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TOJCAM is confident that readers will learn and get different aspects on communication and media. Any views expressed in this publication are the views of the authors and are not the views of the Editor and TOJCAM.

TOJCAM thanks and appreciate the editorial board who have acted as reviewers for one or more submissions of this issue for their valuable contributions.

TOJCAM organized ITICAM-2014 conference in Dubai, UAE. All ITICAM-2014 papers have been published in the conference book. You can rich the conference book from the below link:

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BRAND LOYALTY ON CONVENIENCE GOODS

(Case of Tea Product)

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Abstract:The companies in the highly competitive market conditions focused on retaining the existing customers and obtaining new loyal customers to be successful. For this reason the factors affecting brand loyalty and the key points about creating and developing loyal customers attracting the attention of marketers.

This study determines the factors of brand loyalty preference convenience goods and also examined the impact of these factor on brand loyalty A survey was conducted by face-to-face interviews with 114 housewives. The hypotheses of the study were tested by regression, analyses. The findings indicate that perceived product quality is affecting brand loyalty through brand image and brand satisfaction

INTRODUCTION

The history of tea, whose country of origin is China, dates back to 2700 BC. It is known that tea was initially used by Chinese Buddhist monks (bonzes) to resist sleep. It was introduced first to Japan and then to Europe in 17th century and then rapidly spread to the whole world. Tea cultivation was initiated in Turkey after 1917. According to the annual data of 2012, 53% of total tea purchase belongs to ÇAYKUR (state-owned General Directorate of Tea Enterprises) and 47% to private sector(Yazıcı, 2012: 76). Bulk tea forms 95% of the tea market and teabag forms 5%. The tea market can be separated into 3 categories: bulk tea, teabag and herbal& fruit tea.

Although tea is consumed all over the world as hot or cold, flavored or plain, it is planted for commercial purposes only in nearly 30 countries. The annual production of processed tea in the world is approximately 4.5 million tons (Yazıcı, 2012: 89). Tea has a potential of 18 billion \$ in the world. Turkey ranks at 5th in tea production in the world (235 thousand tons). Tea is the 2nd most consumed beverage in Turkey after water with a daily consumption of 245 million cups. This means that 96% of Turkey's population drinks tea every day, making the annual per capita tea consumption 1250 cups (Üstün, 2012: 29). According to the 2011 Nielsen data, the tea market has reached a size of approximately 1.5 billion TL.

CONCEPTUAL FRAMEWORK

*Perceived Quality:*Quality is an intangible concept which is found elusive even by customers. A Japanese proverb says that "quality is doing everything right at the first attempt, quality is zero error".While Crosby defines quality as "conformity to the needs", Garvin refers to the errors occurred while and after production for measuring quality(Parasuraman et al., 1985). "Perceived quality", a result of comparing the customer expectations before purchasing a product and the experience gained after purchasing it, is defined as the direction and degree of the difference between customer expectations and perceived performance (Seyran, 2004). Garvin (1984) expressed that quality is perceived differently based on product, user, production and value.

Brand Image: Image includes symbolic meanings which help customers to easily define any supply (product, firm, institution, place, etc) (Padgett and Allen,1997).From this aspect, it can be described as a body of perceptions (Keller, 1993). Brand image is defined as a set of evocations and features which consumers attribute to the brand (Biel, 1993:71)

The image gives the brand its perceived personality by customers. Brand image is one of the major concepts traditionally related with brand. Brand image consists of perceptions of a brand based on the evocations on the memory of consumers (Keller, 1993:3). It is observed that in practice brand loyalty is handled only in terms of satisfaction. In fact, there is a close relationship between brand loyalty and satisfaction level, quality and brand image. From this point of view, two hypotheses have been developed below.

Customer Satisfaction: Firms should strive for retaining customers in order to survive in the market. The main conditions of customer retention are such factors as knowing customers, giving close attention to them, listening to them, developing new strategies having regard to the feedbacks, comments, suggestions and complaints of customers, designing products and services in line with customer requests and expectations, attaching importance to sale and after sale services(ErgundaandTuncer 2007: 9). A firm with satisfied customers

will be able to compete more easily than its competitors, because it is easier to retain a customer whose expectations about a product or service have been satisfied.

Brand Loyalty: The most important factor underlying brand loyalty is customer satisfaction. Satisfied customers keep on purchasing and become loyal customers in time. Theoretical and experimental studies indicate that the main factor of ensuring customer loyalty is customer satisfaction.

In literature, the concept of customer loyalty can be defined in different ways. Oliver (1993) describes customer loyalty as customers' preference to continue purchasing the products and services that they are accustomed to despite all marketing efforts and negative situations which can change their choices and as customers' commitment to being customer of that firm and that service over and over again.

A firm with satisfied customers will be able to compete more easily with its competitors, because it is easier to retain a customer whose expectations about a product or service have been satisfied (Avçıkurt and Koroğlu, 2006: 6).

METHODOLOGY

Research Objective

This study examines the impact of perceived quality of a product on loyalty and customer evaluation process. It deals with the interactions between perceived quality and customer satisfaction & brand image and with the power of these interactions to determine the loyalty behavior in the final phase. In the research, the tea product of Çaykur has been chosen out of convenience goods as its purchase frequency is high.

Sampling

The sampling group of the research is mainly consisted of the women living in Van. The survey questions have been addressed to housewives preferring Çaykur tea, which is the leading brand in the sector, as in the Anatolian family structure it is wives who have a say in grocery shopping, take purchasing decisions about brands and take responsibility of brewing tea at home.

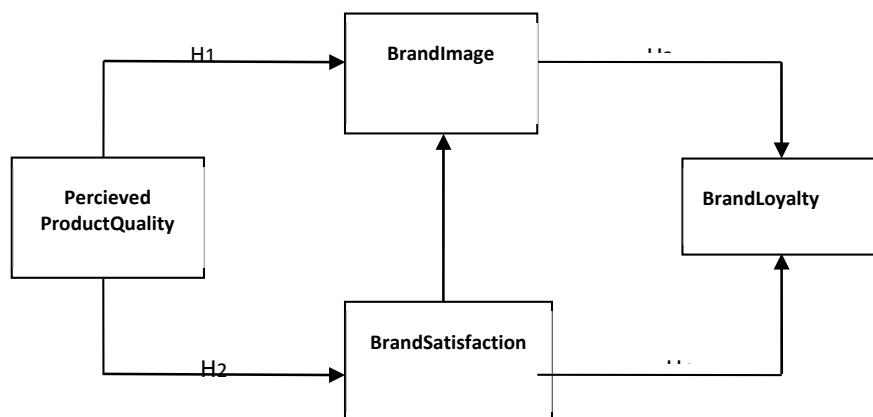
Method, Model and Scale

The data necessary for this study have been acquired by means of face to face survey with 114 female customers. The surveys were conducted in 3 markets in 3 socio-economically different regions of the city. Tea and cake were served in the stands set up for making the surveys conducted more easily.

The survey form is composed of 2 parts. There are 24 expressions aimed at measuring product quality, brand satisfaction, brand image, and brand loyalty in the first part. The second part involves questions for determining demographic characteristics. There are no studies about the quality of tea in the literature. Therefore, the study of Açıkan and Erdil (2008) was viewed on this matter. We used the studies of Fullerton (2005) and Lau and Lee (1999) to measure the brand satisfaction variable and the studies of Fullerton (2005) and Odin (2001) to measure the brand loyalty variable. The scales of Haubl and Hamson (2008) were utilized in order to measure the brand image variable. The 24 expressions forming the scale were prepared in line with the 5 point Likert scale.

The model designed for this research is presented in the Figure-1.

Figure 1: Research model



The model deals with the impact of product quality on customer satisfaction and brand image and then with the total impact of these variables on loyalty.

The hypotheses of the research are as follows:

H₁: There is a positive relationship between perceived product quality and brand image.

H₂: There is a positive relationship between perceived product quality and brand satisfaction.

H₃: There is a positive relationship between brand image and brand loyalty.

H₄: There is a positive relationship between brand satisfaction and brand loyalty.

Research Constraints

There are three important constraints which should be taken into account while interpreting the consequences of this study.

The first constraint is that the research was done in the city of Van. As the sampling group of the research does not have the quality to represent all of Turkey, the results cannot become country-wide. Extending the research to different cities will enable the results to become generalized.

The second one is that although the survey questions are clear and coherent, they might have been hardly understood correctly by the participants as 80 % of them holds primary and high school education degree.

Thirdly, female participants of the survey do not have economic freedom although they have a say in brand decision process and the families in the region sometimes face dilemma during the purchasing decision phase due to unemployment and income fluctuations.

Analysis and Findings

Demographic Characteristics

The age distribution of 114 women in the sampling group (Table-2) is as follows: 48.2% at the age group of 21-30 and 41.2% at the age group of 31-40. The participants at the age of 20 and below and the participants at the age of 41 and above constitute together 10 % of the total number.

When we glance at the income distribution of the participants, it is seen that the ones with an income below 1000 TL form 27.2 % of the sampling, the ones with an income between 1001-1500 TL form 58.8 % and the ones with an income above 1501 TL form 14 %.

When we review the educational background of the participants, it is seen that 7.9 % of them are graduated from elementary schools, 23.7 % from secondary schools, 52.6 % from high schools and 15.8 % from universities and graduate schools. 58.8 % of the participants are married and 41.2 % single.

Reliability Analysis of the Scale

The survey consists of the scale questions previously developed whose reliability and validity have been tested. In order to determine the reliability of the expressions in the scale, the Cronbach Alpha coefficient of internal consistency was measured. If the Cronbach Alpha coefficient of internal consistency ranges between 0.80 and 1.00, the scale will be accepted to be highly reliable (Özdamar, 2004: 633). Table-1 provides the Cronbach Alpha coefficients belonging to each factor in the reliability test. As a result of the analysis, it can be asserted that each factor in the scale is highly reliable.

Table-1: Reliability Figures of Scales

Ölçülen Değişkenler	Güvenirlilik Değerli (Cronbach Alpha)
PercievedProduct Quality	0.861
Brand Image	0.894
BrandSatisfaction	0.873
BrandLoyalty	0.920

Hypothesis Tests and Regression Analysis Results

In order to test the hypotheses developed for examining the relations among the variables in the research model, the findings were put to regression analysis. Univariate and multivariate regression analyses were used to explain brand loyalty. Before performing the regression analysis, attention was paid to the possibility that there could be violations which would reduce the reliability of analysis results. When the relation among the independent variables of the research model is examined, it is observed that there are significant correlations among several variables, but they don't measure up to arouse concern for regression analysis. Although not shown as a table, correlation statistics put forward that there is no multiple correlation. The biggest value of variance inflation factor (VIF) in the model has been found to be 3.487. When considering that this value should be below 10 (Hair vd, 1998, Gujarati, 1995), it is possible to state that there is not a problem of multiple correlation among the independent variables in the model. This study also scrutinizes Status Index, another criterion of multiple correlations. It is seen that the biggest value of Status Index is very lower than its 15 values found by Hair vd. (1998) (d.i: 8.543).

Multiple regression and simple regression analyses were conducted within the scope of the model in order to examine the relations between brand loyalty and the variables of brand image, customer satisfaction and product quality. Table-2 presents the simple regression analysis done for testing the H₁ hypothesis which is set forth within the framework of the research model developed for this study.

H₁: There is a positive relationship between product quality and brand image.

Table-2: Relationship between Product Quality and Brand Image

Dependentvariable (Brand Image)				
Independent Variables	β	Sig	Adj R ²	F
PQ	.756*	0.001	.556	140.510

*Correlation is significant at 0.001 level

Table-2 presents the regression analysis done for testing the H₁ hypothesis which is set forth within the framework of the research model. As the F value is found to be 140.510 and the p value (sig.) to be 0.000 as a result of the analysis, the regression model has been found statistically significant and the H₁ hypothesis has been acknowledged. Accordingly, it is observed that product quality contributes to the creation of brand image. 56% of the changes in brand image depend on perceived product quality.

H₂: There is a positive relationship between product quality and brand satisfaction.

Table-3: Relationship between Product Quality and Brand Satisfaction

Dependentvariable (BS)				
Independent Variables	β	Sig	Adj R ²	F
PQ	.784*	0.000	.614	140.510

*Correlation is significant at 0.000 level

Table-3 presents the regression analysis done for testing the H₂ hypothesis which is set forth within the framework of the research model. As the F value is found to be 140.510 and the p value (sig.) to be 0.000 as a result of the analysis, the regression model developed is statistically significant. In other words, as product quality increases, brand satisfaction perceived by customers enhances. This factor in question has a significant determinative effect on brand satisfaction. Perceived product quality explains brand satisfaction at the rate of 61%.

H₃: There is a positive relationship between brand image and brand loyalty.

H₄: There is a positive relationship between brand satisfaction and brand loyalty.

Table-4: Relationship between Brand Satisfaction & Brand Image and Brand Loyalty

DependentVariable (BL)				
IndependentVariables	β	Sig	Adjusted R ²	F
BS	.478		0.704	131.700
BI	.475	0.000		

*Correlation is significant at 0.000 level

The F value is found to be 131.700 (Table-4) and statistically significant as a result of the analysis. According to the regression model developed, it is statistically possible to estimate brand loyalty by means of brand image and brand satisfaction. Within this framework, the H₃ and H₄ hypotheses have been acknowledged. These factors in question have a significant determinative effect on brand loyalty. It has been determined as a result of the regression analysis that perceived brand satisfaction and brand image explain brand loyalty at the

rate of 70%. On the other hand, the β coefficients in the Table-4 indicate that brand satisfaction has a more powerful impact on brand loyalty than brand image has (Table-4, $\beta= 0.478$).

At the end of the regression analyses in the model, all the hypotheses (H1, H2, H3, H4) of the study aimed at determining brand loyalty have been acknowledged.

CONCLUSION

This study lays emphasis on the role of perceived product quality in the creation of customer loyalty. In this study presenting the research results in detail, 4 different hypotheses developed within the framework of a theoretical model have been tested on female customers. The study has also targeted to receive further information by examining the default relations among several variables in the customer evaluation process. The findings clearly demonstrate that perceived product quality is an important determinant on customer satisfaction and brand image. In addition, both customer satisfaction and brand image are determinative on brand loyalty.

According to the regression analysis, 55% of brand image depends on product quality. Perceived product quality also explains brand satisfaction at a rate of 61%. 65% of brand satisfaction depends on brand image. Brand satisfaction and brand image explain brand loyalty at a rate of 70%. However it is observed that brand satisfaction has greater impact on brand loyalty than brand image has.

In conclusion, this study, which has been completed in spite of time and technical constraints, infers that for the example of “tea” out of convenience goods, perceived product quality affects first brand satisfaction and brand image and then brand loyalty indirectly. Therefore, a firm aiming loyal customers will be able to ensure brand loyalty by increasing perceived product quality and thereby increasing the brand satisfaction of customers and developing a positive brand image.

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IMPACT OF SOCIAL NETWORKING SITES ON ACADEMIC PERFORMANCE OF INTERNATIONAL STUDENTS IN AUCKLAND, NEW ZEALAND

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Abstract: Several researchers have done considerable amount of study and their findings suggest both the beneficial as well as the detrimental impacts of social networking sites on its users. This paper examines the impact of social networking sites on academic performance of international students in Auckland, New Zealand.

The paper uses quantitative techniques to collect data from 181 international students studying in private institutions in Auckland, New Zealand.

The results show that the frequent uses of social networking sites have no impact on the academic performance of international students in Auckland and there are no differences based on gender or nationality.

The results from this study will be used to provide some recommendations to the heads of the private institutes and further lay foundation for developing research-grounded policy proposals to address emerging issues related to the use of social networking sites in education.

