

Rise of New Media and the Changes in the Perceptions of Reality

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December 2018



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Thesis Submitted to
The Department of English and Humanities,
BRAC University

Thesis submitted by
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In Partial fulfilment of the requirements
of
Masters of Arts in English



December 2018

Acknowledgement

I am grateful and beholden to the beautiful-heart, the leader, the Chairperson of the Department Honorable Professor Firdous Azim who has always shown her concern and advised, motivated, encouraged me to walk on the right path. I am also very much grateful to Assistant Professor Mr. Sayeed Noman and my supervisor Assistant Professor Ms. Roohi Huda who has helped & guided me for this paper.

Mentionable, it was impossible for me to complete Masters of Arts (in English) at Brac University without support and encouragement of Senior Lecturer Shenin Ziauddin. I also like to remember Ms. Untara Rayeesa and my dearest friends Arin, Ashamoni and Shafayat of the department who have been helped throughout the journey of learning and understanding books, theories and literature and life through texts and texts through lives.

Firoz Khan

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Introduction

From the wall of an Indonesian cave to *Wall Street Journal* and now the wall (Timeline) of social media) the development of forms of media made a remarkable advancement in terms of sharing news, views and information through the virtual world. The rise of new media grabs our most valuable time. Smartphones and applications are forcing us to live on on-screen life with notifications and its promotional activities. In this global virtual society, life is larger than reality.

Representation and Media are connected to each other and are controlling societies, culture and power. Western media is portraying others (except Europe and America) as inferior. Antonio Gramsci's theory of hegemony still exists with a distinction within superpower countries and their alliances, and less developed countries including their societies within the state. Representation is also associated with propaganda- meaning making mechanism, which is guiding the public opinion, reshaping culture for controlling democracy and power. After 9/11, in western media including their pages in social media, it became a culture to describe Asians, Africans and Arabs as violent, inferior, barbaric and terrorists.

Knowledge is power or power itself is knowledge. Power empowers knowledge to control the perception of truth. The system of controlling knowledge and truth, is a process of construction of history. Knowledge is also establishing the culture and political ideologies. Mainstream media and new media are controlling and designing the construction of knowledge and establishment of ideologies. This is also changing cultures in the name of globalization to ensure supremacy and financial empowerment of big corporations and super power countries over less developed countries.

Privacy is something considered private on account of ownership, control, observance and restriction against unwanted interruptions. But in this virtual world nothing is private and all the data, images and moving images belong to the central storage houses of the corporations. Corporate houses and regulatory authorities have control on information and contents of the users of the internet. Michel Foucault's idea of being watched is now compared to social media addiction and virtual friends and followers of the social media users, are watching all their activities online. We are watched by those regulatory authorities over the internet. Life online is a spectacle where corporations are designing the ideas of business demands for making more profit by creating unwanted desires of individuals. The Post-WikiLeaks world is an age of confusion. One cannot rely on 'what is not the truth' or there is nothing to depend on, or the truths are illusions. Hacking culture is harming us personally and financially. The idea of panopticon, the consciousness of being watched and that we can be hacked anytime, makes us ignore the bigger issues of life and society, like democracy, humanity and social welfare.

Reality is turning into unreality. Virtual profile is more appreciated than real human existence. Smiles become emoji, relationships turned into connections. Identity given by family becomes self-declared mis-identity or fake-identity. An User ID can ensure one's immortal life online. One never dies here but one can disappear by deactivating their user ID anytime. Digital culture is creating a crisis of consciousness. One cannot always define one's motto to share content over internet. We are following trends blindly and corporations and political parties are misguiding us.

Chapter One

a) Rise of New Media

The term 'Mainstream Media' refers to the different medium of communication' through which news and views, audio and audio-visual information are communicated to mass people. Mainstream media consists of radio, press-newspaper, magazine, print-book, television, film and advertising etc. is a one-way communication as the intended viewers do not get a chance to directly interact with the producers of the communicated items. The development of forms of media started its journey from the wall of a cave from Indonesia and made a remarkable advancement from stone wall to printed newspapers by expanding its range to *THE WALL STREET JOURNAL* at New York. Rise of new media made this journey completed by making its availability to every people through internet. Now, wall of social media (Timeline) offers two way of communication where user can share news and views and information through text, image, sound and moving images. Here one can also comment on the issue, able to challenge the truth by presenting counter information.

The printed book started its journey from China. The printed newspaper first published from Venice, Italy. Electricity, printing press and typing machine made the expedition easy and printing devices helped to make the passage easy to build print media. Johannes Gutenberg*¹, by inventing first printing device in 1439 helps the journey of printing press to be completed. In the 19th century, creation and advancement of telegraph, telephone and photograph devices added value to the printing industry. But remarkably, invention of

radio and motion picture technology carried revolutionized the industry. KDKA, Pittsburgh in Pennsylvania was the world's first private commercial radio station in early 20th century and at the same period the British Broadcasting Corporation (BBC) was started broadcasting radio. Film making industry started its journey in the same decade which was a fundamental step for development of media. After a decade U.S. households had a radio. The BBC began so-called high-definition television (TV) broadcasts in 1936; cable TV was introduced in the United States in 1948; and in 1962 Telstar began transmitting trans-Atlantic images. The rise of popular culture, the space for TVs in our houses in late 20th century made the media world walk head with great success. Innovation of Sky TV and internet, including the facilities and the services through portable devices in early 21st century, completed the journey from media to corporate interest. The media now became industry, biggest corporations of the world. After the 1980s and with the steps of 21st century, technological advancement and digitalization marked the age of vitality.

New media is, a medium or channels of media, the system of broadcasting news, views and videos over the internet that can be viewed, listened to, or commented on cell-phones, portable devices, iPads and computers by individuals or institutions. New Media is actually a virtual world that is not limited to any institutions It is open for all to take part in. After up gradation of data-connectivity and the starting of the journey of internet sensation YouTube, MySpace, LinkedIn, Twitter and Facebook, the idea of new media has been developed and constructed with contributions from different sources. YouTubers from different parts of the world have been uploading their videos on YouTube which has been diversifying the contents of the domain, and it is making the website interesting. People from around the world, irrespective

of race, class and languages, are participating in the development of YouTube. On the same way Facebook and Twitter are being developed by individual users as well as by Facebook itself (as a corporate house).

