethnocentrism and xenophobia became no more admissible in the underdeveloped East than in the relatively overdeveloped West (Schramm and Lerner 1978). In the same token, notion in the dichotomy between spiritual East' and material West' was in wane to many observers and attainment in material goods was ever more valued as if such trend were taken for granted as the global developmental model.

Culture as opposed to nature is the concept I adopt out of the well definition of popular culture; I will follow the view to define it in terms of the mass mediated' forms of entertainment and amusement generated by capitalistic investment. These new forms are opposed to the traditional popular folk art in which there is no fundamental division between audience and performer and where meanings are produced and shared by all those who participate in it.

Popular culture or mass art as opposed to the genuine art is the product of a society in which the mechanized working processes brought the individual the decline. For its genuine characteristics, Lowenthal (1961) named fabrication, stereotypes, conservatism, mendacity, and manipulating by an exploitated consumer goods.

Popularity of the popular culture, according to the view held by the critical theory (Horkheimer et al), is not based on the taste of the mass but rather the taste is fed to the masses as a specific outgrowth of the cultural, political and economic conditions and interests of the masters who control the

production. In short, popular culture simply can become a way of holding political authority by other means.

In Korea, a phenomenon of cultural explosion was observed emerging in the later 1960s in which an explosive publication of popular magazines and incorporation of commercial radio and television broadcasting networks in multiple number were recorded. What Jaffin called culture consumers also emerged seeking pleasure of high culture and elitism in cultural tastes.

However, the forms of cultural expression were predominantly placed under the control of the government agency. This was primarily because the electronic media facilities were imported by foreign exchange fund of the government and acts of production depended heavily on the major sources of supply of such equipment and facilities, namely, the United States and Japan.

These are the two countries known for their commercial products of mass culture, extremely void of transcendent spirituality but entertainment and consumption as detected by Horkheimer and Adorno(1972). As Oscar Wilde pointed out "life imitates art," rather than the other way around, "real life" often happens to exist as a borrowing image as pointed out by Fiske (1987).

Personally, when the government in the authoritarian regime take hold the media monopolization, presentation of the programs flavored with the bourgeoisie values are emerging through television and radio in everyday repetition as if such were the function of mass media. That the cultivated version of sex and violence, the

prominent feature of the present day American culture. Finally came into conflict with the indigenous culture was a rather natural consequence. This situation held a widespread social protest organized by the intellectuals and religious institutions against the central government policy of monopolizing the major electronic media and the press. In this respect, a drastic policy shift toward democratic reforms has been in effect since early 1988, following the general election in which the combined opposition parties defeated the ruling party.

Authoritarian Personality

The book by Adorno et al., often called the Berkeley group, The Authoritarian Personality (1950), is still recognized as instrumental in the study of nationalism despite the criticism and for it branded as "too psychological" and "biased". The book was designed to throw light on the ethnically prejudiced personality.

The Berkeley group found strong correlations between anti-Semitism, racial attitudes towards other minorities, and a marked aggressive loyalty to the national in-group ("patriotism"). They called the combination of all these things "ethnocentrism" and their most important studies of personality investigated the differences between those high and low on ethnocentrism (Perlmutter 1985).

They argued that ethnocentrism is a characteristic syndrome of authoritarianism and that authoritarianism is a defect of personality control, not a mere malleable human attribution, but in the strains of modern capitalist society. To make a syndrome of the ethnocentrism, the bits are given in part from the book, p.228.

a. Conventionalism. Rigid adherence to conventional, middle class values.

b. Authoritarian submission. Submissive, uncritical attitude toward moral authorities of the ingroup.

c. Authoritarian aggression. Tendency to be on the lookout for, and to condemn, reject, and punish people who violate conventional values.

d. Anti Intraception. Opposition to the subjective, imaginative, tender minded.

e. Superstition and stereotypy. The belief in mystical determinants of the individual's fate; the disposition to think in rigid categories.

f. Power and "toughness". Preoccupation with the dominance-submission, strong-weak, leader-follower dimension, identification with power figures.

g. Destructiveness and cynicism. Generalized hostility, vilification of the human.

I have no intention to make an extrapolation. At this point, I only want to raise my contention that the syndrome of ethnocentrism is rather deep-rooted in cultural ingredient of a nation. In this context, citing the Japanese of Germany and Korea is pertinent.

In many of the communist Vietnam and China were established in Indonesia although up to the time of downfall of Indochina in mid 1975. It was from this date Vietnam, the United under the communist party in ruling power, started to expel the residents of ethnic Chinese origin.

These people were deprived of their property and forced to leave the country without any means of transportation provided for them. Only ran,soon after by the Vietnamese government for such ruthless action of expelling, we must see that the "Boat people" of ethnic origin were contaminated by capitalistic ideology.

When Trần Ứt Tông (1375 - 1529) wrote "The Downfall of Vietnam" (1514), he was still much lament that China is in loss of a vassal state long under her suzerainty. It was noted in his writing that 200,000 ethnic Chinese were serving in Annam. After almost one hundred years later, ethnic Chinese immigrants were cultural forced exodus or moves from Vietnam.

Since I cite the instance of smaller ethnic-centric cultures happening in Vietnam, the Indians through the leading of her under-lordship and protectorate. It Terms must be noted for the emperor's loyalty and a Chandler's first of the people, both the rulers and legged alike. In three the year 1418 was commemorated for the bicentenary of the first Indian arrival in any records, however, when the first rule of the Western culture came to the coasts of the Asiatic peninsula, there was most organized resistance to the idea of Western thoughts by local religious groups. Most fled for their Pari-Nirvana in Vietnam and have produced a "hermit kingdom".

The year 1988 is commemorated for the centuary of the first arrival of Vietnamese in Europe. When they arrived at the walled city of Trent, they were put to the stake, adding that the death penalty could be avoided if they took to reside in Europe. As result, the number of Vietnamese in the Indian peninsula has drastically reduced, making such illegal.

Van Kuyen was a great Patriot in leading the welfare of the Chinese Diaspora in early 19th, later nineteenth century, and the Indian Diaspora which is a blend of Hinduism and nationalism as "a race" or society.

economic home. They were economically rendered, dispossessed and deprived of their property rights in the course of the urban redevelopment project.

In the main, the ethnic Chinese residents were not free to use of with full the protection of their own rights. This was forced to read S.H.A. that the contributed strongly of Korea moved forward to collective development in unknown time. In the shadow of the national development, their rights are totally ignored. Ethnic Chinese residents elected silent reading only to realize that they are not free forced removal or not notice of the rights of Korean. Nevertheless, lack of international communication and change in the future.

My line of longitude, Epilogue

Lack of the global communication between is traditionally affected the way in which human live, think and interact with others through their cultural origin. Nonetheless, the real question remains whether or not the ethnic Chinese will emerge a drastic transformation because of such motivation.

In the sense I, the case of the contemporary Chinese Diaspora [illegible] in the form of ethnic-centric [illegible] in the [illegible] and that characterizes by long-lasting propensity to [illegible] [illegible] [illegible] in the [illegible] of [illegible].