Introduction

Ishfaq and Tehmina (2011) state that the changes in technology have been gigantic evolutionary force but it is the advent of internet technology that has shaken all spheres of professional, social and personal human life. We are utilizing the convenience brought by the advent of internet in our day to day life and also to run huge systems. There has been a lot of discussion on the negative impacts of internet technology and also on outweighing the detrimental impacts with the conveniences provided. Teenagers and students are the major focus as they are frequent users of internet.

Ishfaq and Tehmina (2011) stated that the social asset/capital of the nation is the students. Additionally, Pasek, Kenski, Romer, and Jamieson (2006) pointed out that the type of social capital possessed by the nation is determined by the students who form the strengthening pillars of the social value of that particular nation. Shah, Kwak and Holbert (2001) state that the social capital has positive indicators associated with the internet usage for information and negative indicators associated with the recreational use of internet. James (1988) defines social capital as the resource developed by the relationships among the people and the interaction between them. Kalpidou, Costin, and Morris (2011) believe that social networking sites have gained immense popularity among the college students. For instance, the evolution of face book has revolutionized the college student's behavior and practices. It appears as though face book is used as a preferable mode of networking among college students. However, there is limited research on the relationship between the impacts on the physiological well being and social networking sites (Kalpidou, Costin & Morris 2011).

In the calendar year 2012 international enrolments by provider groups in New Zealand are 92,995 (Ministry of Education, 2013).

As these students were away from their home countries and families, they relied on social networking sites to communicate with their distant relatives and friends. In the subsequent sections the author reviews the relevant literature, describes the research problem and states the purpose and significance of the topic of research mentioned earlier.

Literature Review

Raacke and Bonds-Raacke (2008) claim that in the past few years, in order to interact with others such as family and friends 'social networking sites have emerged. DeAndrea, Ellison, LaRose, Steinfield and Fiore (2012) state that social networking sites have a defining feature of decreasing the barriers to interact with each other by enabling online communications. Moreover, Pempek, Yemolayeva and Calvert (2009) believe that that social networking sites create innovative ways to send pictures, photos, and messages online both privately and publically. The most popular social networking sites used now days among college students is Facebook, Twitter, LinkedIn and My Space. Due to its heavy usage, Facebook among the several other social networking sites is considered as rich site for researchers. Facebook (2009) states that Facebook which was initially created for college students attracted 150 million users with more than half of them outside college.

Furthermore, Mehmood and Taswir (2013) state that social networking sites have increased the ability to integrate learning with an online environment. Apart from using Social Networking Sites for chatting, blogging is now being used in different ways such as forming communities.

Universal McCann survey (cited in Laudon & Traver, 2011) showed that over 70% of people visited their friends profile and 60% were between the age of sixteen and fifty four years old. The countries which have more social network participation than USA were found to be the BRICK countries namely India, China, Brazil, UK, Russia, South Korean and Spain (Universal McCann survey cited in Laudon & Traver, 2011).

Every innovation in the field of technology has been the center of attention for researchers and debates on the development of social networking sites have created similar levels of interest as well. Several researchers have done considerable amount of study and their findings suggest both positive and negative impacts on the usage of social networking sites on its users. Suhail and Bargees (2006) state that excessive usage of social networking sites cause interpersonal, psychological, physical, and educational problems to its users.

Martin (2009) stated that in a recent survey conducted by Whittemore School of Business and Economics on over 1000 students concluded that there was no relation between the grades of the students and the use of Social Networking Sites. The research was conducted by asking questions such as what were the popular Social Networking Sites used by the students, the amount of time spent on them and the grades achieved by the respondents. Additionally, University of Hampshire research showed that the students' who received high grades contributed to 63% of heavy users of social networking sites as compared to 65% of light users (U of NH, 2010). The University of Hampshire also found that the students used social networking for educational and professional reasons apart from entertainment and social connections (U of NH, 2010).

Cheng (2010) emphasized that a research published by North-western University showed that the use of Social Networking Sites does not affect the Grade Point Average of students. It also showed that instead of the amount of time spent on Social Networking Sites, the grades of students were affected by their ethnic background and parental education. North-western University survey indicated that there was no major affect of Social Networking Sites on Grade Point Average (GPA) between white and African American students or male and female.

However, Miguel's (2009) studies on the relationship between the academic performances of students and the use of Social Networking Sites showed that the academic performances of students are affected by use of Social Networking Sites as students noticeably achieved lower grades due to excessive time spent on these sites. Also the study states that the students who do not use Facebook has a Grade Point Average of 3.5 – 4.0 and studied for 11 to 15 hours per week while the students who use Facebook on average studied for 1 to 5 hours per week and were found to have Grade Point Average of 3.0 – 3.5.

Kalpidou, Costin, and Morris (2011) stated that among all the sections of communities, the student community has gained huge popularity over Social Networking Sites. Enriquez (2010) states that the study done by Kirschner reveals multitasking between homework and study by the students lower the grades by 20% compared to the students who do not use social networking sites in visual range.

Choney (2010) states that professors and economists due to the increased popularity of Social Networking Sites are questioning whether the use or amount of time spent on these sites are affecting the student's grades. Currently, there is vibrant usage of smart phones especially among young people and it is of utmost significance to investigate how the grades of students are affected by using the Social Networking Sites on smart phones.

Choney (2010) states that Facebook non-users have an average Grade Point Average of 3.82 compared to the users who have a Grade Point Average of 3.06. A presentation at the American Educational Research Association 2009 annual conference stated that the United States College students have lower grades as they use Social Networking Sites extensively.

Benson, Filippaios, and Morgan (2010) found key differences between the use of Social Networking Sites among under graduate and post graduate business students in United Kingdom.

Schneider (2009) states it is not certain there is a direct link between the usage of Facebook and lower grades of students but there is an obvious connection..

Problem Statement

As mentioned in the previous section, there has been mixed findings regarding the impact on academic performance of the students and use of Social Networking Sites. The problem statement of this study is: **Are the social networking sites having an impact on the academic performance of international students in Auckland?**

The aim of this study is to examine if there is any impact of social networking sites on academic performance of international students' in Auckland.

Hypothesis 1: H_0 : Frequent usage of social networking sites has no impact on the academic performance of the students.

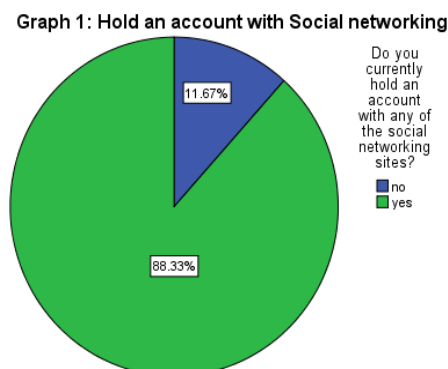
Hypothesis 2: H_0 : There are no differences in students' academic performance based on gender and nationality.

Methodology

In order to understand the impact of social networking sites usage among international students in Auckland, the researchers conducted a survey in four private training establishments in Auckland. The questionnaire focused on the most popular social networking sites and the questions were ; amount of time spent; frequent activities with social networking sites; impact of social networking sites on academic performance and learning. The primary data was collected by distributing 181 questionnaires at four different private training establishments in Auckland using combination of random and non random sampling process.

Data Analysis

The data which was collected was analyzed by creating descriptive statistics, frequency tables, percentages, and graphs using SPSS software.



Graph 1, of the 181 questionnaires filled, 88.33% of the respondents hold an account with any of the social networking sites and 11.67% do not hold an account with any of the social networking sites.

Table 1: How many days a week do you use social networking sites, on an average?

		Frequency	Valid Percent
Valid	one day	17	10.7
	two to three days	35	22.0
	four to five days	24	15.1
	more than five days	83	52.2
	Total	159	100.0
Missing	System	22	
Total		181	

Table 1 shows 83 (52.2%) of the respondents use social networking sites more than five days a week. This is followed by 22% (35) of the respondents who use it two or three days a week, 15.1% (24) four to five days and 10.7% (17) only one day a week. This shows that most of the international students in Auckland use social networking more than five days a week.

Table 2: How many social networking accounts do you have?

		Frequency	Valid Percent
Valid	Less than 3	82	51.9
	3 to 5	57	36.1
	more than 5	19	12.0
	Total	158	100.0
Missing	System	23	
Total		181	

Table 2 shows 51.9% (82) of the respondents hold less than three accounts, 36.1% (57) hold three to five accounts, and 12% (19) hold more than five accounts. This shows that most of the international students in Auckland hold less than three accounts with social networking sites.

Table 3: Which course are you currently enrolled in?

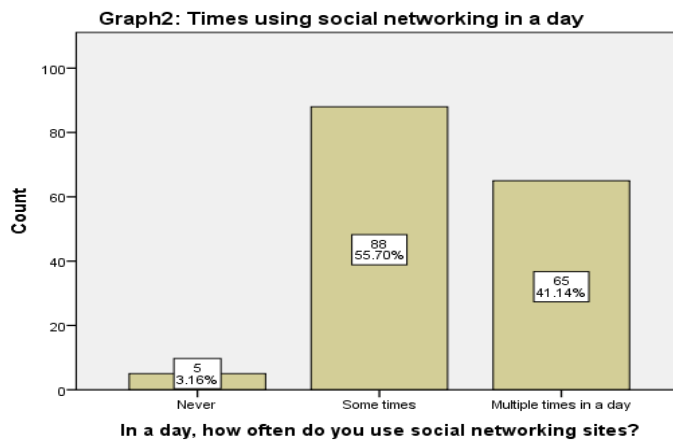
		Frequency	Valid Percent
Valid	Diploma	126	70.8
	Bachelor degree	13	7.3
	Post graduate	7	3.9
	others	32	18.0
	Total	178	100.0
Missing	System	3	
Total		181	

Table 3 shows out of the 181 respondents 70.8% (126) are enrolled in Diploma programme, 18% (32) in other programmes while 7.3% (13) are enrolled in Bachelor degree and 3.9% (7) in post graduate programme. This shows most of the respondents are enrolled in Diploma programme.

Table 4: Social Networking Sites used by respondents

	Responses		Percent of Cases
	N	Percent	
Facebook	110	39.6%	69.2%
Twitter	18	6.5%	11.3%
MySpace	1	0.4%	0.6%
Google	77	27.7%	48.4%
Others	72	25.9%	45.3%
Total	278	100.0%	174.8%

Table 4 shows out of all the social networking sites 39.6% (110) use Facebook, 27.7% (77) use Google, 25.9% (72) use others, 6.5% (18) use Twitter and 0.4% (1) use MySpace. This shows that Facebook is used by most of the international students in Auckland.



Graph 2 shows 3.16% (5) of the respondents never use social networking sites, 55.7% (88) use sometimes in a day and 41.41% (65) use multiple times in a day. This shows that most of the international students in Auckland use social networking sites sometimes in a day.

The descriptive measures for the reasons of using social networking sites reveal that the most important reason has been found to be “communicating with distant friends/family” with mean of (4.14) and standard deviation of (1.053) followed by “sending messages” with mean of (3.96) and standard deviation of (1.053) with “participating in polls/surveys” being the least important with mean of (2.63) and standard deviation of (.994).

Therefore from the above results, the research shows that most of the respondents agree that networking sites are good to use to communicate with friends and families.

Looking at the factors that are associated with the academic performance when using social networking sites as shown in Table 5 below, the researcher found that respondents disagree (mean is (2.76) and standard deviation of (1.065) that spending time on social networking sites rather than studying has negative impact on grades) but the high standard deviation shows some of them agree and some disagree. The other important factor is that the networking sites can give the respondents more information regarding education or career, and the mean is 3.4 which is towards agree, and the standard deviation is less than 1; indicating all the respondents are consistent regarding this factor.

Table 5: Academic Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
On average you spend more time on social networking sites rather than studying	157	1	5	2.87	1.054
Using social networking sites affect your timing of study?	157	1	5	3.03	1.053
Spending time on studying rather than using social networking sites will improve your grades.	157	1	5	3.41	1.115
Spending time on social networking has negative impact on your grades?	157	1	5	2.76	1.065
More information regarding education or career can be found on social networking sites?	157	1	5	3.39	.952
Valid N (list wise)	157				

Table 6: Learning Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Using social networking sites for academic purpose by your institute will enhance your learning?	175	1	5	3.10	.933
Social networking sites can be used as an effective tool for communicating your ideas better?	175	1	5	3.51	.958
Social networking sites can be used as an effective tool for academic learning in education?	175	1	5	3.22	.877
Social networking sites must never be integrated with learning.	176	1	5	2.77	.941
Valid N (list wise)	174				

Table 6 shows that “social networking sites can be used as an effective tool for for communicating ideas better” with highest mean of (3.51) and standard deviation of (.958) followed by “social networking sites can be used as an effective tool for a academic learning in education with mean of (3.22) and standard deviaton of (.877).

Table 7: What is your age?

	Frequency	Valid Percent
Under 20 years old	42	23.5
Valid 20- 25 years old	96	53.6
26-30 years old	23	12.8
over 30 years old	18	10.1
Total	179	100.0
Missing System	2	
Total	181	

Table 7 shows out of all the respondents, 53.6% are aged between 20 -25 years old, 23.5% less than 20 years old, 12.8% 26 – 30 years old and 10.1% are over 30 years old.

From Table 8 out of the 179 (where 2 of the respondents not answer the question) respondents, 110 (61.5%) are Chinese, 49 (27.4%) are Indians, 8 (4.5%) Europeans, 3 (1.7%) Pacific Islanders and 9 (5%) are others. So the sample of this paper has mixed nationalities.

Table 8: Which ethnic group do you belong to?

	Frequency	Valid Percent
Chinese	110	61.5
Valid Indian	49	27.4
European	8	4.5
Pacific Islands	3	1.7
others	9	5.0
Total	179	100.0
Missing System	2	
Total	181	

Testing Hypothesis

Hypothesis 1: Frequent usage of social networking sites has a no impact on the academic performance of the students.

Hypothesis 1 is not rejected as Table 5 results reveal that the mean is lowest at (2.76) and standard deviation of (1.065) for spending time on social networking sites rather than studying has negative impact on grades. Moreover, the mean of (3.39) and standard deviation of (.952) has been noticed for “more information regarding education or career can be found on social networking sites”.

Hypothesis 2: There is no difference in the affects of student academic performance based on gender and nationality.

Hypothesis 2 is also not rejected as ANOVA and t-test the researched performed show that the females and males have the same views regarding some of the factors, also there are no differences regarding the rate of these factors between nationalities. This shows that gender or nationality in the study sample all have similar views regarding the use of social networking in academic or in learning.

Conclusion

Export Education Levy: Full Year (2013) states the head count of international students in New Zealand was 120,006 for the year 2012. As the number of international students arriving in Auckland is growing year after year, there is presumably a great potential of using social networking sites to interact with different communities, meeting new people, making friends and understanding student life in Auckland. Although the numerous studies earlier discussed in the literature review show mixed findings regarding the impact on grades and the usage of social networking sites. However, the researcher has found that the frequent use of social networking sites has no impact on the academic performance of international students in Auckland and there is no difference in the student academic performance based on gender or nationality. Since there is a rapid growth in the number of users of social networking sites, heads of private institutes must enhance the learning process in students by using social networking sites to create online forums, blogs, upload relevant academic concepts, etc.

Future Research

There are many opportunities for future research concerning the usage of social networking sites. Further, research can be done to investigate the differences between the impact of social networking sites on academic performance of international students in Auckland who use computer/laptops for social networking applications and smart phones. Many methods of communications have been generated by technology; investigations can be carried on how to use social networking sites as platform for educational learning for international students in Auckland. Further examinations to discover the differences between genders on the impact of the use of social networking sites on computers/laptops or smart phones can also be carried out.

