THE NATURE AND TRENDS OF TRANSNATIONAL CORPORATIONS IN INTERNATIONAL COMMUNICATION

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ABSTRACT

'Free-flow' in cultural and information spheres is the key instrument in the structure of transnational dominance in the area of international communication, which has badly affected the information dependence of the Third World countries. It should not remain viable if it continues to be put into practice as it has been up to now, the consequences will, somehow, be more problematic to the international communicators, in general, and to the Third World, in particular. This paper provides a sufficient insight to the present situation of Transnational Corporations in global communication context and also pinpoints ethical and legal issues that came-up with the recent technological developments in information science.

INTRODUCTION

Although many scholars agree that the Transnational Corporations (TNCs) have become one of the chief organizers and originators of the international flow of communication, there are few research findings on the nature and extent of their influence. The sources of power for the TNCs in developing countries are said to lie in their control of technology, of finance capital, of marketing and of the dissemination of ideas.

Most Third World countries are interested in a world system whose rationale has been laid down by the industrialised countries and whose operation inevitably favours the latter. Its origins are to be found in the various forms of colonial domination and exploitation that historically characterised relations between the center and the periphery. Today the system is operated according to a set of principles and practices that were elaborated after the second World War, in the global and regional organizations created during the period, with the explicit or tacit approval of the small group of countries that made up the