Rise of new media is not something that is linked with radio and television, but something more related to portable devices with internet connectivity and accessibility. The rise of new media is impacting our lives more dramatically than ever before. Rise of new media had shortened the distance between people and place, it has been lessening the time to travel or to visit to acquire knowledge from various sources like printed newspapers. It has opened the door of knowledge (texts, images and celluloid products) for its seeker.

Now, one has not to travel to China or to the West to get information. The expansion of the internet makes the world a global village. Professor Mark Feldstein of George Washington University of Washington DC said, *“It used to be that you would wait for your daily newspaper or the 6pm news, that’s no longer the case, with the internet, with Twitter, with social networking, you now can get that stuff instantly”* (www.rt.com).

New media has changed the idea of communication. Here, instant means immediate, without any delay. The Breaking news, media live, social-media live and smart-phones have created a distance-less and wait-less method of communication, and technology has made it possible. From Mexico to Bangladesh the journey of political movements through new media creates historical example. Political parties or their agents or authorities are now using new media to guide people. Sometimes new media has been used to misguide the minds of people, even though

mainstream media is maintaining their own websites and account in social media to spread, and to promote their pages and websites.

Netflix and Marvel studios have their own online channel. Drama serials, documentaries and movies are also considered to be historical elements for a specific time and geography. Advanced broadcast technology and innovation of animation tools, and video-graphic software have given the best opportunities to making films. The Animation movies are a creation of virtualization. It is a new segment of creative art where nothing is real but an unreal-real world with imagination. The set, actors and actresses and other natural elements are unreal, a total virtualization. The rise of new media made this advancement easy to access and consume. The innovative animation tools and software have given the opportunities for making animated (virtual) movies and games to step in to a far advanced era or a fantasized era in celluloid and virtual world.

Applications and Smart-phones are upgrading their functionalities and features to add value to the virtual world. Yesterday's versions of those tools are really different from today's styles. The virtual products is professing the reality, and technology makes that virtual reality luxurious and beautiful, better than reality, as such, Selfie with editing software can make a women prettier than real prettiness. The changes and updates of smart phones and applications are connected with corporate interest. Because these changes and updates are not only offering us advanced technological features but a higher price and cost for making more profit.

In the past, we had limited editions of printed books. Intellectuality was limited to the Elite society. Now, the internet has changed everything, though printed books are available, we have online version of those books to read. So, the rise of new media is not only a sign of political intervention, it is also economically beneficial and culturally effective. The gap between good books and readers is no longer there to overcome. It is possible to read books online in Bangladesh that are published from New York. The rise of new media not only benefits the corporations, but also the individuals. Online news portal has created a path to deliver information to everyone. New media is a global platform and open for every society, whether rich or poor. One has not to be rich to access the internet. A social media account does not require a costly smartphone or branded laptop or tab/pad, and it only requires a data connectivity and a smartphone. Now, one has options to know things and access websites.

Mainstream media is governed by big corporations and authorities, but new media has its own words/ways to express its feeling against wrong doings, falsifications and misrepresentations. Famous Bangladeshi photographer, teacher and social activist Shahidul Alam was arrested under section 57 of the ICT Act and more than 2 months of being imprisoned he has been released on 20th Nov, 2018 on bail (www.en.prothomalo.com). Alam had taken photographs and commented about armed men attacking students during Road Safety Movement. Alam also commented that this movement was not only aimed to seek justice against the killing of students but against the irregularities and widespread corruptions in other sectors as well. As a witness, he commented on actual issues of the movement but government declared it a rumour and anti-government stunt. In this case all the mainstream media had supported the actions of the govt. according to the law (except few of lowest popular newspapers), but in new media, we have

found actual news and views on the issue. Users from new media have reacted instantly on the issue and demanded to free Alam.

All of these present functionalities of new media, there are big corporations, power and authorities. Within a state or boundary, mainstream media will has to follow state rules, law and practices. There will always be the pressure of power and authorities. But new media is supposed to be a lot more open from these restrictions. Through new media one can upload images, audio and videos in social media avoiding laws applicable for the state and can protest easily against the issues related to state and government.

In advertisements, talk shows or magazines, Hollywood stars are being portrayed as the biggest stars on the earth. They are portrayed in the same way in the real world through the mainstream media. Celebrities are even maintaining their own websites, social media accounts, which operated by their media-agents, to promote and distribute their brand value to the virtual world. In most cases new-media is encompassed with celebrity gossips, films, stories and video-chat, mms and many other scandalous contents rather than truth, actuality and reality with humanity and democracy as its subject.

We are not only confined to mainstream media in terms of having the truth, because we now have the option of searching for the truth in new media platform to find what is really authentic. There are different views that are presented; some are biased because of power and authority; some are influenced by personal or corporate interest, where some are motivated politically, culturally and financially. New media with its image and acceptance has opened new windows to protest against falsification of mainstream media. For example,

The ‘Sagar-Runi Murder’ is a case where mainstream media were questionably silent to declare it as a political murder rather than a robbery. On other hand, new media has been actively vocal with evidences that it was a murder and demanded or another international investigation (<https://opinion.bdnews24.com/2012/06/10>). New media still governs by the government and authorities who have power and right to shut down its pages and websites which will oppose their ideology and will counter their corporate or state interest.

b) Impact of New Media on our Lives

The rise of new media also is grabbing our most valuable time due to spending so much time online, losing real values of relationships, smiles and happiness. It is forcing us to live the on-screen life with notifications and its promotional activities. One cannot avoid those appealing notifications. In this global society, all the users are alive 24/7, there is nothing but icons, and seemingly the life is larger than reality.