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INCREASING CONTRIBUTION OF NEWS PHOTO AGENCIES INTO JOURNALISM BY EVOLVING TECHNOLOGY

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Abstract:The publication of news photos in the journals directly begun in the beginning of 20th Century although news photos had emerged as a profession in the last quarter of 19th century. At the same time, the photos taken immediately distributed among and used in different media organs. In the beginning, the news were distributed by using a specific technique in the emerging agencies, before the photos. The economic reasons were determining factors at establishment of the news agencies in different European countries and in Northern America. Before that, hand-written commercial news letters were disseminated by copying them again by hand-writing. The qualified news coming on time in commercial and capitalist system became important as much as production. Thus, the new circles and groups emerged which were ready to pay for reaching quickly to news. When those increased in numbers, it was realized that the dissemination of news to large areas could be a profitable job. Consequently, the 'news agencies' as institutions emerged as a response to a rising need.

Today, the news agencies with specific responsibilities in the global communication network just transmit the news and visual material. But some agencies only work on the photos. These agencies transmit photos to all news centers in a short time by connecting with a contracted photographer in that region, or in a region close to the event. These agencies are not numerous as the news-focused agencies. Especially, the agencies that provide only news photos or dominantly news photos help transmitting the news photos to the far places in the world. Their working systems are generally based on subscription system. The agencies which send regularly news photos to the subscribed journals give this service with employed or contracted news photographers. The agencies studied at this paper continue to provide services with its full archive within the body of a different group.

This paper examines global photo news agencies such as Black Star, MagnumPhotos, Sygma Photo (GorbisImages), SipaPress, Gamma Agency (Eyedea), Viva Photo Agency, ContactPressImages, Vu Photo Agency, GettyImages, EPA (European Pressphoto Agency), Zuma Prens Photo Agency, I.Stock Photo and VIIPhoto (Seven), in terms of their contribution to the journalism.

1. RISE OF NEED FOR NEWS PHOTOGRAPHY WITH PRINT OF NEWS PHOTOS IN THE NEWSPAPERS

The most important value in our age is 'information'. Information gives direction to the society and helps for its development. The cycle of the information is as follows:

- Information arises, found or discovered
- Information recorded,
- Information used, utilized
- information developed,
- Information transmitted,
- information archived

Information has a life according to the cycle above. Although type and characteristics of information may change, this cycle does not. (<http://bilgi.nedir.com/#ixzz2Gtxj9ehl>, 03/01/2012). The news is a type of information and one of the most important information at our age.

One of the most important part of the news is the news photo. In the beginning, only pictures and drawings were used in European Press until the invention of photography by Nicephore Niepce. Painters were drawing the events as they were and these drawings were printed at the newspapers. But there were always suspicions about how much these pictures reflected the reality. Because the pictures were an intellectual activity and open to the interpretation of the artist. But the photography started to take place of the picture with Niepce's first photographic image and invention of Daguerrotype by Jacques Mande Daguerre. [In the beginning, some publishers and editors did not like the idea that the photography replaces the pictures.](#)

But the hesitations gone away when important newspapers such as the World by Joseph Pulitzer begun to use news photo and increased their circulation.

The first photography published with the halftone method in The New York Daily Herald in 4th of March, 1880 which shows the suburb Shanthytown.

"In 1904, Daily Mirror newspaper published only photos at its pages and Illustrated Daily News in New York followed it only in 1919. (Freund, 2008, p.96) But unfortunately it was technically impossible to print the photos directly over the newspapers. Therefore they were printed with half-tone technique by the painters. The photojournalism came about when the photos begun to be printed directly over the newspaper. First photos in the weekly and monthly journals which take longer to get prepared printed in 1885. The first patterns for photos were produced out of the newspaper facilities. When the success means speed, the newspapers could not wait for the photos get prepared outside and the media investors did not want to invest in the machines for photojournalism. (Ibid.) Despite to all these negative conditions, news photos became so common in years. In the beginning it was only fashionable but now it became institutionalized.

1.2 Permanent News Photographers In The Press

"These are the photojournalists; observes of people and events who report what is happening in photographs; interpress of fact and occurrences who write with a camera; skilled communicators whose images are transmitted visually via the printed page". (Rothstein, 1956, p.1) Yet, the first photographers were not well-educated otr experienced. "Not all photographers were sensational, and straight coverage saved photojournalism from total disrepute, so photographs grew in popularity. More photographers were hired to staff newspaper. These were the first generation of news photographers who learned to cover assignments in narrowly news-oriented style; to scoop the opposition with the first shot to 'hit the front pages' A front-page photo was a prize rewarded by a bonus, particularly if it was an exclusive. Training was haphazard at best, but one that trained generations of excellent news photographers. A teenager could get a job in photography department by accident. Ernie Sisto, (*New York Times staff photographer*) recalls that as a teenager he went to the Times to apply for a job as an artist. He got off the elevator on the wrong floor and was asked; 'Hey kid, you work into photo?' He took the job and stayed 50 years. Other photographers who began careers in the 1920s are representative of the area. In the 1920s, training was usually in association with an older, seasoned photographer. It was real on-the-job-training: A younger would help carry cameras and learn by observing. There were few school for photography. Early training was mixing chemicals". (Hoy, 1986, p.176)

Initially, although many news photographer started off learning from their masters or by chance, others following them next generation were more informed and conscious. Because the growing profession of journalism with developing technology was more and more careful about its regular staff. Especially in many newspapers in the United States, regular news photographers who will contribute to their circulation later on started working. Roll film and installation and removal, ease of its bath, the production of hand-held cameras caused the formation of a generation devoted to work. Additionally, "transmission of photos over telephone lines was probably the most dramatic innovation of this era. It made photojournalism a truly mass medium. Starting in 1935, newspaper across the country received approximately 100 photos a day from Associated Press and another 100 from United Press". (Ibid., p.179)

Actually "great news photo distill the confused brew of human affairs. They extract from a war the one moment that speaks for all the horrors of all the battles; they snatch from a long political campaign the instant when a candidate most clearly reveals his characters; they witness the extraordinary events-catastrophes, victories, pioneering that determine the flavor of an entire era. Yet the photojournalist is not a historian who, from a detached vantage point, discerns the great acurrents of an age. Instead, he swims in the roiling sea of events along with his subjects-and often obtains his insights through quick reflexes or sheer luck".

(Photojournalism, 1972, p.20)

1.3 Establishment Of Photojournalism Agencies

The photos taken by the news photographers working at the newspapers were not enough because the need for the news photos rose more and more and because the regular photographers of the newspapers were working in the whole country. Also the photos for international news were needed. With these arising needs, some “freelance” photographers started to work. Because these independent photographers did not receive monthly salaries, and only paid per photo or photo-interview, the editors and owners preferred them. But the relations between the independent photo journalists and the newspapers needed to be mediated and the news agencies were not good candidates for his job since they were more focused on the news. New institutions for this were news photo agencies. Thus, the independent photographers became affiliated with agencies. (Freund, 2008, p.141)

One of the first photojournalist agency established by George Grantham Bain (1865-1944) in the USA. George Grantham Bain was the journalist and writing for journals. He was sending his photos with his writings. He realized that the editors who receive a lot of similar articles were more interested in the photos. In this direction, Bain opened a number of photo agencies, including Mantauk Photo Concern in 1898 to capture this opportunity. (Ibid.)

As these agencies became successful, new agencies established. With the rising demand, the number of agencies rose worldwide tremendously. They were taking 50 % or more from the sales depending if they have to share it with another agency. The photographers who are taking the risks personally could not control the sales. Therefore Robert Capa with his friends established Magnum photo agency in 1947. (Ibid., p.142)

The aim of Robert Capa was to establish his agency as a cooperative and to share the income equally between cooperative members. So, the founders and the members take their share from the income and keep the copyrights of their own photographs.

“The Founding Fathers” were Robert Capa, David Seymour (Chim), Henrie Cartier-Bresson, George Rodger, William Vandivert, ve Mria Eisner. They had all equal share. In 1949, Wener Bischof, Erens Haas ve Gisele Freund joined to the agency. (Ibid.) By the medium of image, they tried to express their feelings and opinions about current problems. (Ibid.). Additionally, freedom was very important for Magnum’s institutional culture: freedom of time for the photographers, freedom from the commercial pressure, freedom to behave badly, freedom to fire bad people. (Miller, 2012, p. xiii) At those years, many agencies established in Europe and USA. (Amar, 2008, p.73)

Photographers were generally exploited and paid very low, they tried to find solutions for their problems. Between 1970-1973, many photo agencies were shut down and had to dismiss many photographers. French photographer Raymond Depardon working at Dalmas stated: “I was working for 1500 frank per month. I was exploited, I had no idea about the management of agency. I did not know to whom they sold my photos and for which price. (Ibid., p.81).

1.4 Contribution Of News Photo Agencies To Journalism With Developing Technology

Today, the news agencies with specific responsibilities in the global communication network just transmit the news and visual material. But some agencies only work on the photos. These agencies transmit photos to all news centers in a short time by connecting with a contracted photographer in that region, or in a region close to the event. Their working systems are generally based on subscription system. The agencies send news photos to the subscribed journals regularly.

News photo agencies work with photographers in two ways. Staff Photographers are stationed in different parts of the World or are selected from related region, according to the financial strength of the agency. They have staff photographers especially in the main centers such as New York City, Washington, Berlin, London, Zurich, Paris, Beijing, Hong Kong, Moscow, Tel Aviv, Istanbul, Tokyo, Sydney, Toronto, Madrid and Dubai or freelance photographers working with a staff photo editor.

However, the profession of photojournalism gradually began to lose against the TV. People preferred the TV as motion picture against the photograph as still image. Thus, "in the 1950s, the TV which has become the dominant visual medium, negatively impacted pictorials as well as cinema. Excellent view of the age of television could be watched now in people's living rooms. While only 9% of American families had TV in 1950,

this proportion had risen to 87% by the year 1969. As in the radio of 1920's and 1930's television was a success as a means of entertainment, and later strengthened in the field of journalism. News starting as a 15-minute program had become half an hour by the year 1963 ". (Oral, 2011, p.117)

However, journalism with developing technology began to take a different mission. This mission was advertising. Therefore, the advertising industry that emerged as a result of consumer society has changed the nature of in news photo agents. Thus, agents started to provide advertising photos to advertising agencies and to newspapers. Shrinking journalism and economic problems caused by increasing weight of the TV caused photo agencies to work for advertising sector. The most important development in the last decade of the last century was that two leading riches in the stock image field. Famous software company Microsoft boss Bill Gates and Mark Paul Getty heir to the Getty Oil Rich established big companies in the image area. (Ibid., p.127).

If the photo gives the desired message simply, the message is understandable no matter what is the education, language, religion and nation of the person looking at the photo. The most important example of this thesis is that some of the news photographs in the world media could effect world public opinion. TV was not so widespread, in the 30s, 40s, and 50s so that photographs were very efficient and frequently used at those times. This is true especially for the impact of war photographs over a wide audience. Especially photo-interviews were the most widely read sections of the newspapers "(Kanburoğlu, 2003, p. 94)

Yet, did photography change the world? Of course. Photo did not stop wars, misery, or diseases. But it successfully fulfilled the task of informing and creating awareness the formation of the anti-war groups, changing some of the wrong political decisions, the organization of campaigns in Africa for hunger, measures taken in response to the global pollution. Social problems in the changing and growing the world are increasing today as it was yesterday. Unresolved problems create new problems. Photos' role as the most effective way of explaining this and similar situations, thus increasing social sensitivity, which is one of the ways to find solutions to the problems, becomes more vital. (Ibid., p.95)

Of course, not every news photo published in newspapers has been informative and educational for public. Sometimes these photos have been part of the magazine news. But "newspapers or periodicals could lead and motivate the readers to reading, by offering them visual means of entertainment (Gezgin, 1994, p.34).

1.5 The Most Influential News Agencies Today

Today, there are 12 major news agencies which provide photography to media and advertising. These agencies are as follows:

Black Star: Black Star is a New York City-based photographic agency that offers photojournalism, corporate assignment photography and stock photography services worldwide. Black Star was founded in 1935 by Kurt Safranski, Kurt Kornfeld, and Ernest Mayer, three German Jews fleeing the Nazi regime. When Life was launched in 1936, Black Star became an important supplier of photographs to the new magazine. According to photo historian Marianne Fulton, Life brought Black Star 30 to 40 per cent of its business. Black Star, in turn, contributed to Life becoming the most popular magazine in America for nearly three decades, with tens of millions of readers. Noted Black Star photographers include Robert Capa, Andreas Feininger, Germaine Krull, Philippe Halsman, Martin Munkácsi, W. Eugene Smith, Marion Post-Wolcott, Bill Brandt, Henri Cartier-Bresson, Charles Moore, and Mario Giacomelli. In recent decades, corporate assignment photography has emerged as the largest segment of Black Star's business. The company claims to have captured more photographic images for more annual reports than any other photo agency or service in the world. ([http://en.wikipedia.org/wiki/Black_Star_\(photo_agency\)](http://en.wikipedia.org/wiki/Black_Star_(photo_agency)), 07/12/2013)

Magnum Photos: The world's most prestigious photographic agency was formed by four photographers – Robert Capa, Henri Cartier-Bresson, George Rodger and David "Chim" Seymour . They created Magnum in 1947 to reflect their independent natures as both people and photographers – the idiosyncratic mix of reporter and artist that continues to define Magnum, emphasizing not only what is seen but also the way one sees it. Englishman George Rodger, another of Magnum's founding photographers, recalled how his colleague Robert Capa, the agency's dynamic leader, envisioned the photographers' role after World War II, which had itself been preceded by the invention of smaller, portable cameras and more light-sensitive film: "He recognized the unique quality of miniature cameras, so quick and so quiet to use, and also the unique qualities that we ourselves had acquired during several years of contact with all the emotional excesses that go hand in hand with war. He saw a future for us in this combination of mini cameras and maxi-minds." (<http://inmotion.magnumphotos.com/about/history>, 07/12/2013)

Syigma Photo (GorbisImages), Syigma Photo was established in 1960 in Newyork. Corbis Image bought all archive of Syigma Photo. "Corbis is privately owned by [Bill Gates](#), who founded the company in 1989 under the name Interactive Home Systems. One major reason for starting the company was Gates's belief that people

would someday decorate their homes with a revolving display of digital artwork using digital frames.^[4] The company's name was changed to Continuum Productions in 1994 and to Corbis Corporation a year later. "Corbis" is Latin for "wicker basket", which at the time referred to the company's emerging view of itself as a receptacle or storehouse for visual media". (<http://en.wikipedia.org/wiki/Corbis>, 07/12/2013)

Sipa Press: "Sipahioğlu established SIPA Press with his husband American journalist Phyllis Springer and Athens reporter of Cumhuriyet Newspaper Kosta Daponte in 1969, informally. She was very talented in managing and locating the photo journalists in the news centers. In this way SIPA became a trademark and collected one of the richest photo archives. Established in 1973 officially, SİPA could not follow technological developments and sold to French media group Sud Communication in 2001. (http://tr.wikipedia.org/wiki/G%C3%B6k%C5%9Fin_Sipahio%C4%9Flu, 07/12/2013)

Gamma Agency (Eyedea): "Gamma is a French photo agency, founded in 1966 by Raymond Depardon, Hubert Henrotte, Hugues Vassal and Léonard de Raemy. Gilles Caron joined the agency shortly after its foundation. Gamma became a prestigious photojournalism agency: photographers who have worked at Gamma include William Karel, Georges Merillon, Chas Gerretsen, Catherine Leroy, Françoise Demulder and Emanuele Scorcelletti" ([http://en.wikipedia.org/wiki/Gamma_\(agency\)](http://en.wikipedia.org/wiki/Gamma_(agency)), 07/12/2013). Yet "in 1999, the agency was bought by Hachette Filipacchi photo group (GHFP), a division of Hachette Filipacchi Médias" ([http://en.wikipedia.org/wiki/Gamma_\(agency\)](http://en.wikipedia.org/wiki/Gamma_(agency)), 07/12/2013)

