



EXPLANATION OF MASS MEDIA'S FUNCTION FOR THE TRUST BUILDING AS SOFT POWER OF STATES

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Abstract:

Trust building between the citizens and states in all community is an important requirement that philosophy of states depends on. Mass media as a powerful and ideological institution have an important function for that. So the key question in this research is:

"What is the ideal function of mass media for trust building as soft power of states and what the elements of this function are?"

In this paper, we introduce the manipulation and adaptation approaches and describe the manipulation approach as an ideal function of mass media. Then from the perspective of the freedom basis development expanded by Amartya Sen, we pay attention to five kinds of freedom include political freedoms, economic facilities, social opportunities, transparency guarantees, protective security as key factors that directly cause to create and increase trust in citizens. These kinds of freedom result to playing manipulation function too.

Keywords: Mass media, Function, Trust building, Soft power, Freedom.

Introduction:

Nowadays, in the international competition; the soft power has become one basis of legitimacy of states that brings multiple outcomes and results for states and societies. One of the most important outcomes is trust building in Citizens and increases their satisfaction of their states.

According to Collins dictionary, the word of power means: "Ability or capability to do something".

Lord Acton - an English historian, politician and writer- believed that:

"The power is destructive and absolute power destroyed everything completely" According to this idea some people found a negative attitude about the power. However, we should accept that the power has become an inescapable reality today.

The complete list of power belongs to John French and Bertram Raven. According to Raven and French there are five bases of power: reward, coercive, legitimate, referent and expert (Raven and French , 1958, p.83).

Methods and procedures:

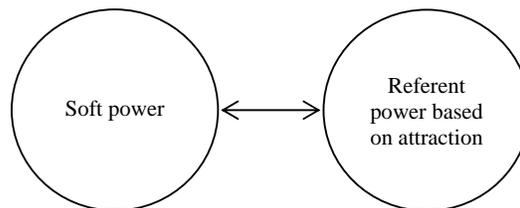
The Strategy of our research is based on literature review. We try to collect information about mass media's functions, soft power, freedom based development and finally we are going to show a conceptual model for trust building.

Soft power:

The word of soft power innovated by Joseph Nye in 1990 for the first time. However, the thinking behind the concept of soft power can be traced even back more than 2000 years in ancient China. Joseph Nye Believes to two kinds of power includes soft and hard power. Soft power is perceived stronger and more powerful than hard power (Fan, 2008, p. 148). Nye argues that the means of achieving what you want in the modern world is not through the historical means of command, domination and coercion, but by the powers of attraction and thus ultimately subtle persuasion and seduction.

Soft power is a confusing concept. Nye does not give a simple definition. Instead, he describes soft power as: ... the ability to shape the preferences of others (Fan, 2008, p. 148). Soft power rests on the ability to shape the preferences of others to want what you want (Nye, 2009, p. 9).

Compliance with Classification of John French and Bertram Raven, we know that Soft power is a kind of referent power that is based on attraction, and yields the greatest influence in relation to the other powers (Fan, 2008, p. 149).



Typology of soft power

We can discover the nature of soft power with the Comparison of soft power and hard power. We summarize their differences at the following:

Differences between soft and hard powers (Fan, 2008, p. 151)

Basis of Comparison	Hard power	Soft power
Definition	Ability to change others 'position by force or inducement	Ability to shape the preferences of others by attraction
Area of Application	Military and economic power	Cultural power
Capability of assessment	Tangible, easy to measure, predictable to certain degree	Intangible, hard to measure, unpredictable
Capability of control	Controlled by State or	Mostly non-state actors,



	organizations	uncontrollable
Kind of effect	Direct, short-term, immediate effect	Indirect, long-term, delayed effect
Area of relations	External	Internal

As we know, the Soft power is applied for shaping the people's preferences and it also has some application in the cultural area and in the internal relationship for countries. One of its applicant outcomes is trust building between citizens and states.

Soft power: Resources and skills

From the point of view of researchers there are three resources for the soft power: culture, values and policies (Howard, 2011, p. 53).



Besides, deployment the soft power needs some skills as well as resources. From the Nancherla's attitude, the skill which directly tied to soft power is leadership skill that creating an environment of trust and respect (Nancherla, 2009, p. 17).

Development as freedom:

When trust occur between citizens and states that citizens feel development in societies. It should be clear that we have tended to judge development by the expansion of substantive human freedoms - not just by economic growth (for example, of the gross national product), or technical progress, or social modernization (Robeyns, 2003, p. 13). Thus the basic idea is that states are concerned with people's affective freedoms.