Internet is also creating confusion, and it brings more confusion than any other time in history. Knowledge and truth which we have learned and adopted from digital media, in most cases, those are manufactured for corporate and political benefits. The rise of new media, in another view, is compared to the rise of confusion, the rise of manipulation in the sense of the crisis of accountability. On august 8, 2018 during ‘Students Road Safety Movement’, posts and news were published in new media about armed attacks on students and some girls were being raped or tortured where mainstream media had no coverage on the issue of armed attacking and torturing on girls (<https://www.thedailystar.net/2018-08-06/1616215>). On next days, many students and editors of online newspapers were arrested

under section 57 of ICT Act for spreading rumors where images and videos were being uploaded on internet about the incident. (www.dhakatribune.com/bangladesh/2018/08/16).

It is not a matter of discussion that new media has made remarkable technological advancement, but this paper is aimed to explore its impacts in our lives. The contents that have reached us through the new media is constructing or reshaping our knowledge and culture. This development is leading us to be intoxicated. People are depending on Smart-TV, online news-portal, YouTube, Smart-phones, Apps and notifications of social-media. The print newspapers do not have the same market worldwide. People are not interested to search for a particular news throughout the pages of printed newspapers. They are searching for news in web-portals in a subject-wise manner. The keyboard short-cut 'Ctrl +F' is enough to find word-based-news contents in a website. Online news, personal blogs, social media status, videos in YouTube are available to find knowledge about current events as well as events from the past.

Digital culture has been creating the crisis of identity, crisis of local culture and sense of absence. The sense of absence is something that has created the term 'we are here but we do not exist'. People are chatting on-screen with virtual friends, and they are not looking at passer-by, or someone sitting next to them. We have been searching for friends from different locations, but we even not know who is living next door. The expansion of new media has tightened its grip around our necks. Google-map and GPRS system are those great controlling systems that are identifying our locations. Hashtag can easily define status on social media posts throughout the internet. New media has a lot of impact for shaping our

thoughts. Thus, we are often unable to direct our minds, knowledge and our words due to the powerful impact of new media.

The online gaming world is another realm of intoxication where nothing is real, but everything is vivid and appealing. Most of online games have lucrative setup and functions, attractive stories and violence which are making people addicted to it. We are becoming violent and it would not be wrong to say many of us have learned to win money, points though cheating or attacking. The basic theme of this gaming realm is to win by any means. For example cheat-code and short-cut ways are actually teaching our youth and children to defeat their rivals by unfair means.

The digital culture is the culture where nothing is real but virtual. Virtual society or a global village is formed with a mixed culture where existence of elements are celluloid. The digital culture is not only an expression of art, philosophy and literature with traditional elements that have been carried on by generations but components that are sourced from different segments of digital, binary, and the electronic world. The rise of new media not only brings some technological advancement, and digitalization, but financial empowerment. Digital culture is not only some cultural and literal production of art and knowledge, but economically significant. Microsoft, Facebook and Google, Apple and Samsung are the biggest financial gods on the earth who are ruling the world with financial power and dominance.

With time we have seen the rise of new media that brings more opportunities to create local groups and promote local culture. It has also welcomed foreign cultures for us to adopt. It is based on a lot of fantasy rather than 100% reality and truth. TV as a global platform has been promoting popular culture throughout the world. The portrayal of global culture through new media is harming and destroying the local culture. The local identity through digital culture has been losing its customs to come out with its uniqueness. The culture that belongs to CR7, Beckham, Imran Khan, Shah Rukh Khan, Tom Cruise, Jackie Chan, Angelina Jolly, Maria Sharapova or Deepika Padukone is globally changing the style of local culture as we are fully influenced by it. Financial rise of new media has changed the life style of people by changing the way they meet demands and desires. A lot of people have been depending on online shopping (www.daaraj.com or www.chaaldal.com) rather than visiting and buying things from local baazars and markets. Advertisements and promotions on new media are leading our youth towards a digital culture rather than the actual needs and tradition. For example, the high demand of the tickets for Hollywood movie 'Avengers Infinity War' at Cineplex, Dhaka. The new versions of smart-phones and new gadgets are influencing the new generations to be addicted to them. We are living in an age of virtuality, watched by corporations and authorities, and we are driven by notifications. We are making their corporate goals (Google, Facebook etc.) easy to achieve by subscribing their pages and by agreeing with their terms and conditions. The biggest social media network Facebook earns \$4.3 billion profit and the owner of the social media site vowed that 2017 was a difficult year for them as a public limited company. Facebook itself is not producing consumer goods (materials) or selling it to people, but attracting its users with notifications and features to subscribe to it and to consume its services.

In July 2014, we have seen the differences in news and views between mainstream media and new media regarding the truth about Israel-Gaza conflicts, Iraq war and Afghan war. We have also seen in social media various versions of truth apart from truths which was telecast on CNN, BBC and Aljazeera. Social media and blog-posts were more active than fighters in the battle field from nations. In Bangladesh, the rise of ‘Gonojagoron-Mancho’ was the result of online activities rather than organizational approaches (www.bbc.com). These movements are considered to be digital-movements that have no roots with institutional stability. But at that time, these movements held the attention of country’s mainstream media. The rise of new media has changed the view of politics around the world in the past years. It is one of the most effective mediums to convey messages and voice of individuals. It accustoms its users to see another side of the news and views that have not been discussed/explained in the mainstream media. New media has given the people opportunities to read the news and comment or to represent counter information against it and that was unthinkable before the advent of new media. It has also created the option of manipulation and intoxication. It is a journey of non-stop, 24/7 on-screen life, sleepless night

Chapter Two

Meaning Making Through Representation

Stuart Hall discusses in his book *Cultural Studies Reader* “messages have a complex structure of dominance [...]” (90). This is politically true in relation to representation. The Message through media has functions related to race, money and power in a given historical context. Hall also mentions that productions of meaning through representation is important to understand power politics. To be benefited financially and politically, the authority is encoding the messages through different channels of representation by using different types of media including online newspapers, blogs, Facebook and YouTube. The encoding of message is a process of production of meaning, sign, language, creation and ideological icons for representation.