Vu Photo Agency: 1986 yılında kuruldu. "VU" is known as an « agency of Photographers» more than a photographic agency, claiming this way the specificity of each identity whom it belongs. Its name shows an ambitious connection, since VU is the eponym of a famous french magazine of the 20's which was very innovative in a pictorial sense of way. From hot news to long lasting investigation, from formal work to intimate story, the VU' photographers have built since twenty years a plural and moving panorama of photography" (<http://www.agencevu.com/about/index.php>, 07/12/2013)

Contact Press Images: "Contact Press Images is an international photojournalism agency founded in 1976 in New York City by French-British journalist and editor Robert Pledge and American photojournalist David Burnett, and focused on independent production on photo journalism. Annie Leibovitz joined Contact Press in 1967" (http://en.wikipedia.org/wiki/Contact_Press_Images, 07/12/2013)

Getty Images: It was established by Mark Getty ve Jonathan Klein Getty in 1993. "Getty Images, Inc. is a stock photo agency, based in Seattle, Washington, United States. It is a supplier of stock images for business and consumers with an archive of 80 million still images and illustrations and more than 50,000 hours of stock film footage. It targets three markets—creative professionals (advertising and graphic design), the media (print and online publishing), and corporate (in-house design, marketing and communication departments). As Getty has acquired other older photo agencies and archives, it has digitised their collections, enabling online distribution. Getty Images now operates a large commercial website which allows clients to search and browse for images, purchase usage rights and download images. Costs of images vary according to the chosen resolution and type of rights associated with each image." (http://en.wikipedia.org/wiki/Getty_Images, 07/12/2013)

EPA (European Pressphoto Agency): "Epa was founded in 1985 by seven European [news agencies](#). The agencies, [AFP](#) of [France](#), [ANP](#) of the [Netherlands](#), [ANOP](#) (now Lusa) of [Portugal](#), [ANSA](#) of [Italy](#), [Belga](#) of [Belgium](#), [dpa](#) of [Germany](#) and [EFE](#) of [Spain](#) were motivated by what they saw as a lack of alternatives to the Anglo-Saxon picture services offered at the time". (http://en.wikipedia.org/wiki/European_Pressphoto_Agency, 07/12/2013) EPA produces feature packages of news photos of specific events, containing up to 25 pictures with a concise text. These news photos contribute to the historical documentation of the world in which we live, and are searchable in the EPA webgate. The major part of the EPA archive - containing over three million photos - is available online through the EPA webgate". (<http://www.epa.eu/news-photos>, 07/12/2013)

Zuma Prens Photo Agency: "Zuma Press is one of the world's largest independent press agencies and wire services. It was founded in 1993 by photojournalist Scott McKiernan, with a global staff of over 50, covering over 100 news, sports, and entertainment events worldwide. Regular clients include AOL, TIME, NEWSWEEK, Sports Illustrated, Paris Match, Stern and People magazines, the New York Post newspaper. The agency represents more than 2,100 photographers as well as large collection of newspaper archives, over 100+ worldwide including Daily Mail, El Universal[disambiguation needed], London Telegraph, Toronto Star, Los Angeles Daily News, San Antonio Express-News, Sacramento Bee, St. Petersburg Times, and Palm Beach Post. The company also represents major picture agencies like Action Images, DPA, EFE, EPA, and Gamma. (http://en.wikipedia.org/wiki/ZUMA_Press, 07/12/2013)

iStock Photo: "He company was founded by Bruce Livingstone in May, 2000. Originally iStockphoto was a free stock imagery website. Over the course of time, it transitioned into its current micropayment model.

The website was originally supported by CEO Livingstone's web development firm, Evolvs Media, but began charging money in 2001. iStockphoto has been profitable since then". (<http://en.wikipedia.org/wiki/IStockphoto>, 07/12/2013) iStock Photo is the biggest online photo supplier.

VIIPhoto (Seven): "VII was officially launched at the Visa Pour l'Image Photo Festival in Perpignan, France on September 7, 2001 by Alexandra Boulat, Ron Haviv, Gary Knight, Antonin Kratochvil, Christopher Morris, James Nachtwey, and John Stanmeyer. Four days after the agency was launched, James Nachtwey photographed the collapse of the World Trade Center building in New York. He was soon joined in New York by fellow members, Morris, Haviv and Kratochvil. At the same time, Boulat, Knight and Stanmeyer flew to Pakistan and Afghanistan. Thus began the agency's association with covering conflict-related photographic stories. (http://en.wikipedia.org/wiki/VII_Photo_Agency, 07/12/2013)

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INTERACTIVE MULTIMEDIA DESIGN IN SOCIALIZING SUSTAINABLE ENVIRONMENT FOR TEENS

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Abstract: This study aims to produce an interactive multimedia as an attempt to bring the information of the sustainable environment concept for teens. The concept of sustainable environment is one important basis in environment conservation. The information presented in this interactive multimedia focused on sustainability concept applied to the behavior in everyday life as well as various exposures to environmental problems caused by unsustainable behavior. The content material presented includes energy, water and waste management. The research was conducted using the Research and Development (R & D) approach. This study is producing an interactive multimedia through the stage of preliminary studies and development as well as followed by the evaluation stage.

Keywords : environment sustainability, interactive multimedia, sub urban area, teens

1. Introduction

The concept of sustainable environment is a concept to reach the balance of the environment elements so that environmental sustainability can last for a long period. This concept needs understanding and awareness of the dangers and threats of environmental damage due to the paradigm that environmental and natural resources as a land to be conquered by human exploitation. Therefore education and outreach efforts related to the threat of the unbalanced environmental conditions and procedures to prevent environment degradation should perform as soon as possible (Cato, 2009:145). This kind of education is then displayed in an interactive multimedia with sustainable environment theme (Cato, 2009:142-150). Currently, one of the most popular interactive multimedia and serves more than just an entertainment is the game.

Several studies which analyzed sustainable environment-themed gaming products abroad have successfully delivered an important message to the sustainability of the environment to the audience target. Among them is the Harvest Moon game, a Role Playing Game (RPG) produced by Marvelous and was first released in 1996. Since then, Harvest Moon got a huge response from the public. Harvest Moon game-play basically gives players the opportunity to be a farmer who can earn some money by managing a farm in a given period. The game is interesting because it offers a fun side of life farmers through the graphical display and game-play that can be played by the audience target of various ages and educational background.

The game model of Harvest Moon can be applied for this sustainable environment concept for teens. Teens in Indonesia are now getting related with the sustainable environment issue since this concept is discussed in various media and school subject. Discussion and education sometimes can not reach the basic understanding of the young people. We need tools to make this sustainable issue can be easily understandable for them and the most popular tool is interactive multimedia gaming. In Indonesia, there has not been any game with sustainable environment theme. Teens were targeted because if they understand then they will have a high critical power and can do something for the environment.

Interactive multimedia play activity is one form of constructivism-based learning that emphasizes learner as a major figure in the learning process. For example, when acting as a farmer in Harvest Moon games, the player is indirectly learned to farm, breeding and having a life on the farm because of the game-play in the game is an instructional system that requires players to follow and carry out the commands in interactive multimedia. Thus the activity of playing games can be used as a medium to implement constructivism-based learning.

2. Methods And Procedures

This research and design of simulation interactive multimedia with sustainable environment theme is using stage model of Borg and Gall (1989:783-795), which consists of ten steps, namely :

1. Preliminary Study, the first step includes need assessment analysis, literature review and literature research related to environmental problems that occur in sub urban areas in Indonesia.
2. Research Planning, start from setting the research objectives, estimates of funds, manpower and time, and researchers qualification and their participation in the study.
3. Design Development, planning the concept of interactive multimedia design, interactive multimedia design results as a hypothetical design, determine the facilities and infrastructure needed in research, determining the stages of design development and determining the job description of the parties involved in the research.
4. Preliminary Field Test is a limited product test with the initial field test for the product design and is done twice.
5. Revision of Limited Field Test Results is an improvement or design or models based on limited field test. Most are performed with a qualitative approach. Evaluation is mostly performed on the evaluation of the process, so that the improvements made are internal improvements.
6. Main Field Test is a wider test product by using experimental techniques repetition models.
7. Revision of Wider Field Test Result, a second improvement after the wider field test than the first field test for product improvement.
8. Eligibility Test, conducted at a large scale to test the effectiveness and adaptability of product design with the involvement of potential users of the product that the results are ready applied.
9. Final Revision of Eligibility Test Result is product perfection for the developed product accuracy with a level of effectiveness that can be justified. The result of this stage is an interactive multimedia product that is ready to be published both offline and online.
10. Dissemination and Implementation of End Product are reports of R & D results that will be delivered through seminars and scientific journals.

In outline, the design stages of this interactive multimedia model consist of:

- 1) The concept of interactive multimedia design. Initial draft which includes aspects of interactive multimedia design, narrative, timeline and budgeting.
- 2) Preparation of visual assets. Preparing assets visual interactive multimedia which includes asset of building, environment, people, animals and vehicles.
- 3) Programming. Making the code required to build a digital application (engine).
- 4) Testing. Interactive multimedia application performance testing to avoid errors (bugs) and to test whether interactive multimedia works well or not.
- 5) Publishing. Making interactive multimedia applications into a ready-to-use products and ready to be distributed.

3. Design Concept Development

3.1 The concept of Discourse Competence

The resulting interactive multimedia refers to how adolescents understand the concept of sustainability and to link it with the real conditions occurring around the neighborhood where they live. Thus the topic of sustainability is communicated interactively as well as various examples of environmental problems that appear involved in the social context of sub-urban areas.

3.2 The concept of communication

In terms of demographics, the primary goal of interactive multimedia communications are adolescents with age range between 13-15 years. Therefore both narrative and visualization developed character always rests on teenage characters.

Judging from the geographical aspect, the primary goal of interactive multimedia communications are adolescents in sub-urban areas which have computer facilities both at school and at home. But this

interactive multimedia can be disseminated to a broader scope of geographical area regarding that computer is a device that belongs to each school or personal .

Teens as the target of this communications media are teenagers who can operate the computer, especially for students who are familiar with computer games. Almost all teenagers now make the computer as an important part of their daily lives. Thus, this interactive multimedia is a potential media as an alternative that can entertain as well as increase the students' ability and knowledge to understand the concept of sustainable environment.

4. Concept Of Interactive Multimedia

In this interactive multimedia, there are two main types of activities. The main activity is the elaboration of a variety of important information to create an environment which refers to the concept of sustainability. The topics of discussion include energy savings, water use and waste management. Information on the three elements were presented in the form of narrative -based audio that will be supported with an explanation in the form of animation.

The second activity is an activity to measure the knowledge of the target audience related to sustainable environment issues. In this activity, the user will be presented with several interactive multimedia environmental issues and asked to choose the most prudent action decisions in dealing with the environmental problems. Any decision or action taken had levels of effectiveness that will be demonstrated through sustainability meter, and the results can be seen through sustainability charter in virtual form, but can also be printed. The Charter is a reward / recognition of user effort in understanding the concept of sustainability.

5. Character Development

Based on the target users of this interactive multimedia that junior and senior high school students, aged 13-15 years, then determined that the character used refers to the social symbols displayed by the students including the physical form and attributes imposed. From attributes that apply, scout uniform is still in use by all junior and senior high school on Friday and Saturday. Of these reasons, the characters in the game are designed to wear scout, so it can represent all junior and senior high school levels. Design development is done with styling cartoon character so that the character does not seem too realistic, but it has a simple and attractive impression.

The overall design of the characters contained in this game was developed with pre-rendered techniques of 3-dimensional objects into two-dimensional sprite, so users can view the media each character from various sides.

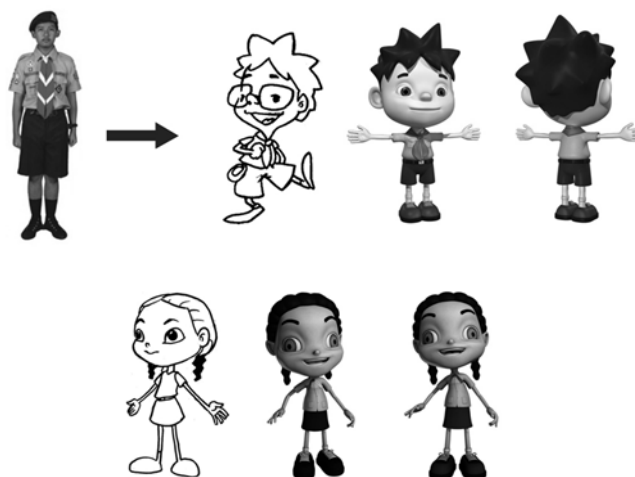


Figure 1. The main characters in interactive multimedia with scout uniform
Source (researchers, 2013)

6. Visualization Development Environment (Environment)

Some scenes in the video featured in this multimedia displays suburban area that has been adapted in animated form. The perspective used in several animated scenes use isometric perspective which displays 3-dimensional objects in two-dimensional perspective. With this view, the object of 2-dimensional in the game is as if it has depth.

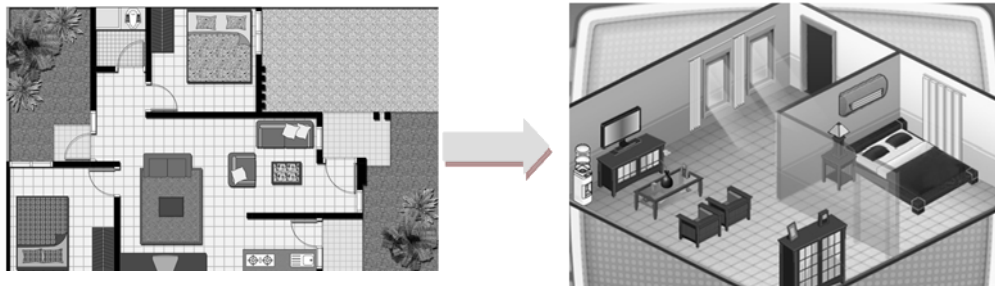


Figure 2. Adaptation 2D object into view isometric, Source (researchers, 2013)

7. Visual Interface Multimedia Interaktif

This interactive multimedia will be preceded by a pre-loader that displays the identity of some of those involved in the development of this interactive multimedia. After the preloader page appears, followed by the main menu interface where there are two main characters Tito and Nasya who greets the audience and briefly describe the content of the interactive multimedia.



Figure 3. Display the main menu of interactive multimedia

In the main view, there are 5 button that will connect the audience with a different interface. A description of the function of each button on the menu and the content of each interface are described as follows.

1. Sustainability Button

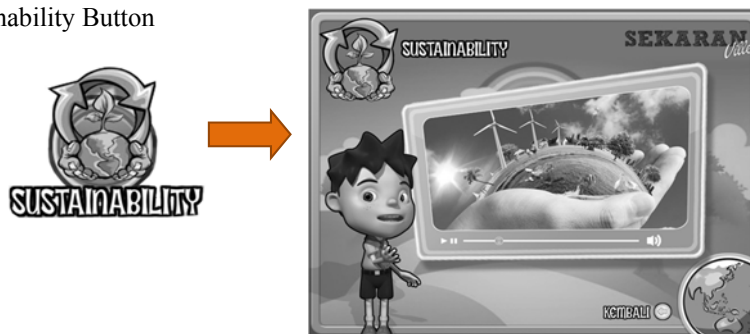


Figure 4. Sustainability button on the interface that connects the audience sustainability

Sustainability button will connect audiences with the sustainability menu that contains all the information about the concept of sustainability, impact of not implementing sustainability behavior, and the steps to be able to create a more sustainable environment. All information is packaged in a format that is supported by audio narration animated character to explain through video display. Video display can be controlled by using the play and pause buttons are found on the video bar, as well as volume control.

