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Keywords: multinational company and media, bangladeshi journalism, corporate culture, corporate journalism.

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Corporate Culture in Journalism: Bangladesh Perspective

MD Saiful Alam Chowdhury[α] & Najma Akhther[σ]

Abstract- Thanks to globalization, mass media, especially news media is controlled by the largest multinational companies of the world. The multinational form of the media has started influencing every sector of life of the people in the world because the media as a social institution is working as an intermediary in the practices of socio-economic and politico-cultural norms; it is building both the individual and universal identity; and is designing the road map for our daily life. However, like other corporate organization, the media is also running behind the profits. News like other profitable goods is becoming the way to profits of the multinational companies. Though the newspaper is considered the 'mirror of the society', 'fourth pillar of the country', 'the consciousness of the nation', etc., it is criticized by the scholars. The multinational companies have been using media as a way to profit instead of the way for social change. In this study the evolution and nature of the media under the corporate organization in Bangladesh has been discussed and analyzed critically. The objective of the research is to investigate how the capitalism known as the basic structure of the media (media economy) is influencing the superstructure of the media (contents: news and advertisement). Through content analysis of four national dailies and in-depth interview of media experts, the article illustrates how the corporate organization is influencing the news. The present study also depicts investigates the corporate news organization and the ownership of the media in Bangladesh with mentioning the history of the corporate media organization in the Western countries. In this perspective, the contemporary practices of the journalism and its nature in Bangladesh are also elaborated here.

Keywords: multinational company and media, bangladeshi journalism, corporate culture, corporate journalism.

I. Introduction

In the process of globalization, there is a monopoly of control upon the technology, economics, natural resources, mass media and communication, and mass destructive weapons of a country due to the deregulation (Bagdikian, 2004). In this frame of mind, the multinational companies are establishing their control over the global market through the communication and media system. As the global perspective, the ownership of the media is confined to some media Mughal and some influential as well as rich corporations, including Mortimer, Jokerman, Ted Turner, Rupert Mardoch's, the media is controlled by the largest companies and the richest men (Bagdikian, 2004). In Bangladesh, the form of ownership of the media has radically changed during the last 15 years. Like the Western system, one corporate house operates various types of news organizations in Bangladesh. In this context, the media are working for the bread and butter or benefits of other business instead of serving the social groups or communities. In that vein, the media agenda is working on a regular basis to attract and influence the people in favor of the dominant corporate culture. The business interest of the corporate groups is now trying to influence both the electronic and print media. In this study, the contemporary practices of journalism under the corporate culture are reflected in the details. The main objective of this study is to elucidate the role of political economy in corporate journalism. Specially, the study is to explain the influence of corporate organization on the newspaper industry in Bangladesh. This study has some particular motives:

1. To illustrate the role of the corporate ownership of national newspaper industry.
2. To detect the influence of business groups in the process of selecting news in the daily newspapers.
3. To determine the courses of corporate journalism and corporate social responsibilities in Bangladesh.
4. To discuss the motions and characteristics of the corporate journalism in Bangladesh.

Globalized Media: Corporatization of Journalism

Globalization and media are two most discussed issues of the globalized society. The world media become important for the expansion of the process of globalization (Rantanen, 2005). The ownership and the characteristic of the media has unequivocally been the multinational. From the end of 20th century mass media has obtained the power to influence from the national stage to the global stage. By using global communication system and network expansion, big multi-national companies become successful to create global market. Mass-media market is controlled by the big multi-national companies (Haq, 2011).

Like the other countries of the world, Bangladesh has got a remarkable change in the ownership of mass media in last 15 years. Now the owner of radio, television or newspaper is not an individual person or organization, rather, these belong to

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big business organizations. In Bangladesh, there are three steps in the development of corporate journalism. In the first step, journalism is transformed in the hand of politicians; they have used the mass media to fulfil their political agenda. Then all over the world journalism sector was questioned for their political aspects. Now corporate journalism is popular. The reality of corporate journalism is global as well as topical (Haq, 2011). In Bangladesh, the corporate journalism was introduced with "Prothom Alo" in the 90s, though the editor and journalists of "Bhorer Kagoj" had a great contribution in the opening of the newspaper. But for the nature of ownership, same editor and journalists have chosen corporate journalism instead of objective journalism. Big importer organization Transcom Group's member organization is Prothom Alo, and English daily newspaper, The Daily Star, established by S M Ali is integrated with Transcom Group. In the 90s before Prothom Alo and The Daily Star, the newspaper called Daily Janakantha and Motikantha appeared with corporate journalism. But they did not come to spotlight (Haq, 2011).