Representation is a method to create message through images, icon, and video that reflect the ideologies and agendas of those who create them. This representation is fighting with icons, posters, stickers, pictures, audio file and audio-visual contents to spread political view and ideologies. To understand representation, one has to identify the metaphoric signs, languages and ideologies behind the greater political and financial goals. Hall discusses encoding for meaning making and decoding for understanding in his book *Cultural Studies Reader* “what are called 'distortions' or 'misunderstandings' arise precisely from the lack of equivalence between the two sides in the communicative exchange” (94). We are usually engaged with our own understanding of signs and language, expression and outcome that belong to an encoded concept. The system of encoding is associated with representation, and authority or government has been using it to

spread desired words, signs, images and audio-visual contents through media. Ruling groups have advantages to create and to spread new meaning or end of meanings with counter representation. They have required power and influences to guide the production of meaning towards their desired goal. The creation of meaning is biased politically and culturally through the contents of text, images and videos. Power and authorities are controlling the production of the contents, and media to promote their own interest.

To talk about representation, one must refer to Edward Said who argued about representation and to understand representation one has to think about the source of information critically. Said talks about truth by questioning the source of that truth in his book *Representations of the Intellectual* how does one speak the truth? What truth? For whom and where? (88). Truth is a matter of source and representation. Books, magazines, articles, movies, audio songs, video songs and texts are the source of information. This information will be the elements and evidences of history later on. On the basis of these contents, history will be evaluated in future. Said advices us to judge or think about representation critically by questioning, who is providing that knowledge to us and for whom is it provided and who will be benefited by it. Representation is a process of meaning making. Said talks about representation and intellectual culture that is providing truths to the world in an acceptable manner, the manner that is justifying the governmental or corporate interest by creating truths. Hall provides useful perspective on the role of interpretation within the process of constructing the meaning. Hall says that encoding a message is merely the first step in the process of creating meaning, and the process is not completed until the message is decoded with the same meaning as it was encoded.

It means until the readers are understanding the meaning, the message has not been successfully decoded.

It is important to understand meaning making politically and culturally. It is also significant to understand representation. Representation is always an element of literature, knowledge and culture; that means in literature there is representation, and knowledge is a set of ideologies and beliefs which consists some sorts of representation and culture has its own view on others. It is not only a matter of any particular group but a matter of race, religion, nation, geography and gender. American literature shows the Russian and Japanese as anti-peace characters or villains who are described in *Burning Chrome* by William Gibson. The Russian Program Icebreaker, a software which is able to break security system, is a decoding machine which breaks a security system (ICE). This book is an example of meaning making through representation. Icebreaker, the Russian software is portrayed negatively in *Burning Chrome* which is a sign of cultural dominance and cultural hegemony. Hall said sign and language is very important to understand the ideological destination of the message, and Hall discussed the encoding formula of messages in his book *Cultural Studies Reader* He suggests a four-stage theory of communication: production, circulation, use (which here he calls distribution or consumption) and reproduction (90). New media with its technological advancement has given the virtual world options to create and to design messages. Mainstream media and individual users from the internet are applying those technologies to create new messages with ideological meaning through representation. For example: The Marxist signs 'Red Star' to define the unity of workers and Russian red army and 'Hammer and Sickle' to define the unity of two groups, hammer for working class and the sickle for the agricultural workers.

In media, ideological wars such as cold war, geopolitical tension between two states turns into representation and cultural conflicts. The cold war is promoting images and videos with prescribed, pre-defined meanings which are used to control public opinions and behavior. The idea of making propaganda started its journey with this motive. The whole meaning making formula is actually designed to construct a new ideology or to counter an existing one. In order to promote the new ideology, new media is the best medium to spread and control public understanding.

People these days, are living a life online. Social media and applications of smartphones are leading our people towards a life with internet 24/7. People are ready to react over social-media. That is why government and corporate houses have chosen new media to spread new ideology or to counter an existing one through new meanings making. Social media contents, though without having any motive, or having a hidden motive, is taking place in our mind by decoding system through social media. Everyone using social media is sharing the content for nothing, but the corporation or groups such as Google, Facebook is making profit from these contents. Most of those contents are incorporated with rumor or gossips or propaganda. This media control and meaning making process are critically misguiding us and displacing our point of views. People are reaching us easily and impacting our lives through social media and sometime it is causing a lot of destruction in our personal lives. New media and its impacts on public's mind is very much important to judge its power and influences The 'Arab Spring' from Egypt to 'Students' Road Safety Movement' in Bangladesh, had started with good reasons through new media but ended with rumors and political propaganda. The journey of meaning

making through propaganda is a process of creating meaning through media. Media has the scope to create and spread propagandas and it has been doing the same to satisfy the governments and authorities. This is because we are connected to the internet. It is easy to reach us through new media. Noam Chomsky discusses propagandas which has been used to shape democracy and public opinion in his book *Media Control –The Spectacular Achievement of Propaganda*.

Chomsky in his article ‘What Makes Mainstream Media Mainstream’ published in Z magazine in 1997, discusses media and intellectual culture to understand Media and Propaganda that had been used to control public opinion and to impose effective public relation. Chomsky also says, there is a new art in democracy called manufacture of consent. That is his phrase -

‘Edward Herman and I borrowed it for our book, but it comes from Lippmann. So, he says, there is this new art in the method of democracy, “manufacture of consent. By manufacturing consent, you can overcome the fact that formally a lot of people have the right to vote. We can make it irrelevant because we can manufacture consent and make sure that their choices and attitudes will be structured in such a way that they will always do what we tell them, even if they have a formal way to participate. So we’ll have a real democracy. It will work properly. That’s applying the lessons of the propaganda agency” (10).