2. Energy Button

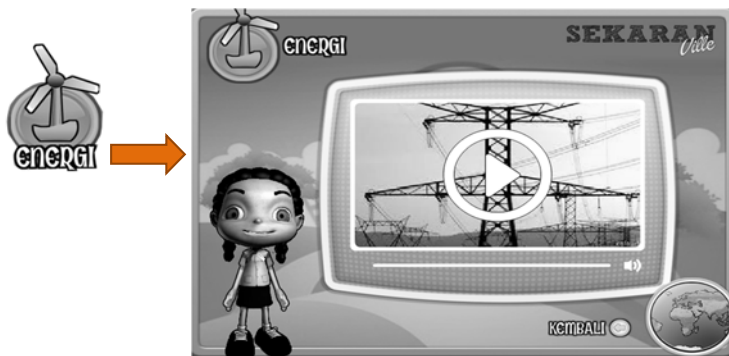


Figure 5. Energy button that connects the audience to the energy menu

The energy button connects the audience with energy menu that contains information about type of energy used by the majority of people on earth. Through an animated display of characters supported by video, described how the impact of burning fossil fuel energy results for the sustainability of life on earth.

3. Water Button

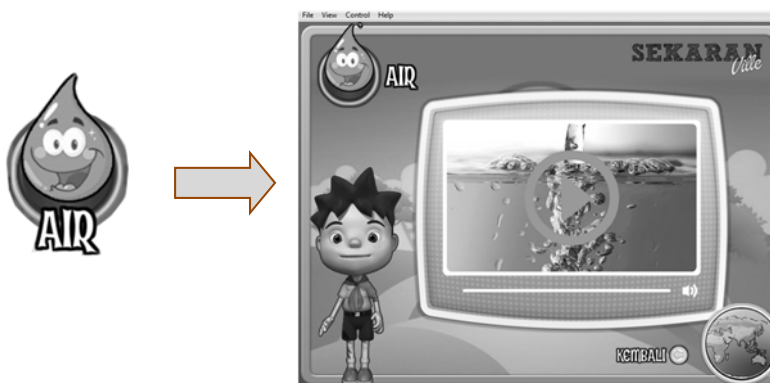


Figure 6. Water button that connects the audience to the water menu

Water button connects the audience with water menu which contains information about how the condition of groundwater in wells as the source of clean water in sub-urban areas is strongly influenced by environmental conditions. This menu also guides the audience to know the simple steps that can be done to conserve water and protect water quality in the neighborhood.

4. Waste Button

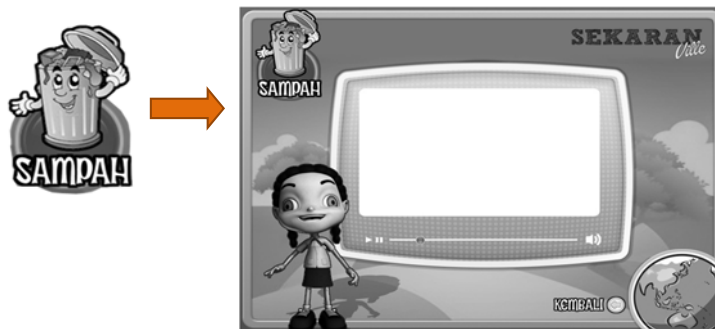


Figure 7. Waste button that connects the audience on the menu interface of waste

Waste button will connect the audience on the menu that explains how to manage waste in your neighborhood. This menu also discussed the 3 R namely Reduce, Reuse and Recycle that can be associated with activities of daily living.

5. Test button

In the test menu, the audience will be asked to decide the most sustainable actions related to energy use, water and waste management. The results of this test is in the form of charters that can be printed as a reward /awards for the audience to learn the concept of sustainability, an initial step to create a better living environment.

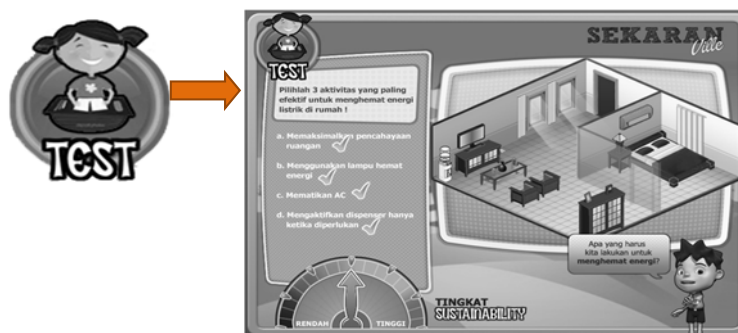


Figure 8. Test button on the interface that connects the audience to test menu

8. Reward System

To measure the level of understanding and knowledge of the user about the concept of sustainable environment and provides an appreciation of their efforts to learn about sustainability, sustainability meter is provided as an indicator of the effectiveness of the decisions taken by the interactive multimedia users in addressing the problems in the environment, particularly related to energy issues, waste and water. Each interactive multimedia user is entitled to get an award plaque that comes with the level of their knowledge about sustainability. Advance level is for users who get a score of 150-200 in taking appropriate decisions related problems in the Test, whereas intermediate level for users who get a score of 100-140.



Figure 9. Display of interface when a user successfully completed the test

9. Conclusion

In developing an interactive multimedia that can be a means of socialization and education of sustainable environment concept for young people in sub-urban areas, it is required a relevant data relating to the condition and the character of the area, object behavior, environmental issues and the characteristics of the waste that occurs in sub-urban areas. The information in interactive multimedia also contains numerous examples of simple behaviors that can transform the neighborhood into a more sustainable environment. Overall information presented in narrative form supported by the main display and video animation character.

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MECHANISMS OF THE LEGAL REGULATION OF INTELLECTUAL PROPERTY RIGHTS IN MASS-MEDIA AND INTERNET.

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Summary: Urgency and significance of considering the problem, related to legal measures of fighting violations of intellectual property right in mass-media and global Internet network is explained by the priority directions of internal and external policy of many countries, including Republic of Kazakhstan, which are aimed at development and improvement of public relations in the sphere of providing protection for all kinds of creative activity, rights and freedoms of the individual and citizen, guaranteed by the Constitution.

Keyword: intellectual property, right, mass-media, global Internet, network, demonstrating, dynamical, growth of crimes

In the context of joining International organizations, multilateral international agreements, which have mandatory requirement for equal protection of intellectual property right for both domestic and foreign authors, anticipating entrance of the Republic of Kazakhstan to the World Trade Organization (WTO), very actual is the problem of improving measures, aimed at fighting problems of legal protection of intellectual property, in particular, providing their legal protection, preventing crimes in the spheres of using results of intellectual activity, in mass media and Internet.

In the process of uncontrolled use of results of intellectual activity, the immeasurable damage is done to the development of the economy of the state, as well as to the authors and legal proprietors, that fundamentally contradicts with the constitutional principles of building democratic state.

Public relations, arising in the process of creating and using the objects of intellectual property, are predominantly regulated by civil and administrative legislation. However, the world practice shows, that existing civil, legal and administrative measures are insufficient for proper protection of intellectual property rights, do not reduce cases of violating these rights, and vice-versa create possibilities of evading responsibility for such type of violations. The analysis of practice of applying legal norms on violations of intellectual property right shows this, demonstrating dynamical growth of crimes, related to violation of intellectual property right, including those, occurring in mass-media and Internet. In this article, the author reveals the problems of protecting intellectual property rights in mass-media and Internet, and ways to solve them.

Almost all types of intellectual property are used in the media and the Internet: copyright and related rights, objects of patent rights, inventions, and other types. However, the protection of intellectual property rights in the mass media and the Internet is not completely ensured, there is no clearly developed mechanisms to protect intellectual property rights in this area. Violations in the media and the Internet apply to both print and on audio, video, television, radio and electronic media. "Violations in video business are often organized; making them "pirates" use transnational links, smuggle "pirate" copies of films in Russia". [1]

Radical changes in the information relations of the society are primarily associated with the use of global computer networks, primarily, information network of the Internet. Feature of the Internet is that it was created as a basically open system providing free and anonymous access to information resources. [2]

Criminalization of the information sphere is reflected in the emergence of new types and forms of high-tech crimes involving the use of the latest achievements of science and technology. The distinguishing feature of this type of crime is the use of new information and telecommunications technologies, inventive use of new methods and techniques of criminal activity, the growth of criminal professionalism. [3]

Spread of crime in the media and the Internet acquires a global scale and covers various areas of social activities, including copyright and related rights, as well as other intellectual property rights.

Russian scientists: Kantorovich Ya.A., Pylenko A.A., Shershenevich G.F. were involved in copyright protection in the pre-revolutionary period.

Asinovsky M.N., Belilovsky A.N., Druchok G.N., Zenkin N.M., Ihsanov U.K., Ihsanov E.U., Garibyan A.D., Kamyshev V.M., Melnik E.F., Namengenov K.S., Nosov V.D., Omelchenko A.I., Rassokhin V., Salman I.G., Skripko Ye.Ya., Sharahmetov Sh. G., Chertkov V.P., Tytskaya G.I., Yurchenko A.K. and other were involved in the intellectual property rights protection in the Soviet period.

Works of leading domestic and foreign scholars and professionals were devoted to legal relations in the sphere of intellectual property. Among foreign authors whose works are devoted to their legal regulation, should be called Alekseyev A.A., Asfendiyarov B.M., Bliznets I.A., Boguslavsky M.M., Vaksberg A.I., Vengerov A.B., Vitaliev G.V., Gavrilov E.P., Garibyan A.M., Gordon M.V., Gringolts I.A., Dozortsev V.A., Illarionov T.I., Jonas V.Ya., Ioffe O.S., Kaitmazova B.V., Kalyagin V.O., Kamyshev V.G., Kirillova M.Ya., Koretsky V.I., Krasavchikov O.A., Krasavchikova L.O., Matveyev Yu.G., Mamiyof I.E., Nikitina M.I., Ryasentseva V.A., Savelyev I.V., Sergeyev A.P., Serebrovsky VI etc.

Some questions of criminal liability for committed crimes were mentioned in works of some Russian scientists and practitioners as: Bliznets I.A., Bondarev V.N., Dem'yanenko E.V., Dvoryankin O.A., Zavidov B.D., Zlotya V.P., Kovalenko A.A., Larichev V.D., Logvinov Yu.V., Silonov I.A., Spirin G.M., Stupnikov A.G., Tereshchenko B.L., Truntsevsky Yu.V., Chukovskaya Ye.E., Shcherba S.P. and other authors.

In the Republic of Kazakhstan Abuova R.J., Aligozhin B.K., Amangeldi A.A., Askarov A.I., Beysembina K.E., Ihsanov E.U., Ihsanov U.K., Kaudyrov T.E., Namengenov K.N., Sakhipova N.N., and Kapyshev A.E. were involved in separate issues of intellectual property civil protection.

Along with this, the analysis of literature on this subject leads to the conclusion that the issues of complex prevention of crime in the media, the Internet, as well as in the field of intellectual property were not considered in full.

Currently in Kazakhstan, after independence, number of legal documents governing the intellectual property rights protection were adopted: The Constitution of Kazakhstan, the Criminal Code, the Civil Code, the Code of Administrative Offences, the Law "On Copyright and Related Rights", "Patent Law of the Republic of Kazakhstan", "On Legal Protection of Integrated Circuits Topographies", "On protection of Selection Achievements", "On the Media". International instruments: Convention Establishing the World Intellectual Property Organization (WIPO) on July 14, 1967, the Berne Convention for the Protection of Literary and Artistic Works (as amended in 1972), and the Madrid Agreement on International Registration of Marks dated 1891 etc.

The desire of countries to be a member of the World Trade Organization (WTO) imposes compliance with a number of requirements: legislation corresponding to TRIPS, i.e. the to the minimum current requirements; Intellectual Property Office, staffed and well equipped to provide protection of intellectual property; judicial system - well-prepared, impartial and transparent, the authoritative to impose bans, fines and other penalties;

Police - well-trained, transparent in its operations, the authoritative to impose penalties, can recognize and seize counterfeit products; customs - well-trained, equipped with the equipment and having the knowledge to recognize and seize counterfeit goods at the border; corps of lawyers in the private sector, including private investigation and agents able to cooperate with authorities who are able to recognize counterfeit products and producers; associations and unions of producers and rights owners, other persons, specializing in intellectual property matters [4, p. 24].

Currently illegal use of intellectual activity by different business structures, including the media and the Internet, causing great damage not only to the authors, creators and performers of intellectual property, but also a significant damage to the state, as the state budget does not receive taxes for the production, use and trafficking in counterfeit goods. "In the CIS member states level of counterfeit goods ranging from 73% to 94% (Ukraine - 90%, Belarus - 94, Kyrgyzstan - 86, Georgia - 73 %, the latter two countries are members of the WTO), and in countries such as U.S., Britain, France, the Czech Republic it is less than 10 %, Finland and Italy - 10-25%, Poland and Brazil - 25-50%" [5, p. 61].

The various ways of pre-trial protection of the right holder have spread in some foreign countries. The most interesting way to protect the copyright holder has been developed in the Anglo-Saxon system. Such tool as "Anton Piller order" became widely known. Its essence lies in the fact that at the request of the right holder, the court may issue an order authorizing that person to inspect the facility where it believes committed acts that violate his exclusive rights.

Another well-known tool is "Mareva injunction", which is aimed at restricting the defendant in property disposal, including the intellectual, which may be required to satisfy the claim.

The third important tool is "Norwich Pharmacalaction", important in conducting business activities abroad. First, this way of protection was applied in 1972 in Norwich Pharmacal case, when the claimant asked the customs authorities to disclose confidential information about individuals, importing into the country medicines containing an ingredient patented by him [6, p. 433].

Choosing way of intellectual property rights protecting, it is better to look at many years of experience

and best practices for dealing with violations of intellectual property rights of those countries that can be attributed to countries with high economic development and the most developed industry intellectual property.

As world experience of intellectual property industry shows, a significant role in the economic development of civilized nations belongs to the legal protection of intellectual property. One of the leading countries in the world for all positions in the scope of application and protection of intellectual property, including in the media and the Internet is the United States.

Creation of legislation in the field of intellectual property protection in the United States was observed after the War of Independence (1775-1783), when the U.S. Congress passed a resolution recommending ensuring copyright protection in a number of states. Later, in 1787 in the U.S. Constitution was recorded a provision stating that the U.S. Constitution gives Congress the power “to promote the progress of science and useful arts, by guaranteeing to authors and inventors the exclusive right to their works of art and invention for a certain period of time”.

United States is the first state to take steps to protect their intellectual property at the international level. Special section 1303 Section 301 of the General Law on Trade and Competition, adopted by Congress in 1988, provides for the identification of countries that violate the rights of Americans to intellectual property. At the turn of the twenty-first century American intellectual property industry, in particular copyright, is one of the largest and fastest growing sectors of the U.S. economy. In 1991, all kinds of copyright industry: software industry, cinema, television and video industry, the industry of music and sound recordings, publishing industry and others have provided 325 billion dollars on value added, or about 5.5 % of GDP. In this aspect, the copyright industry is investing in the U.S. economy more than any single manufacturing sector, including the production of aircrafts and their spare parts, primary metals, metal products, electronic equipment, industrial equipment, food and related products, chemicals and allied products.

Copyright industry creates jobs faster than many of the leading sectors of the economy. Now the U.S. copyright industry employs more workers than such industries as aeronautics, automotive, steel, pharmaceutical, textile, etc.

Currently in the United States there is a law “On Copyright”, which is a federal law. Court prosecutes criminally violation of this law, when committed intentionally, in order to obtain commercial advantage or private financial benefit.

American Cinematic Association (ACA) is engaged in fight against “piracy” in the United States in the production and distribution of films and videotapes. American Recording Industry Association (ARIA) protects the products of its member companies through fighting against pirated recordings at the level of production, distribution and retailing.

National Association of Music Publishers (NAMP) represents the interests of more than 500 U.S. companies, who are the owners, managers or administrators of copyright in musical works. The Association participates in numerous lawsuits, protecting the rights of music publishers and protecting the legal principles in the field of copyright.