Amartya sen says: "the development means freedom and freedom is the central value of development". In this approach, freedom is both as the primary end and as the principal means of development (Gasper & Staveren, 2003, p. 137).

Development can be seen, it is argued here, as a process of expanding the real freedoms that people enjoy (Deneulin, 2006, p.4). Amartya sen considers freedom to be one of the most basic aspects of human life (kuklys, 2005, p. 9).

So communities can achieve to trust of their citizens when they attend to the basic freedoms Includes political freedoms, economic facilities, social opportunities, transparency guarantees and protective security.

Political freedoms broadly conceived (including what are called civil rights) refer to the opportunities that people have to determine who should govern and what principles.

Economic facilities refer to the opportunities that individuals respectively enjoy to utilize economic resources for the purpose of consumption or production or exchange.

Social opportunities refer to the arrangements that society makes for education, health care and so on, which influence the individual's substantive freedom to live better.

Transparency guarantees deal with the need for openness that people can expect. And finally, protective security is needed to provide a social safety net for preventing the affected population from being reduced to abject misery, and in some cases even starvation and death (Sen, 1999, pp 39-40).

Mass media:

As we know mass media is the media that send a same message for many of people in the same time. According to the role of mass media as an important institution; the key question in this research is: "What is the ideal function of mass media for trust building as soft power of states and what the elements of this function are?"

Mass media can follow-up two different approaches in societies. One they can look at human as a passive being and in the other hand they can look at human as an Active being.

This continuum results to two approaches: adaptation and manipulation. Trust building needs to manipulation approach. Then the ideal approach of mass media is looking to human as a passive being. So mass media should take the manipulation approach. According to this approach, mass media play two functions: awareness and propaganda.

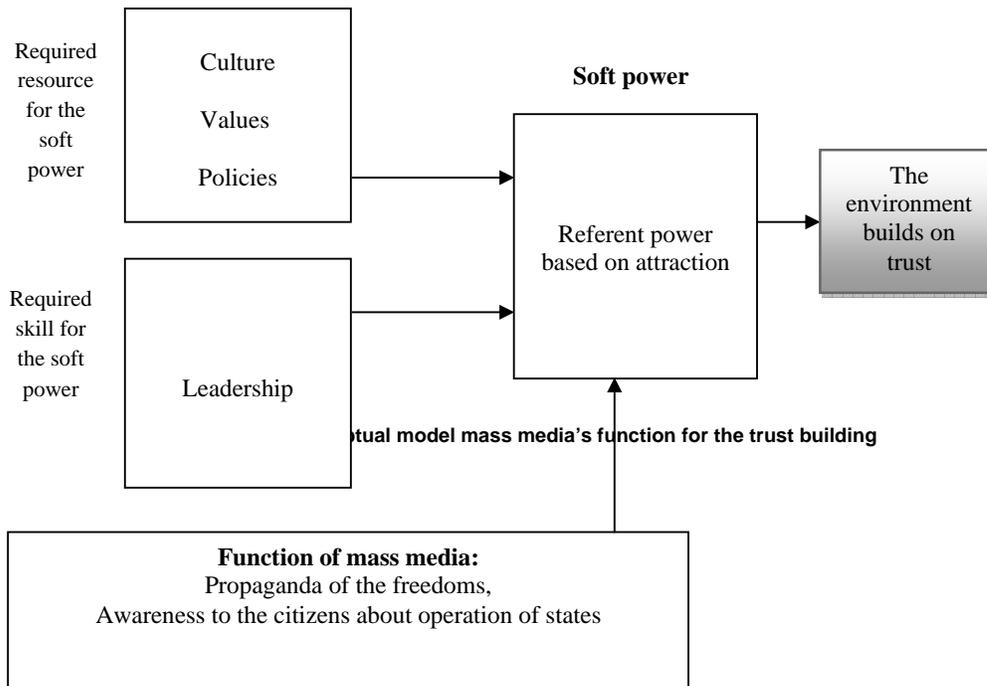
Mass media play an important role for achieving the freedoms through the proselyte of them. Then Mass media should supply programs that propaganda of freedoms is the fundamental values of them. On the other hand, trust or lack of trust in society relatives to how much states pay attention to freedoms, so a media can by clarifying the operation of states in this area help to freedom development in communities. Mass media are the best Chanel for the presentation of states because they belong to the public.

We summarize Mass media should proselyte these freedoms in societies and should inform to citizens about state's operation in this area.



Conclusion:

Possessing resources such as culture, values and policies and applying the leadership skill with Propaganda of basic freedoms in mass media and clarify the operation of states in this area can result to shape soft power in society. Outcome of this power can be trust building in community. Finally the conceptual model of mass media's function for the trust building summarize at the following:



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