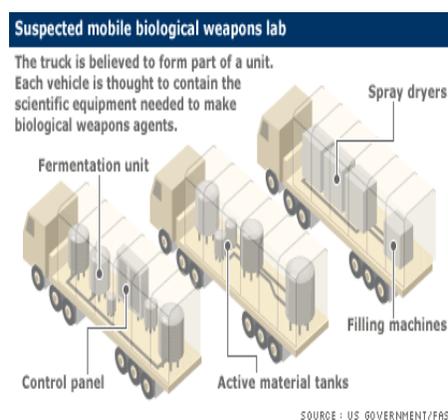
This discussion on media and propaganda is not intended to or aimed to the graphics excellence and making propaganda by the media industry. The motto of this paper is involved in indicating how these contents are controlling our thought, and reshaping our opinions. Chomsky is concerned about its impact on our lives as well as democracy. Thus media appears as a

powerful weapon of the time to justify or to establish the activities of the government through representation. Chomsky also argues about fear, the fear of people that has been created by the government through media. This is actually a process of controlling the masses in order to control democracy.

In his book *Media Control-The Spectacular Achievement of Propaganda* Chomsky talks about 'The Creel Commission', the first and only major propaganda industry in U.S history. The Creel Commission was formed for maintaining public relationship based on information, but later on it worked for controlling the public opinion, thought and to ensure the acceptance of governmental issues by the public. Propaganda is not only changing the public opinion, but it has been establishing the false as a legitimate truth. This legitimate falsification is working as a destructive weapon to spread the hate culture, conflicts and riots or wars.

The word terrorism and Frankenstein had mostly been used last year, and in recent past months in Bangladesh. We have seen news, and counter news in newspapers and social media and interpretation regarding ideological and cultural conflicts between political parties in Bangladesh. The debate is not linked with contents related to representation but consciousness through which people's opinion have been changed and media plays a greater role in it. The central idea of Chomsky's discussion is to define the changes in opinion of people for justifying the decision of the government. This discussion is not intended to prove what is false, but the process of how media is manufacturing falsification. We are trying to find out to what extent changes have been made in people's minds by this process of meaning making. It is a process through which the editors or intellectuals are controlling and managing democracy.

We have seen destruction of lives and assets of many more nations between 2001-2015. The wars were mostly backed by information rather than rational reason to survive. It was politically biased and there was historical truth or historical falsification. In both cases evidences are available to justify the truth and false BBC in their official article 'US tests possible weapons lab' reported news with a comment by Mr. Bush 'It's well known, Saddam Hussein had weapons of mass destruction' The US President was confident that banned weapons would be found in Iraq but all we know is the harsh truth that Iraq, had nothing to destroy humanity and we found Iraq is destroyed with all its resources at the end. Iraq has no weapons of mass destruction and even banned weapons. The image of suspected Mobile Biological weapons lab was published in *Times of London* which was a propaganda. This is similar to the way in which Chomsky discusses Creel Commission and its power for creating propaganda.



The aim of this paper is not involved to identify or justify the political view of Saddam Hussain or to show Shaddam Hussain was innocent. All we know is that the truth which is the spread of fake news by Western Media, and propaganda were used as weapons to declare war and

to control public opinion. Here the idea of meaning making and manufacturing of propagand as stated by Hall and Chomsky, are seen through representation. Media is the best tool of manufacturing propaganda. It is not because it has technological advancement, but because most people have blind faith on media. The corporate houses have been using it to gain corporate interest and governmental benefits to survive and to gain profit. Corporations and state are using media to control democractic power, vote and to establish ideologies. What propaganda did during past years is that they created wars, refugee crisis, democracy crisis and crisis of humanity in the Middle-East.

Chapter Three

Privacy and Psychological Impacts

‘Privacy’ is a widely used term that is associated with one’s comfortable circumstances. It is something considered as private on account of ownership, control, observance and restriction for unwanted interruptions. It is a privilege for an individual or family or society to separate space and situation for him/her or themselves, or their information what is controlled by themselves, and thereby he/she can express him/herself individually, collectively and selectively. The boundaries and contents of what is understood as privacy culturally and individually change over time and space. The word ‘privacy’ is described in an article *Privacy*.

The term ‘privacy’ is used frequently in ordinary language as well as in philosophical, political and legal discussions, yet there is no single definition or analysis or meaning of the term. The concept of privacy has broad historical roots in sociological and anthropological discussions about how extensively it is valued and preserved in various cultures. Moreover, the concept has historical origins in well-known philosophical discussions, most notably Aristotle’s distinction between the public sphere of political activity and the private sphere associated with family and domestic life. Yet historical use of the term is not uniform, and there remains confusion over the meaning, value and scope of the concept of privacy (1).

Individual privacy is linked with personal state of ownership within the boundaries of one’s own domain, where one feels him/herself free from any fear of being watched, or any observance or any kind of interruption or involvement in the matter or interest or information by any person or group or any interference by power within his/her domain.

The social privacy is a consolidated result of individual privacy. It is the uninterrupted private and family lives with defined restrictions which is free from any unwanted involvement of politics and state or any kind of constant interruption by any third party. The social privacy has its own right and boundaries and cannot be disturbed by any law enforcement agency of the state or authority.

Culturally privacy is a set of acts, laws, social norms and practices that maintain the standard of moral values, humanity and citizens' rights. It is connected with literature, theoretical and philosophical approaches and stability where private is defined with greater concern of citizens' right, safety of information and humanity, dignity and values of the society. More importantly it is a state of dignity and value to protect the interest of the individual and to safeguard restrictions or boundaries of one's own domain. It is also linked with freedom of access to make one's own choice according to one's personal interest ensuring social and state norms which refers to stable practice according to implemented laws.

Today's virtual global village where life online is more vivid and attractive than real life, internet based virtualization is actually a world where one has his/her own terms and conditions to set privacy, where no appropriate law or act is applicable, as no boundary or restriction of state is considered. To discuss the matter of privacy and its impact on us, the book *Burning Chrome* by William Gibson and internet sensation Julian Assange and his organization WikiLeaks have been analyzed to describe the link between privacy and impacts of virtual reality on individual life, social lives and its impact on culture. The story is about breaking of privacy and virtual reality

where both are connected. The story also highlights the destruction of individual life, damage to social interest and highlights on financial loss.