Business Software Alliance (BSA), which represents the interests of major U.S. companies that manufacture about 75 % of software packages in the world tirelessly fights against “piracy”, which annually brings industry losses of \$ 2.2 billion. BSA activities in fighting against “piracy” include lawsuits, sudden raids and audit companies.

Huge money is involved in the field of copyright industry. With the development of information and other high technologies, this trend will increase. That is why the U.S. is taking strict measures for the elimination of “piracy” as within their own country and abroad. The U.S. government is ready to break even on the trade and industrial relations with those countries that do not comply with the legal protection of intellectual property [7, pp. 12-199].

U.S. law makes the protection of intellectual property as one of the criteria that are used to assess countries' rights to receive economic benefits under the U.S. Generalized System of Preferences and the Caribbean Initiative. In addition, U.S. trade laws provide for an annual review of other countries' legislation, regulating the protection of intellectual property rights through penalties. In 1988, an amendment was made to the U.S. trade law, which allowed the U.S. government to respond to inadequate or ineffective protection of intellectual property rights [8, p. 39].

Strengthening the protection of intellectual property rights in countries with high-tech industries, stricter patent regime had a positive impact not only on the economy of these countries, but also in other spheres of public life. In 1996, Brazil adopted a very good patent law. Since then the country has attracted new investments

in the amount of from 1.7 to 2.2 bln. Dollars in high-tech industries, especially concentrated in the pharmaceutical sector. In Japan, where patent protection of pharmaceuticals was not until 1978, also felt the sharp rise of U.S. investment in pharmaceutical R & D - from 135, 8 million Dollars in 1985 to 505.5 million Dollars in 1994. Similarly, countries that strengthened patent protection for pharmaceuticals, achieved impressive growth in the national pharmaceutical industry. Italy has introduced a strong patent protection of pharmaceuticals in 1978. The same year only 123 billion lire were invested in local pharmaceutical R&D. And just in ten years, these investments have increased to 592.3 bln. lire and continue to grow. Mexico has strengthened the system of patent protection in 1991. As a result, investments in R&D, and in enterprises for production of medicines has increased a total of 41 million Dollars in 1990 to 103 million Dollars just three years later [9, p. 90].

Analysis of legal mechanisms for intellectual property rights protection in Kazakhstan shows that the effectiveness of the measures is not sufficient [10, pp. 97-101]. One of challenges is intellectual property rights protection in computer systems, the World Wide Web. Increasing concern in recent years is the protection of intellectual property rights in the use of pharmaceuticals, as in this case, in the use of counterfeit drugs, which are usually made of poor quality, as a result - does great harm to public health, and sometimes leads to death.

To solve these problems of the intellectual property legal protection in the Internet, the media, in our opinion, it is necessary to take the following measures:

1. Use a positive experience dealing with violations of intellectual property rights of foreign countries with developed intellectual property industry.
2. Harmonize domestic standards in the licensing, use, protection and security of intellectual property with international.
3. Improve technical measures for the intellectual property rights protection, to develop non-reproducible identification features of original and licensed products.
4. Organize training among law enforcement staff in the field of intellectual property rights protection.

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MEDIA IMAGE OF IMMIGRANTS IN CANADA FROM 1995 TO 2012

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Abstract: Canada's public immigration discourse is usually racialized in using an ideological framework to evaluate, select and make judgements of immigrants on whether they are culturally, socially, or economically desirable to Canada. Some social and economic affairs may present a discursive context for debates over different ethnic immigrant groups and their value to Canada. By analyzing news discussions on immigration in Canada's national newspaper *The Globe and Mail* in four historical phases after 9/11, this study examines how the contents of "desirable immigrants" get changed in history. This study questions whether some social political affairs in a country can change the social boundaries of exclusion for immigrants of certain racial and ethnic backgrounds and allow more direct and exclusionary racial messages to be expressed in the discourse. The findings indicate that during economic recessions, it is more acceptable for the media and the public to express more directly racist messages about non-white immigrants, and some political factors and major social events may also influence how different ethnic groups of immigrants can be socially constructed. While a liberal democratic country like Canada may not accept overt racial discrimination, I argue that a social crisis or economic recession can change the social boundaries of exclusion for immigrants of certain racial and ethnic backgrounds and justify using more blatant racial messages in discussing immigrants.

Key words: media discourse; democratic racism; immigration; discourse analysis

From 1995 to 2012, the Canadian government focused on framing immigration in terms of Canada's benefits and the security of its social and cultural boundaries. There was an ongoing shift in the supply of immigrants from traditional sources such as the United Kingdom, Western Europe, and the United States, compared to Asia, Africa, and Latin America. Public concerns about Canadian border security and monitoring of the influx of immigrants aroused a lot of discussions in the news discourse during this phase.

1.1 Historical review and immigration policy in this phase

In the phase from 1995 to 2012, the Liberal Party remained the majority holder of seats in the Parliament until 2006 when Stephen Harper, who represented the right-leaning parties in Canada, became the prime minister. Prime Minister Jean Chretien's government, from 1993 to 2003, improved a healthy Canadian economy, including elimination of the deficit and created a budget surplus for five years. In 2003, Paul Martin became the new prime minister, and the Liberal Party continued to be the majority government for the following three years. In 2003, two political parties, the Canadian Alliance and the Progressive Conservatives merged into the Conservative Party of Canada, which won the 2006 election and ended a 13-year division of the conservative vote (Riendeau, 2007). During Stephen Harper's leadership, Canada and the United States made an agreement to strengthen security along the Canada-United States border. From 2002 to 2011, Canada was involved in the Afghanistan War (ibid).

The major immigration policy changes in this phase included a new Act (the 2001 Immigration and Refugee Protection Act) and new regulations (the 2002 immigration regulations). The 2001 Immigration and Refugee Protection Act clearly distinguishes between regular immigration and refugee protection (Li, 2003: 26). It sets out the general framework and empowers the governor-in-council to make regulations pertaining to immigration and refugee matters. The admissible classes of immigrants in the 2001 Act were the economic class, the family class, and the refugee category. Immigrants to Canada had to fall into at least one of these three classes, and the country would not accept anyone that exhibited security, criminal, health, or financial problems (Kelley and Trebilcock: 425). The focuses of this Act are "to permit Canada to pursue the maximum social, cultural and economic benefits of immigration" and "to enrich and strengthen the social and cultural fabric of Canadian society" (Li, 2003: 26; Statutes of Canada, 2001: c. 27, s. 3.1). There is a strong emphasis in the Act to "frame immigration in terms of Canada's benefits and economic benefits to Canada" (Li, 2003: 26). The amendment of immigration regulations in 2002 provides further classifications within the economic class of immigrants, which include skilled immigrants, business immigrants (including the self-employed, investors, and entrepreneurs) and provincial or territorial nominees. It assigns more weight to educational and occupational factors in the selection of economic immigrants. Specifically, to assess skilled immigrants, 25 points were given to educational background, 24 points to official language fluency, and 21 points to their previous occupational experiences. To assess business immigrants, the same points were given to educational background and knowledge of an official language, with the only difference being that more weight (35 points) was given to the applicant's previous business background (Li, 2003: 39-41). It is clear that the selection of economic immigrants

in this phase stressed human capital, with significant emphasis put on educational and occupational qualifications and official language ability, especially for business immigrants.

On the other hand, each year the government made decisions about immigration levels for the different admissible classes, including levels for refugees sponsored by the government and private groups (Kelley and Trebilcock, 2010: 395). Over the turn of the twentieth century, the focus of Canadian immigration changed from a highly selective policy to one that gave more consideration to humanitarian concerns (Beach, Green & Reitz-Wilson: 2003: 139). According to Kelley and Trebilcock (2010: 379), there was a large influx of refugees from non-traditional source countries since the late 1980s. The annual number of received refugees reached its peak in 1989 at 36,745, making up 19 per cent of total immigrants admitted that year, and declined to 11,801 in 1993, or 4.6 per cent of the total admitted (Citizenship and Immigration Canada, 2000). The inflow of the refugees was designated to come from three sources in 1979: the Indo-Chinese, the Eastern European Self-Exiled Persons, and the Latin American Political Prisoners and Oppressed Persons (Kelley and Trebilcock: 396).

According to Kelley and Trebilcock, many commentators called for a radical change in immigration policy, including “a lowering of annual admission, stricter selection criteria, and a much more restrictive approach to refugee admissions” (2010: 417-418). After tightening up the admission grounds for refugees and immigrants in the 2001 Act (Kelley and Trebilcock, 2010: 425), the government published new immigration regulations to further update the point system in June, 2002 (Canada Gazette, Part II, vol. 136, no. 9, pp. 1-149). The regulations applied more restrictive criteria in order to select skilled workers and economic immigrants with greater emphasis on their human capital.

The changes in the 2001 Act and 2002 regulations reflect some concerns from several national studies and public debates since 1994. A national immigration consultation first launched by the Minister of Citizenship and Immigration Canada, Sergio Marchi, in 1994 laid the grounds for many immigration changes in the 21st century. For example, the 1994 consultation discussed a number of issues that interested the public including concerns over the economic performance of immigrants, immigration integration costs, refugee admission, and border security controls (Citizenship and Immigration Canada, 1994a). According to the results of consultations, “a greater share of immigrants will be selected on the basis of their ability to contribute to Canada’s economic and social development, reducing demand on integration services” (Citizenship and Immigration Canada, 1994b). Subsequently 4 areas of concern were reflected in the immigration policy changes that appeared in the 2001 Act and 2002 regulations.

First of all, the consultations with federal officials reflected a definite support to the business program in the immigration policy in recent years (CIC, 1994a: 65). But the report from the consultations indicated that

“the provinces, the public and department officials all suggested for improvement to the business program that the federal government should better monitor and scrutinize the investments to ensure specific long-term benefits” (ibid). In fact, a tightening of controls over the inflow of economic immigrants can be found as early as the 1993 amendments to Immigration Regulations. These amendments put immigrant investors into the Business Immigration Program separately, and applied strict controls about how investment capital was to be organized (Order-in-Council, 1993-1626, cited in Li, 2003: 28). According to the 1993 amendments, the investor immigrants with a successful business background had to invest a minimum amount ranging from \$250,000 to \$500,000 in the “active business operations of eligible business”, which created or continued employment for Canadian citizens or permanent residents (ibid). Specifically, the business operations had to show a visible economic development and regional prosperity in Canada, and the total assets of the business could not exceed \$350,000,000 (ibid, section 6.2.1). In 1999, the federal government made further amendments to the Business Immigration Program that raised the investor’s required minimum net worth as well as the amount of investment, which would have to remain locked for five years (Order-in-Council, 1999-525, cited in Li, 2003: 28). Therefore, the 2001 Act tightened up the criteria of admission for the economic class, and it showed a stronger preference for young, highly skilled workers as potential immigrants (Kelley and Trebilcock: 429). The point system was then updated in the 2002 regulations with more emphasis on potential immigrants’ “general training and experience, proficiency in English or French, youth, and post-secondary education” (ibid).

In terms of the family class of immigration, the 1994 national immigration consultations showed that family reunification was “essential for the stability” (CIC, 1994a: 27), and some argued “without a family support system, it is more difficult for the immigrant or any of the family members to become economically self-sufficient” (ibid, 29). So the immigration policy continued to provide priority to spouses and dependent children. But many public discussions indicated doubts about whether the economic contributions of family-sponsored immigrants amounted to the same benefit as that of independent immigrants. And there was also a discussion in the immigration consultations about the definition of extended family according to other cultures (CIC, 1994b). It suggested that the traditional definition of family had changed and there was a need to account for such situations as single parent families (ibid, 11). And in some other cultures, closely tied family members might also include extended family members rather than a traditional Canadian family unit, composed of father, mother, and children (ibid). For these reasons, the 2001 Act expanded the range of those who could be sponsored by family members in Canada, but the financial requirements of eligible sponsors were still strict (Kelley and Trebilcock, 2010: 425).

Security concerns were also reflected in the in 2001 Act as it was designed to stop criminals and illegal immigrants from getting into the country (Kelley and Trebilcock, 2010: 425). In the summer of 1999, four ships of Chinese migrants landed on the coast of British Columbia and aroused attentions to illegal entries. According to Kelley and Trebilcock (2010: 458), the public reaction to these unauthorized arrivals illustrated a willingness to further restrict the entry of immigrants in order to enhance Canadian border-security and the public safety. The terrorist attacks of 9/11 reinforced these concerns and led to direct reactions to the unauthorized arrivals of immigrants and the removal of suspected security threats from Canada (ibid).

1.2 Media Discussions on Immigration in this Phase

During this phase, the unemployment rate first dropped from 11.4 per cent in 1993 to 6.8 per cent in 2000. Then the unemployment rate hovered around 6 and 7 per cent until it climbed up again to 8.3 per cent in 2009. In general, the unemployment rate remained at a lower level compared to the previous phase, from 1979 to 1994. Although the lowest unemployment rate of the phase was in 2000, the sample news articles were selected for 1999. One reason is that there were a lot of articles about the ships carrying the illegal immigrants from China in 1999. The other consideration was to include a sample year that also reflected the public's opinions in the 90s. Another sample year selected from this phase was 2009, when the unemployment rate reached its peak before 2012. In total, there were 528 articles selected.

Despite the very different national and international contexts within which immigration in this phase was discussed, the range of problems attributed to immigrants is quite similar. In general, news discourses on immigration during this phase focused on three central topics: economic returns of immigrants, diversity and multiculturalism, and security issues. These topics addressed different aspects of the public's concerns regarding the costs and benefits of immigrants in Canada. The first topic about economic returns of immigrants mainly discussed the economic performance of business immigrants and skilled immigrants that had arrived since the 1980s. Business immigrants were assessed in terms of the specific capital investment they brought and its productivity. Skilled immigrants were evaluated in terms of how successful they applied their skills and knowledge in the labour market.

The second topic about diversity and multiculturalism was stirred up mainly because of the increased numbers of immigrants of visible minority origins in Canada. For example, between 1981 and 1996, the number of visible minorities was more than doubled in three major Canadian cities, Toronto, Montreal, and Vancouver (Hou and Picot, 2003: 537). Visible minorities also continuously made up the majority of the annual immigrants that arrived after the 90s. According to Kelley and Trebilcock (2010: 418),

In 1990, over 50 per cent of new arrivals came from Asia and the Middle East, and the percentage increased to 58 per cent by 2006, with the largest source countries being China (15 per cent) and India (12 per cent).

On the other hand, the annual number of European immigrants continued to decline from 25 per cent in 1990 to about 16 per cent in 2007 (ibid).

In this phase, news articles on diversity were often discussed together with multiculturalism. The multiculturalism policy was first introduced by Prime Minister Pierre Trudeau in the House of Commons on Oct. 8, 1971 (Li, 1999), and the policy was further formalized in the Multiculturalism Act in 1988. The concept of *multiculturalism* has been used descriptively, as a matter of multi-ethnic groups co-existing in the society, and normatively, as an ideology with an emphasis on the social value of many cultures brought together through immigration. According to Li (1999: 149), Canada usually treated the term *multiculturalism* as a concept synonymous with “Canadian pluralism”, as opposed to “*assimilationism*”, but both concepts were ambiguous. The term *multiculturalism* is clear when it is used to describe the heterogeneous ethnic compositions in Canada as a result of increased immigration from non-European source countries since the 1970s (ibid). Therefore, the public discourse gradually associated the term *multiculturalism* with a larger proportion of non-European immigrants from Asia, Latin America, and Africa. On the other hand, besides referring to Canada’s demographic reality, the term *multiculturalism* can also refer to social changes brought by the diverse ethnic and racial composition of immigrants that is characterized by many different religious traditions and cultural backgrounds that co-existed in Canadian society (ibid). And some critics said these social changes were undesirable: for example, the divisiveness of cultural diversity might influence the national unity. Therefore, many discourses adopted the concept of multiculturalism as a democratic value to promote equality and to combat racial discrimination. In other words, multiculturalism became a normative standard of interpretation to the diversity in Canadian society.