William Gibson tells us a story about hackers from 1982, when it was only a dream to think and read about hackers with electronic life and icebreaker software. The story in *Burning Chrome* is about hacking and stealing of a financial domain named Chrome. Chrome is a domain where criminals stored their money. *Burning Chrome* is a story about life online, which is based on virtual unsecured life. The story starts with two free-lance hackers - Automatic Jack and Bobby Quine, and a software expert named Rikki- whom Bobby liked and wanted to be rich in order to impress her. Jack has acquired a powerful Russian 'icebreaker' software that can breakdown corporate security systems. The robbery is successful; Jack and Bobby stole money from Chrome's bank accounts.

After 25 years or more, Julian Assange, as a representative of William Gibson's dramatic character from the book *Burning Chrome* like Automatic Jack or Bobby Quine, has done a similar job by destroying individual, corporate and governmental security system. In real life, we found Julian Assange and his organization WikiLeaks that had leaked (by breaking of the individual, social and state privacy) information about money, fame, sex and truths from the hidden world of political and intelligence realm, by breaking the security system of the government and big corporations.

The world was very shocked and surprised with the exposure of the secret documents of the govt. and its alliances which were actually kept under the highest security system of the time

which was so. WikiLeaks has started a new era, a new way of revolution through new media by breaking the most protected systems of privacy. The organizer, Julian Assange is not a criminal or messiah according to the literal point of view but a symptom which will affect the digital world subjecting privacy. What Julian Assange did is actually a remarkable thing, he showed the world that nothing is private in this virtual world by publishing stories about money, sex, and politics behind democracy. He proved that the secret documents of the Government is not secret anymore.

Not only WikiLeaks but this trend of hacking is challenging the truth and privacy of the virtual world. The leaked contents are not the topic of discussion but the process of how the system is broken and privacy is now a myth. The secrecy of the contents had been violated. They were kept under the best security system of the time. It is really a matter of concern that Cables (Optical fibre is used to transmit data) were hacked and information was stolen. The Individual, society and state can be affected by this chaos. This is described by William Gibson in *Burning Chrome*.

The main concern in the post-WikiLeaks digital world is privacy. The word privacy does not yet belong to the word 'private' anymore. Privacy is destroyed and it starts when one creates his/her profile online, does banking online, communicate and keeps documentation online without having proper understanding about virtual attacks. The term virtual attack is not totally clear because no one is completely knowledgeable about all the online system updates, all the programming languages and technological advancement. The enemy is invisible and no one has any idea about their weapons. It is a horrifying reality of the virtual world. WikiLeaks or *Burning Chrome* are not only the subjects of discussion that are disclosed or leaked information over

internet what was done by Julian Assange, and his team but it is a great concern for our security system, our privacy. It is a symptom of a new, larger problem which may be considered as an outbreak. The term privacy is now one of the most spoken words in the virtual world.

The virtual world is actually visualization of reality and unreality, an image and moving image based world of the untouchable realm of electronic conception throughout new media. New media through its component, androids and applications are changing the life of the individual. It is also impacting our social lives and ultimately shaping our culture. In the post-WikiLeaks world, every internet user has a concern about security which is a proof of Panopticon. According to Foucault, Panopticon is not something associated with imprisonment, rather it is about the consciousness of being watched. We become conscious about what we share because we remain worried about being observed. This impacts our thoughts, and also forbids us to think and express our views about democracy and humanity. There is someone, or a group who is watching us and it is not only a state of mind, but a restriction of thinking which is not allowing us to think freely. New media through its contents, notifications and applications is driving us towards its domain and profit making goal where our minds is controlled by its mechanism and formulas.

Security systems are installed in digital devices connected to the internet to protect attacks from hackers. This is a sign of tension that is associated to staying secure from hackers. We are being watched and it is true. Being watched, is not only a physical phenomena of being imprisoned and watched by the guards but it is a state of mind of being worried, which is affecting one's thinking and expression. His/her knowledge is constructed with a constant fear and he/she cannot think and express about his/her views and the new ideas. New media with its

business applications and contents is motivating us to stay connected. We are busy with social media most of the time for nothing, but to search, view and to see unnecessary contents that are not beneficial for individual and social lives. New media through its educational contents and ideologies has been constructing our knowledge and controlling our activities towards its benefits. Universities, Institutions are offering online degrees for all to register. Political parties with their official websites, social media pages are educating their followers with promotional activities, celluloid productions, event and historical updates, and current news and views, actions & schedules of the parties.

Most of the times, this is not useful for the individual. It also provides opportunities for spreading hatred rumors and personal attacks. Individual life has been hampered by unwanted interruption from the unknown hackers. *Burning Chrome* is an example of social destruction, but many individuals in reality have been attacked by hacking software. Their personal image, videos and data are being viewed by the unknown hackers, and it is creating an uncomfortable situation for them. Sometimes blackmailing incidents took place due to the hackers having individual personal information. Online game, rumors and scandals are hampering our psychology. Online game with its formula and world-wide network is taking a lot of our attention, so people are psychologically controlled by the new media. Blue Whale and Pokemon Go games are the best examples of psychological control of individual life by the agencies who are providing gaming services over the internet. Not only individual life or mind, Pokemon Go handled the whole of the American society for a few months. Collectively, the American society was impacted by Pokemon Go online game.

Cybernet is a concept of total virtualisation of human existence including GPRS system tagging with personal details. Every individual step are recorded, every moves of an individual are identified, from home address to office address, each destination is stored in moving transport services like Uber, Pathao, Shohoz etc. services. Digitalization of personal information through National ID, Passport, Birth Registration Certificate and Driving License are recorded in the virtual world. Smartphone is connected to the internet through mobile data services and mobile numbers is tagged with the identity documents like NID. So we are alive in the internet, and our profile is open for all our connection in LinkedIn. The word privacy is destroyed already because of virtualization.