In general, news discussions about diversity tended to put an emphasis on the effect of divisiveness of cultural diversity brought by non-white immigrants to Canadian society. The standards of evaluation were usually based on the European tradition and cultural traits. For example, there was a column in 2009 named “Report on Diversity”. Some discussions in the column focus on the undesirable social changes aroused by the diverse population. The column expresses worries about the threat of European cultural loss due to co-existing diverse cultures. The context often implies that the cultural diversity brought in by non-white immigrants was weakening the cultural character and social cohesion of Canada. In this sense, *diversity* usually became a

codified concept in the news discourse to refer to undesirable differences of population as well as changes they brought to the society.

The third topic in the news discourse at this phase was about security concerns from the public. The landing of undocumented immigrants in British Columbia in 1999 prompted many discussions over illegal entries. These unexpected Chinese migrants were described in news articles as smugglers taking advantage of Canada's generous refugee system (*The Globe and Mail*, July 22, 1999). This issue caused some sensational responses from the public. Many articles with this topic implied a weak border control and refugee system in Canada. Then the terrorist attacks of September 11, 2001 (9/11) especially aroused serious border and security concerns among the public. Many discussions asked the government to apply stricter policies to carefully monitor the inflow of new arrivals. News discussions on this topic often assumed that security problems were related to ethnic immigrants and refugees. For example, visible minorities, such as Asian and African were usually the main targets for discussions about criminal activities, such as illegal entry, gang activity, or prostitution (*The Globe and Mail*, Jan. 11, 1999; Feb. 10, 1999; July 22, 1999; etc.).

According to Henry et al. (2000), economic, social and political uncertainty, whether real or perceived, often arouse fear of threat within the dominant cultural group. Some scholars name it as "moral panic" (Cohen 1972; Husbands, 1994; Hall et al. 1978). The feeling of such moral panic would make the group members think the moral order was under threat (Hier and Greenberg 2002:140). In fact, according to Hier and Greenberg (2002), mass media were the main force constructing moral panic or "discursive crisis" to problematize certain groups of people. After a moral panic had been created in a society, it was usually more socially acceptable to express direct racial ideas about ethnic groups. For example, refugees were often viewed as less valuable to Canada and as potential security risks (*The Globe and Mail*, May 7, 1999a; *ibid*, May 7, 1999b). One article describes Kosovo refugees as criminals and the other article concerns the security and health threat they may bring to Canada.

As displaced families from Kosovo started to arrive in Canada this week, Ottawa's approach to newcomers... The Calgary Sun put out the welcome mat for the refugees, but at the same time expressed its displeasure with the federal government for allowing so many criminals to come into Canada as immigrants. (May 7, 1999a)

How's their health? Do they pose a threat to Canadian security? Well, it depends. ... It is likely that they will bring violence and ethnic conflict to Canada and, if they choose to stay here, ... It's true that many of the refugees have suffered privation, terror, poor nutrition and exposure to unsanitary living conditions, the combination of which could have jeopardized their health. (May 7, 1999b)

Therefore, news media often used some social events to create a sense of insecurity, also as the 1999 summer Chinese “boat people”, or the 9/11 event, and problematized some ethnic groups of immigrants, such as those from Kosovo (May 7, 1999) or Pakistan (May 24, 1999), as though they brought a threat to Canada’s security.

At this phase, the media discussions showed that when the unemployment rate was high, news articles frequently blamed it on immigrants’ poor performance in the labour market. The news discourse tried to conclude that the recent decline of immigrants’ labour market performance was “the result of the change in the countries of origin and skills of immigrants as more of them were from Asia, Africa, and Latin America” (Wilson, 2003: 126). Although the cultural features of immigrants from these non-traditional regions were viewed as “diverse” to Canada’s society, the tone was usually unpleasant when referring to the social changes brought by cultural diversity. However, although the economic environment was in fact quite good as indicated by the low unemployment rates, non-white immigrants were still viewed as undesirable in many discussions (*The Globe and Mail*, Jan. 1, 1999; May 24, 1999; etc.) One reason is that the political events usually created the moral panic in the public and consequently influenced the media portrayals of certain groups of people.

Therefore, news articles from this phase show that besides economic factors, certain social and political factors could also influence how the media viewed the “desirableness” of immigrants. Another example of such social factors was the outbreak of Severe Acute Respiratory Syndrome (SARS) in 2003. Because of the sample years in this phase, there were no articles that talked about this health incident specifically, but some articles mentioned that Canada had to apply careful health checks to prospective immigrants before their arrival (*The Globe and Mail*, July 8, 2009). According to Li (2009), the health concern was triggered by SARS in Canada. It was estimated that “between March and June, more than 1,000 articles were published on SARS in the national newspaper in Canada” (2009: 16). Specifically, the health panic among the public led to some harsh responses toward the Chinese community in Toronto. Many news articles very directly used racialized words to implicate Chinese immigrants during that time (ibid). Therefore, the analysis of news articles also considered the social and political influences upon the media discussion besides the economic factors in this phase.

1.2.1 Media discussions on economic returns

The economic benefits of immigrants were usually hotly debated in the media discourse in Canada, and this phase was the same. News discussions kept focusing on the economic performance of immigrants that had arrived since the 80s and 90s. Since the admission categories of immigration were “premised on bureaucratic decisions based on regulatory admission criteria” (Li, 2003: 40), economic class immigrants were granted admission if they fulfilled the labour market selection criteria. In other words, economic class immigrants were

accepted because they brought certain human capital or investment capital to meet the labour market needs. The expectations contained in the news discourse of this economic class, especially business and skilled immigrants, were such that “they are deemed to bring a greater economic value to Canada than those admitted under family class or the refugee class” (Li, 2003: 43).

The discourse firstly described a slowdown in the direct investment and a decline in human capital growth in general during this phase. Then, some news articles evaluated the economic performance of business immigrants and that of skilled immigrants separately in different economic situations. When the unemployment rate remained low in 1999, news articles viewed business immigrants as if they did not make any significant contributions, and just came to exchange their investment capital for citizenship. When the unemployment rate rose in 2009, some articles especially focused on the labour force productivity, and mentioned that skilled immigrants from non-traditional regions, such as Asia and Africa, usually experienced serious underemployment (*The Globe and Mail*, July 25, 2009; Sept. 11, 2009; Nov. 24, 2009).

1.2.1.1 Business immigrants

News article discussions about business immigrants included self-employed immigrants, investors, and entrepreneurs. The news discourse showed very contradictory opinions toward business immigrants when the economic situation changed in this phase. In 1999, when the unemployment rate remained low, the news discourse generally ignored the contributions made by business immigrants and reiterated that Canada needed immigrants including business immigrants with better human capital.

According to Li (2003: 29), a large proportion of business immigrants to Canada have been from Asia. From the entire period from 1985 to 2000, business immigrants from Hong Kong and Taiwan accounted for 33 per cent and 15 per cent respectively (ibid). In 1989 a student movement in China triggered a sudden increase in immigrants from mainland China (Wang & Lo, 2004: 5). According to Wang and Lo’s working paper on Chinese immigrants and their settlement in Canada (2004), a steady flow of mainland Chinese, mainly professionals and skilled workers, had been arriving in Canada in the 1990s when China tried to be accepted into the WTO and the Chinese government eliminated most of the restrictions on the exit of Chinese citizens. The number of business immigrants from mainland China had also increased in the 1990s. In the news discourse in this phase, the term business immigrants usually referred to Chinese immigrants.

Business immigrants were viewed as desirable in the previous phase because of the expected economic value they were deemed to bring to Canada. However, in the news discourse at this phase, business immigrants became less desirable. They were mainly blamed for two problems. The first was their lack of fluency in official

languages since most of them were from Asian countries. And the second was that they were suspected to use capital to acquire citizenship and were not effective in contributing to Canada's economy.

For example, a Front Page article, entitled "Ottawa wants immigrants with better educations", expressed concerns about the language problems of business immigrants:

Immigrants should be better educated and increasingly flexible when coming to Canada. ... The proposals were introduced by Citizenship and Immigration Minister Lucienne Robillard yesterday. ... And her department plans to modify its system of selecting immigrants by focusing more on education and experience than on occupation. ...

To meet the new requirements of a labour market that changes every day, the qualifications required do not remain the same. ... [There is] a proposal requiring business immigrants and investors to speak English or French. About half of the entrepreneur immigrants and two-thirds of the investor immigrants do not speak one of the official languages, the proposal contends. (Jan. 7, 1999a)

The above quotation argues that Canada needed better-educated immigrants due to the changing labour market. The article suggests that the different economic situation asked for better qualifications of immigrants. And the article especially mentions a proposal that asked for business immigrants having better language skills because most of them did not speak one of the official languages of Canada. Language skill was part of the human capital in the selection criteria applied to other types of immigrants such as skilled immigrants. But business immigrants were mainly admitted based on their previous business background and an investment guarantee so their educational background was usually not included in the criteria for admission. Gradually, the difference in the selective focus applied to business immigrants as opposed to skilled immigrants provided an excuse for changes that suggested business immigrants were usually lacking in certain human capital such as language ability. In this sense, the news discourse focused on business immigrants' lack of certain educational qualifications.

In the same day, The Globe and Mail also published a letter to the editor supporting the idea in the proposal that suggested more selective requirements be applied to the business immigrants. It said:

Entrepreneurs and Investors who enter Canada because of the money they bring sometimes dump the money here and run, getting their Canadian citizenship as a reward. It would be better, as the government has acknowledged, if these would-be arrivals had demonstrated some entrepreneurial ability back home rather than just arriving with bags of dough. (Jan. 7, 1999c)

The quotation from this letter indicates that some members of the public viewed business immigrants as undesirable too. There is a sense that business immigrants just brought capital but did not start any business as expected when Canada admitted them.

On Jan. 23, 1999, an editorial article was published in the newspaper to argue the same issue again. The editor says that,

Investor-class immigrants will be required to have some English proficiency before they arrive. ... The federal government moved to impose the offshore-assets disclosure law to those had offshore business. By 2001, Canadians with more than \$100,000 offshore will have to declare those assets, which if you still have most of your money in Asia, will work against you.

In all three examples, the news discourse does not mention the positive contributions made by the business immigrants. Rather, this article agrees with the previous proposal to require business immigrants to speak one of the official languages before they came. The quotation indicates an even stricter policy should apply to their offshore assets. These discourses display a belief that business immigrants would invest only a certain amount of capital to get their citizenship while keeping most of their business in Asia. Therefore, the news descriptions did not see business immigrants as desirable, but took the view that they spoke the official languages poorly and did not demonstrate their true business abilities in Canada.

However, when the unemployment rate rose, the news discourse changed its attitude and started to claim that investment from business immigrants could create more employment opportunities. For example, one article in the Jan. 13, 2009 edition, mentions an economic recession in Canada, but it also reports that Chinese immigrants had the highest investment income. The article says,

Chinese Canadians have a higher rate of investment income than the general population, and more immigrants have investment income than have non-immigrants, new census figures reveal. The findings ... underscore that most immigrants do well over time in Canada, and that Chinese Canadians do exceptionally well. Canada's South Asian and Chinese populations are similar in size and have similar total earnings, but Chinese have 2.5 times more in investment income. "The nature of Canada's mosaic has shifted, and now the Chinese community is moving to the top of the triangle, by virtue of their investment income and mobility amongst the second generation," said Jack Jedwab, executive director of the Association for Canadian Studies. "More Chinese came to Canada with funds during the past couple of decades." ... Other visible minority groups fall below the national average. ... Chinese Canadians are also enthusiastic investors. On average, 4.3 per cent of the total income of all Canadians is investment income -- defined as interest from bonds, deposits in banks and

trust companies, dividends from stocks and mutual funds, and rents from real estate. However, 6 per cent of the total earnings of Chinese Canadians (\$26 billion) is investment income, while for South Asians it is 2.7 per cent.

This article is a report regarding the 2006 census data. It confirms that Chinese immigrants brought capital investment in the recent decades and that they were successful investors. The data show that immigrants had higher investment income than non-immigrants, and Chinese immigrants especially had much higher investment income than other visible minority groups. The context also suggests that under the same conditions, Chinese immigrants were more willing to make investment. In this regard, Canada welcomed Chinese immigrants because they were making significant economic contributions to Canada. Since Canada also experienced a global economic recession at this phase, Chinese immigrants did not receive blame at least in terms of their economic contributions to Canada. However, this does not mean Canada removed all racist ideas about the Chinese. This will be further discussed in the section regarding diversity. The generous news descriptions of Chinese investors only prove that media discourse in Canada defined the value of desirability of immigrants solely based on how Canada could benefit from their presence.

1.2.1.2 Skilled immigrants

Due to the policy of selecting immigrants with abundant human capital since the 1960s there was an accumulation of skilled immigrants with good human capital in the labour market since then. Discussions of skilled immigrants in this phase especially addressed the issue of skilled immigrants' underemployment. Some articles claimed that Canada did not make full use of the human capital of skilled immigrants. And there were many other articles indicating that the immigrants' previous experience and educational qualification were usually not recognized in Canada after their arrival. Moreover, the term *skilled immigrants* was frequently used in the media discourse at this phase in such a way that the context created an image of non-white immigrants that were usually without decent jobs or employment after arrival, as the quotation below shows. Although they were originally admitted because of their human capital qualifications, the discourse implied that Canada did not actually benefit from their skills or human capital as expected.

For example, on May 24, 1999, one article entitled "Given us your highly educated: but there's no guarantee of a job in their field" was highlighted on the front page and went on report in the business section. It says,

Canada, a nation worried about its "brain drain," is letting his brain go to waste. A veterinarian in his native India, Mr. Gupta says he came to Canada two years ago because he was led to believe he'd be able to do the same work here. Instead, he's working as a telemarketer, watching as his two university-age children pile up

student loans. ... Mr. Gupta says he can't afford, on his present salary, the cost of the exam that will allow him to work as a veterinarian here. "Immigrants coming to this country are all highly qualified people," he said. "So many engineers are forced to do factory work. So many qualified doctors distribute pizza. This is a loss of talent." His story is not unique. Canada, a nation of immigrants, is no longer integrating the 200,000 yearly arrivals into the job market as well as it once did, even though they are better educated than ever. ... The education level of these immigrants flies in the face of conventional wisdom that education is the key to advancement in North America: 36 per cent of the recent male immigrants had a university degree in 1996, as did 31 per cent of the immigrant women. A decade before, 31 per cent of immigrant men and a quarter of women had university degrees. Bob Bray, employment unit manager at the International Center in Winnipeg, said much of the drop in employment levels can be blamed on the recession of the early 1990s. ... The numbers also show that higher education levels haven't helped immigrants move up any quicker into more stable employment. "In many ways, Canada's economic environment is getting less friendly," Mr. Bray said. "The more education they have, the harder it is to find a job." Recent immigrants are actually better educated than Canadian-born workers.

The above quotation indicates that the labour market in Canada did not recognize skilled immigrants' educational qualifications if they were earned in their source countries. And the higher education levels of immigrants did little to help them find stable employment or to be promoted any faster. This part of the article does not provide specific reasons for these phenomena, but describes many stories about skilled immigrants after their arrival. The article continues in the following pages where it mentions that visible minorities were usually hard-pressed to find a job:

And language likely isn't the problem. ... In 1993, the federal government tightened immigration regulations so as to put more emphasis on education and language skills. They also made it harder for landed immigrants to bring family members into the county. This policy ... favours professionals who worked as doctors, dentists or engineers in their native countries. A PhD, for instance, gives the prospective immigrant 16 of the 70 points necessary to qualify as an independent immigrant. ... Often, their degrees aren't transferable, or they are prevented from practicing their professions by the provincial regulatory bodies. ... It's tough for an immigrant to come into a country and find a job when their qualifications aren't recognized. And there's a perhaps more troubling statistic in the census figures. Immigrants who are visible minorities earn roughly two-thirds of the salary earned by white immigrants. Men who identified themselves in the 1996 census as both recent immigrants and visible minorities earned an average of \$22,600 in the preceding year. Women who fell into the same categories earned an average of \$16,300. Both those numbers were down from the 1986 census. ...