Applications such as Viber and WhatshApp installed in mobile phones have access to the contacts, picture gallery and device storage. Each and every application is allowed to access one's contacts. Android phones are dangerously unsecure. Some keyboards have permitted to store password. Through the android system, everything is being recorded by the system. In this virtual system, everything belongs to a database. Passwords and User IDs are already recorded in that database. So, login authentication is processed to check the pre-recorded data with one that is put in. Our inbox is not our storage house, but a storage house of service providers such as: google, Facebook etc.. We are not secure though we are managing our accounts with our own privacy setting. The Database Administrator is designing our security and knows everything. Virtual drive is not a drive which is fully owned by us, but it is owned by the service provider.

This virtualization and rise of new media not only hampers individual life but impacts our social lives as well. The society within the global village has been losing its identity because

people who are using icons as their profile picture and fake name in social media actually have no identity in the virtual world. Breaking of privacy not only ruins the individual lives but impacts the society where we are all trying to keep ourselves safe. Due to the advent of social media, mutual trust has been broken. For example, husbands and wives are maintaining separate social media accounts, and no one has access to each other's account or inbox. Social media like Facebook, YouTube have taken a separate space between them. Every society is busy within their own domain scrutinizing their losses and damages. We are rescheduling our daily routine in order to join online group discussions. We are more engaged with social media contents rather than real life issues, such as citizens' rights, dignity, human rights and democracy. We have neighbours, but they are not people we really know. We are living in the same building, but we hardly know each other. This is called a real virtual life within reality. We are walking dead. A dead society is worth some dead bodies who are all active online, and people are updating their social media status from time to time. They are protesting on social media but not everybody is safeguarding the public when they are in danger.

New media largely impacts real life through its virtual power. Social media, with its frame for profile picture is targeting to promote particular issues, such as 'Shah Rukh Khan's Selfie', 'We are Messi' or 'Cristiano Ronaldo', 'I support football' for a specific time. These trends have made this global village unique where everyone is following the same culture or all are trying to adopt the same culture. It is destroying cultural privacy collectively and making us ignore local culture. This is not indicating something unique, but the ideology by which local culture has been losing its component and color. Viral or trending topics are something which are influencing our lives most effectively. It is affecting our particular social value which is connected to our

language, religion, local norms and practices. Not only that, since new media has also changed our idea of purchasing products. Our home addresses, workplaces and destinations are stored online and delivery people are coming to our homes, workplace to deliver food or products. This is hampering and affecting on our collective privacy. The culture that is constructed by our individual norms, practices, knowledge and uniqueness and which is also expressing our identity, is now struggling for its own distinctiveness. The virtual culture has its own practice and norms. The virtualization of culture is a process where electronic and celluloid contents are changing our real lives, attitude, knowledge and practices. The virtual culture is impacting not only an individual, but is affecting the lives of people collectively.

Chapter Four

Hegemonic Structures and Power Politics in Media

Hegemony refers to the power of dominance which one group is holding on another group, politically, culturally and economically. The idea of hegemony consists with two major ideological structures. One is class division and other is economic leadership including political supremacy. Hegemonic structure, if explored historically, is seen to be interrelated with the rise and development of class conflicts. Through this process, the structure of economic supremacy is developed and imposed on the others. We can also mention the colonial structure, the structure that belongs to political, economic and cultural supremacy with the creation of self and others. It is also important to understand the idea of subaltern class. The subaltern or the lower class or inferior group of people are the victim of hegemony. Antonio Gramsci discusses Subaltern, group of people or a particular society-workers. Subaltern is not structural phenomena but a condition,

Hegemony refers to a structure where from ruling class or super power countries are defining a particular group of people with a specific identity, like Negros, Terrorists. Culturally the idea of hegemony now stands on an image or word which is defining the subaltern. To understand hegemony culturally, one has to know the idea of cultural point of view. Suppose, the view of Bangladeshi people on Burmese Muslim. Bangladesh people are using the word 'Rohingya' to define substandard people who are ugly or lower class. The word 'Rohingya' becomes a slang in Bangladesh which people are using to insult each other. The development of culture is happening by the expressions of individuals, customs and practices of the society, and implemented laws & orders of the state. The media including social media is a consolidated result of expressions of people according to applicable norms and practice and laws & orders. The

establishment of ideology in a particular society is possible through education, celluloid productions, books, syllabus, political movement and controlling of opinion of the masses. The ideology itself a culture, for example, Marxism has its own cultural identity and expression.

The hegemonic structure also refers to the policies, acts and regional agreements through which ruling class or political elite countries or alliances are defining their standard of values of civilization, scientific excellences, economical advancement and political supremacy to the world. The idea of hegemony also includes with the view of ruling class on others within the state or world-wide as to define the specific group, a society or countries from selected geography, working class or society with a lower standard of knowledge, development and moral values in the name humanity and democracy. Hegemonic structure also includes educational and literal point of view on a particular society, geography, or group of countries. As to discuss the view, it is essential to talk about representation; how a particular society or culture is defining another group of people or society as inferior or substandard. To talk about representation, one has to understand media. Media is a reflection of literal and cultural view on other. The intellectual culture is developed through those institutional approaches, education system including universities, state imperial research institutes and international organizations.

The main role of intellectual culture is to establish the values, beliefs and theories of ruling class for the society of working class. We can see the colonial structure of the subcontinent and establishment of British education system and culture in Indian society. The development of educational system and creation of ruling class and Elite Society; all these are formed and established by the society of the organic intellectuals. The adaptation of English culture by local

Indian people to be accepted and recognized by the organic intellectuals. Historically one can easily see the diversity in social status and moral values of the ruling class and native class in British India. The hegemonic structure is the total process of establishment of English laws & acts and literature in India and separation of living status of the societies of the ruling class and native class, the development of culture in societies in India including the views of elite society on masses (native class). The elite society of the state reflects the views of the power, the political party or the state, or ruling group.