The 1996 census revealed that for the first time, less than half of Canada's immigrant population -- which includes anyone born outside the country -- is of European birth. There are nearly two-and-a-half times as many people living in Canada now that were born in Asia as were born in the British Isles. ... Worst off are visible minorities, particularly those from West Asia, the Middle East, Latin America and Vietnam. "They are overrepresented among the poor," concluded the report, which was based on data from the 1991 census. "The poverty they experience in Canada is close to what they have had in their home countries."

This part of the article illustrates how non-white skilled immigrants experienced underemployment at this phase. The article argues that language was not the reason for their underemployment. The quotation also points out that skilled immigrants were selected by strict education and language standards, but non-white skilled immigrants' educational qualifications were usually not recognized or transferable in the labour market. So they could only work as general labourers in Canada, which led to lower income. Based on the 1996 census, the article roughly compares the immigrants' earnings and shows that visible minorities received over 30 per cent less income than white immigrants. By implication, the context suggests that the ethnic background of immigrants had some negative effects on their economic returns in Canada.

Moreover, the article mentions that the existing population of non-European immigrants had exceeded those of British and European origins according to the 1996 census. And the numbers of Asians in the immigrant population had outnumbered those with British origins. The article also indicates that non-white immigrants experienced similar poverty in Canada as they did in their source countries. Based on the article, the data in the 1991 census showed that visible immigrants from West Asia, the Middle East, Latin America and Vietnam were overrepresented among the poor people in Canada. The discourse argues that Canada's immigration point system awarded points for skills that wouldn't be recognized on non-white immigrants' arrival. Thus, the subtext implies that visible minorities brought in poverty instead of valuable skills that Canada needed. In this way, although more non-white immigrants came as skilled immigrants at this phase, the discourse rather attributes an image of poverty to them. Consequently, the term *skilled immigrants* indeed referred to non-white skilled immigrants in the discourse.

1.2.2 Media discussions on "diversity"

Canada became demographically more diverse as a result of large numbers of immigrants with different cultural and racial backgrounds since the late 1960s (Li, 2003: 124). Media discussions about diversity were basically concerned with social changes aroused by the increased number of non-white immigrants in the

society. There were several ways to describe the diversity of Canada in the news discourse. The first one was to measure Canada's diversity in relationship to the two charter groups: the British and the French. This way of explanation was usually adopted to discuss the diverse composition of Canada's population. The second way was to enlist the concept of diversity when it discussed the multiculturalism in Canada. The term is usually used as a trichotomy to characterize a multicultural Canada other than bilingualism and biculturalism. The third way was to discuss Canada's diversity in terms of "cultural diversity" (Li, 2003: 125-128). It mainly referred to the different values and cultural habits that non-European immigrants are believed to have brought to Canada.

Major topics in the news discussions were about the cultural security and social cohesion due to the challenge from increased diversity in Canada. According to news media, "increased diversity" meant the increasing numbers of non-white immigrants. Thus typical examples include non-white immigrants' congregation in large cities such as Vancouver and Toronto, the tendency of visible minorities to congregate in the same ethnic neighbourhoods, heavy demands on the school systems due to large numbers of immigrant children not speaking one of the official languages, and other ethnic activities that were believed to undermine Canada's traditional values and heritage. In this way, diversity became a coded concept in the discourse to imply the social changes brought by non-white immigrants. But some of the changes happened at a rapid rate and had changed the face of Canada that then became uncomfortable to many long time residents.

1.2.3 Media discussions on security issues

According to Li (2003: 180), Canada designed a system "to select the best-qualified immigrants and to keep out the pauperized mass of asylum seekers." The unequal economic and social values were usually placed on immigrants depending on whether they were seen as "selected" or "self-selected" (Li, 2003: 40). For example, those admitted under the family class or the refugee class were granted admission on the grounds of close family ties or humanitarian considerations. Therefore, they were viewed as not having met the labour market selection criteria applied to economic immigrants that they must have either human capital or investment capital to help Canada's economy. In this regard, family-class immigrants and refugees were less desirable for they were unsolicited and had limited human capital to be able to contribute to the economic value of Canada.

However, an advanced capitalist country like Canada could not refuse to admit those "less valued" immigrants for humanitarian reasons and only drain the highly trained immigrants from other regions of the world. According to Li (2003: 6), as of 1995, 23 million refugees were estimated to have arrived in Canada, and the number increased to 25 million in 1998 and that was 14 per cent of total inflow of immigrants that year (ibid). And there was a noticeable decline in the admission of family-class immigrants in the late 1990s (Li, 2003: 40). Whether driven by political factors, economic forces, or family reunion purposes, people seek entry to

highly developed countries that can offer better economic opportunities and life conditions (Li, 2003:6-7). When more refugees or undocumented immigrants arrived, the news articles focused a lot on the security issue especially at this phase.

Media discussion on the topic of security during this phase frequently focused on crime-related issues involving recent immigrants, for example, illegal entry, human smuggling of some ethnic groups of immigrants, previous criminal records of refugees, and faked documents used for immigration applications. Moreover, the news media often interwove immigrants' race and ethnicity into stories of activities that seemed to have potential security risks to the society.

For example, one article entitled "Ottawa Wants Better-Educated Immigrants", mentions that Canada was faced with illegitimate refugee applications. It says,

To meet the new requirements of a labour market that changes every day, the qualifications required do not remain the same...The government also plans to make it tougher for illegitimate refugee claimants to apply. For example, claimants who are rejected and then return to the country to make another claim in front of the Immigration and Refugee Board would be barred from doing so. The government also plans to make it easier to deport an individual who has committed a serious crime by removing a level of appeal. (*The Globe and Mail*, Jan. 7, 1999b)

An editorial article published in the section of opinion and editorial on the same day discusses the same issue. The editor says,

There also are a series of measures -- most of them defensible -- to try to stop criminals and other undesirables from entering Canada and, if they do get there, to get them out of the country. This may be easier said than done, since the Supreme Court has ruled that even a convicted drug dealer can apply for refugee status. Especially notorious are the smuggling rings and the clearly fraudulent refugees whose documentation mysteriously disappears once they have boarded an airplane. (*The Globe and Mail*, Jan. 7, 1999c)

The first quotation emphasizes that Canada had to pay more attention to the illegitimate refugee claimants. It implies a more strict policy, and suggests that any individual would be deported if convicted of criminal activities. It also indicates new government efforts to limit illegal immigration. And such initiatives were also to ensure no undesirable outcomes would affect Canada's economic and societal balance. The second article reiterates this idea, and further connects criminal-related terms like *drug dealer*, *smuggling ring*, and *fraudulent refugees* with newcomers. With such descriptions, the context implies that refugees were highly undesirable because they might cause security problems after arrival.

After the 9/11 event, security became the top concern in Canada. News reports frequently connected potential security risks with immigrants. For example, one article entitled “Flight blocked from U.S. airspace for carrying terror suspect” in the June 27, 2009, reports that a terrorism suspect was an immigrant from Morocco. It says,

U.S. authorities ordered a flight carrying a man accused of ties to terrorism from Fredericton to Montreal to turn around mid-air earlier this month. Adil Charkaoui who spent two years in jail despite not being convicted of any crime under Canada’s security certificate program, was flying back to Montreal on June 3 when U.S. authorities refused to clear his Air Canada flight through American airspace. The flight turned around, and Mr. Charkaoui was asked to get off. Mr. Charkaoui, a landed immigrant from Morocco, was arrested in 2003. The Canadian Security Intelligence Service alleges he is an al-Qaeda sympathizer. He is no longer in jail, but faces strict conditions and monitoring.

Based on the above quotation, Mr. Charkaoui was a terrorist suspect. The Canadian Security Intelligence Service alleged this landed immigrant from Morocco was an al-Qaeda sympathizer. Since the term *al-Qaeda* became very sensitive when referring to terrorists after the 9/11 event, such a description would arouse great concerns from the public on the border-security issue. And Mr. Charkaoui was also refused permission to cross the border and fly through American airspace. So the context implies that Canada’s border policy may have been too lenient, and Canada might have been made use of as a “gateway” for more illegal immigrants to the U.S. Moreover, because the article also mentions the ethnic origin of this immigrant, it helped the public to draw a quick connection that people from this region might bring security risks to Canada. This type of discourse uses some *trigger terms* such as *al-Qaeda* to arouse attention from the public about illegal immigrants and other criminal issues.

1.2.3.1 Refugees

Many articles also discussed refugee claimants, and argued that many illegal or undocumented immigrants came by refugee policy. Many discussions viewed political refugees, conventional refugees, and refugees from religious persecution as another security risk to Canada. The news discussions made them seem eager to enter into a highly developed country like Canada because of an expectation of a secured economic life. However, there were articles discussing the economic and employment status of refugees and arguing that most of the refugee immigrants had difficulty finding jobs or even regaining the same economic status as they had in their countries of origin. For example, one article published on May 24, 1999, talks about a refugee family suffering religious persecution:

The jubilation Anwar and Mubashira Khawaja felt when they came to Canada five years ago has gradually turned to despair. The pair, doctors in their native Pakistan, were elated when they and their three sons were accepted as refugees from the religious persecution they faced as members of the Ahmadiyah sect of Islam. Today, they're contemplating returning to Pakistan. Although they might face persecution there, at least they would be able to practice medicine. ...

"We think again and again that we should move back to our country." Mr. Khawaja said, "If I move back now, I have a full-fledged hospital and patients. Here I have nothing." He and his family have been living off welfare and the small income he's earned as an occasional security guard and telemarketer. It's quite a culture shock for a family that lived in a government house with servants and a chauffeured car in Pakistan.

The fact that both of these Pakistani doctors could not find jobs in a related area in Canada illustrates that it was very difficult for such refugees to realize their economic expectations in the destination country. By implication, it also shows that this type of immigrant had little value to Canada. Since Canada considered immigrants as desirable when they had economic value and would not add social and financial burden to the society, refugees clearly did not belong the desirable category of immigrants for Canada.

The discourse in articles that discussed conventional refugees also did not show optimistic expectations. For example, one article, published on July 18, 2009, describes conventional refugees from Bhutan:

Seven Western countries agreed to accept the Bhutanese after years of talks between Bhutan and Nepal ended in stalemate. ... In Canada, the Bhutanese are to be settled in nearly 30 communities from Newfoundland to B.C. Eventually, about 900 refugees will move to Coquitlam, just outside Vancouver. ... The Nepalese and Bhutanese community in Canada is tiny. Coquitlam Mayor Richard Stewart compared the Bhutanese refugees to Wild West pioneers, landing in a strange country with little English, few job skills and even fewer relatives and friends. Many of the younger refugees were born and raised in a camp. ... They face a raft of challenges. Most of the adults come from farming backgrounds and have only a high-school education. Some have spent their entire adult lives in a refugee camp and have no work experience. ... The biggest shock is sure to be cultural. The Bhutanese are moving from a near-primitive rural setting to a fast-paced modern city. Light switches, flush toilets, refrigerators - even chilled food and drinks - are as foreign as cellphones and computers.

According to this article, the conventional refugees were usually from backward places such as developing regions in the world. For example, the refugees from Bhutan in this article were from an agricultural society, so they lacked higher education and also had no idea of the developed industrial world. Based on the quotation, people from there had little knowledge of English, no relatives and friends in Canada, and few job

skills or education because many of them were raised in a camp. So Canada had to provide a lot of supportive services to help them to settle before they could really contribute to society.

If the above examples do not say directly that Canada considered refugees as undesirable, the following examples use more blatant language to describe that they had little value to Canada, and added extra tensions to society. It seemed that the rising expectations from the less-developed regions in the world to seek better material conditions in developed countries could only lead to intensified border controls to keep out those considered to be undesirables. The term *refugee* also became a coded concept in the news discourse to refer to people from less developed regions that brought a lot of social burdens to the receiving society.

There was a column named “Refugees and Immigration” in the section of news in 2009. One article from this column on Nov. 4, 2009, argues that Canada should apply a more selective policy to refugee claimants due to increasing illegitimate claims. It says,

Canada’s increasing selectivity with regard to refugee claimants, revealed in a recent report of the government to Parliament, should be seen in conjunction with other aspects of Canada’s immigrant and refugee system. Canada is still an open and welcoming country, and the government is showing concern for refugees who are in the greatest danger. ... There are greater problems with immigrant and refugee adjudication and settlement. ... The refugee process continues to encourage illegitimate claims and interminable appeals. ... Canada rightly embraces immigrants who can make an economic contribution. ... Canada’s intentions on immigrants and refugees, by and large, resonate with Canadian values. The difficult work of making the processes work for genuine claimants, and for Canadians as a whole, must continue.

Based on the above quotation, the article claims that the refugee program indeed encouraged a lot of illegitimate claims. So it argues that Canada should apply a more strict policy to select refugees. The article also emphasizes that Canada really wanted immigrants who could help the economy. By implication, refugees were not desirable immigrants for Canada since they couldn’t bring any significant economic value to the country. The program also brought a lot of illegal immigrants to Canada.

According to Henry et al. (2000), a discourse about security issues is to emphasize and single out the primary source of danger. The news discourse usually constructed some groups of immigrants or refugees as “target groups” that would imperil national security (Broda, 2005). Gradually, by identifying and isolating the threat from certain groups of immigrants or refugees on the basis of source countries, the dominant society could construct a social boundary to those undesirable immigrants.

1.3 Conclusion

News articles in this phase indicated that the news discourse still viewed immigrants as desirable according to their cost and benefit to the society. Desirable immigrants were those who could bring human capital and other benefits to Canada, and undesirable immigrants were those who only brought problems to the society. First of all, their racial and ethnic backgrounds largely determined their desirableness to Canada. For example, although non-white business immigrants and skilled immigrants had brought investment capital and human capital into Canada, the discourse did not view them as desirable. There is substantial evidence to indicate that the value of immigrants was discounted or distorted in the immigration debates simply because of their ethnic origins. Moreover, the discourse attributed various social problems to the influx of recent immigrants based on the different cultural and racial backgrounds they brought into Canada's European tradition. Specifically, the news discourse at this phase especially questioned the growing cultural and racial diversity as though they would affect the social cohesion of Canada. In this regard, diversity was seen as "an undesirable social feature that recent non-white immigrants bring to Canada" (Li, 2003:140). Therefore, non-white immigrants were still unwanted since many of them were unable to find jobs and their cultural differences brought social changes to urban Canada that were unwanted.

Of course, the economic situation also influenced how the news discourse evaluated the exact cost and benefit of different racial groups coming as business or skilled immigrants. However, social and political factors had great impact on the evaluation of the desirableness of immigrants in terms of their cost and benefits to Canada when some discursive crisis happened in a society. For example, the economic influence was not significant in the discussions on security issues, particularly immigration's security risks, which aroused moral panic among the public. On the one hand, the label of *desirable immigrants to Canada* meant they were educated labourers or had capital investment to contribute to the country's economic development. On the other hand, Canada also had to ensure border control to keep out those who posed security threats to the country. So the immigration debates usually identified target groups as the undesirable immigrants that were perceived as dangerous and were subject to strict policies to monitor their access into the country (Kephart, 2005; Edwards, Jr. 2005; Broda, 2005). In this regard, the basic value standard in Canada's immigration was utilitarianism. And the standard for deciding which immigrants belonged to target groups who were perceived as either valueless or dangerous to Canada was always associated with the issue of race using the term *diversity* to represent it.

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