Gramsci says in his book *Prison Notebooks* “State = political society + civil society, in other words hegemony protected by the armour of coercion” (264). Gramsci’s power is based on coercion, the force which is the fundamental element of industrial development, colonial structure and international politics. But now, cultural dominance more effectively is helping political parties to stand with power and asset control. Force is not in operation now, effectively and the structure of force has been changed; physical force has been changed by the way of controlling the minds of working class or subaltern, through labor laws and acts, policies including social welfare rules. The ideologies of controlling mind inclusive with education system and cultural representation. The center idea of hegemony is stand on the process through which a particular view has been developed by the ruling class and to define working class or others. Media is the main medium to express the view, to deliver the message and to set related laws and acts for controlling the society, state and particular group of people or countries from the specific region.

The position or status is an element of hegemonic structure where from one is speaking about other one is representing other, one is ruling others and one is defining other in power politics. Politically position is important for imposing force on the other. Culturally media is also significant through which one is defining the other, and also controlling the opinion of the masses for acquiring financial empowerment. Internationally Elite Society is defining other by comparing their education system, scholarly excellence and awards. Controlling of the mass depends on the way how ruling class is guiding the intellectual society. Western countries are controlling our intellectuals. They are controlling other countries by imposing new rules and regulations on them through the organic intellectuals. So the idea of hegemony through media stands on the idea of controlling intellectuals as well as to shaping the opinion of the masses. The structure of cultural hegemony depends on the development of knowledge and intellectuality of the society through education system and media.

Gramsci's concept of power is mainly focused on dominance and force for political and economic supremacy. Gramsci also discusses the view on others and how the force of the ruling class oppresses working class. Michel Foucault's power based on knowledge. Gramsci talks about cultural hegemony and Foucault talks about knowledge as a tool of power. Force is still working but knowledge is more important in achieving power of the state or the world. Knowledge is fundamental element of Foucault's power and force with financial dominance is Gramsci's idea of power. Michel Foucault talks about knowledge and power in his book *Interview, Prison Talk* it is not possible for power to be exercised without knowledge, it is impossible for knowledge not to engender power (51-52).

To define knowledge, one has to focus on media. In this virtual real world, media is deciding with truth and justice which is influencing power to follow an ideology. Ideology is persuading media to follow authorities. In recent past, we have seen Iraq and Afghan wars where Media had played a vital role to guide power to encourage war. Power had also forced media to justify wars. Power, knowledge and media as intricate parts of representation, are here justifying themselves to gain the benefits of the authority or state or alliances.

Foucault talks about mechanism of the ideological productions. Gramsci talks about class division, force and cultural hegemony. Foucault talks about knowledge, construction of truth and historicity which is defining class division and structuring culture and political hegemony. Intellectual class and mass, the divisions secretly have been created by the power. Intellectual culture is a sign of cultural hegemony where masses have no access to know the truth of the world.

Foucault discusses that media is re-writing history through knowledge and representation. Power is everywhere and money is following it. Literature, media, colonial desires and controlling methods are the examples, which are expressing the view on others. Media and power are simply a cultural phenomenon which has been mediated by knowledge and intellectuality through universities, books, magazines, daily newspapers, blog, and scripts of movies, song's lyrics and status of social media.

Gramsci talks about hegemonic structure culturally, politically. We can now see the international politics, the ideological war and war based on alliances. Country-wise groups, G20,

NATO or European Union these are state-based supreme authorities who have been controlling power of the world. UN and its components and nation-wise Groups are defining others as less developed or developing countries. These supreme countries are producing most of the intellectuals of the world. Here, Knowledge as defined by Foucault, is clearly describing the structure of intellectual culture. Intellectual culture is controlling most of the media of the world. Media is constructing the opinions of the masses, by spreading ideological and political theory. Gramsci's visible force is now working with same intentions but invisibly. Foucault defines power with knowledge, the idea of controlling educated class, elite class. Gramsci's idea of hegemony is more critically aligned with international politics and economic dominance, whereas Foucault's power and knowledge is accompanied with cultural and historical dominance. At present, class division within society is turned into division of the states, countries and elite groups intentionally. The ruling class is now turned into the super power countries of the world. The idea of knowledge as discussed by Foucault stands on recognition and awards on intellectuality. Universities and authorities are producing, acknowledging the intellectuality and that is how intellectual culture has been forming. This intellectual culture is defining truths of the countries, and controlling most the media.

Conclusion

Power, knowledge, representation and the idea of meaning making are involved with the system of new and mainstream media. Stuart Hall advised us to understand the manufacturing of meaning through icons, image and representation. Edward Said suggested us to be more serious about representation, to find out the source of information of the truth by whom it is provide and who will be benefited by it, and the destination of truth for constructing history. In additionally, Noam Chomsky mentions the political use of representation with propaganda to control public opinion, power of the state and democracy. This process of meaning making, representation, making of truth and establishment of knowledge for the construction of history, is the system for dominating power and controlling the assets of the world. To hold the power and controlling the assets of the world, ruling class has divided the society into two separate classes, Elite Society and Other. As Antonio Gramsci focuses the hegemonic structure, in the same manner on the basis of civilization and power (science and development), states are categorized in different segments, UN Security Council, G20, European Union and NATO. Michel Foucault discusses knowledge which defines power, and power is influencing the development of knowledge and truth for evolving human behavior, customs and practices of the society, culture and history. One has to be more conscious to define knowledge and power relation. It is also necessary to learn the method of making of truth. One has also to be aware about representation and manufacturing of propaganda.

Rise of new media opens the door for the corporations and state to reach the masses with their pre-planned ideologies and financial visions. It is also unfolds the scope of constructing global society, unique culture as to establish the ideologies and control people's minds. These

virtual contents, trends and programs are elements which are used as tools to make people intoxicated. Julian Assange and William Gibson warn us about understanding privacy properly and accurately before living life online. Life is unprotected online. Personal and financial information and contents can be hacked any time. Corporations and authorities are watching us, and one has to understand the right use of mobile applications and storage of financial information over internet.

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