Today, media organizations in Bangladesh are the part of the vast business group. For example, Prothom Alo, ABC Radio, and Daily Star belong to Transcom Group; Daily Jugantor and Jamuna TV to Jamuna Group, Daily Independent and Independent TV to Beximco group, Daily Destiny, and Boishakhi TV to Destiny 2000. Besides, about all the media organizations are established and controlled by the corporate organization.

II. Literature Review

There is no recognized study in Bangladesh and other countries that are directly related to the corporate influence in journalism. However, there are some relevant research studies regarding political economy of media and the relationship between media and corporate sectors. These can be used as the relevant literature for this study.

Y Zhao, a scholar in the sector of the political economy of media, has termed the Chinese media as the 'Propaganda or commercial model' and exposes that businessmen, advertiser, ministers, and bureaucrats who provide money and advertisements to influence news in the media (Zhao, 1998).

Fombrun, Gardberg, and Sever (2000) through their Focus Group Discussion shows the evaluation of population regarding the formation of the corporate organization image and also depicts the overall contribution of corporate organization on selecting agenda of media through goods, service, objective, leadership, financial ability and social responsibility. Carroll and McCombs (2003) show in their study that to determine the public agenda, mass-media agenda takes two steps: primary and secondary.

Now mass media have an important role in the selection of corporate communication. Christopher J. Kollmeyer (2004) analyzed the content of economic news and shows that the news media have an interest in corporate convenience and at the same time investors have an interest in the general labor class with the partiality in the news. Therefore, It can be said that coverage of economic news only covers the economy and business of the corporate community. The media represent a corporate agenda in various ways and this field the ownership of mass media is working as a catalyst (Meijer & Kleinnijenhuis, 2006).

A Al-Mamun and Fahmidul Haq (2007) shows that the combination of media and power is a threat to the process of democracy. According to them, "News is a product and in the definition of news, Western and corporate outlook is working as the gatekeeper of news-unworthy news. This news-made reality follows the ideology of proprietor according to the political aspect. They have offered different proposals for the market economy of Bangladeshi mass media. It is not impossible to create public oriented journalism with a good business concept (Haq & Mamun, 2004). On the other hand, Salim Reza Newton (2013) has discussed some cases in the newspaper to illustrate and analyze the political economy of the market, profit and the internal relation between profit and ownership. The nature of open market media is to protect the capital, profit and business interest of their own host business groups and to create a consumerist society or "Spoiler Society" in the favour of national and international investment and capital (Haq & Mamun, 2013).

Anis Rahman (2007) shows that there is such an organizational structure in a private television institution that it allows the news suitable for the political and corporate class interest. He also explains in his another study that the political economy of the market-oriented news production in private satellite TV channels in Bangladesh (Rahman, 2011). He has shown in his study that out of pressure from the market, the media cannot present news independently regarding gender, class and group. In their process of producing news, privatization of the internal market of the country, and the news that helps corporatized multinational companies widen their business get preference.

a) Theoretical Concepts of the Study

In the current study some theoretical concepts of the relationship between journalism and corporate sectors have been chosen. On the basis of these ideas the result of the study is evaluated such as:

- Media Economy and Political Economy.
- Corporate, Corporate Social Responsibilities and Mass-media.

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III. Media Economy and Political Economy

The economy of media as the life force of the management of mass media is an important factor at present. The mass media economy is the managing and production method of media. The main focus of the mass media economy is to fulfil the various needs and demands of media industry using its limited assets through producing its contents (Albarran, Chan-Olmsted, & Wirth, 2006). Though the study of mass media economy started in 1970, it gained popularity in 1988. Media economics is concerned with how media operators meet the informational and entertainment wants and needs of audiences, advertisers and society with available resources (Chomsky & Herman, 1988). Robert Picard termed "Dual Market Economy" as mass media produce two kinds of products: firstly, its content (television program, newspaper copy, magazine article, etc.) and secondly, audiences (Chomsky & Herman, 1988). That means mass media sells its products at a lower price than its production cost. On the other hand, being attracted by the content of mass media the audiences sell to the advertisers. The audience is the main currency of mass media.

On the other hand, to analyze the influence of power in the structure of mass media, communication experts use mass media economy in term of political economy (Albarran, Chan-Olmsted, & Wirth, 2006). Political economy is a wide field of communication research as since 1940 communication experts have been using political economy in various ways (Everard & Shilt, 1979; McCheseney & Foster, 2003).

To understand the ownership and monitoring structure of mass media, political economy is an important element. As a substructure of mass media, political economy explains the production method and the base of media. In the discussion of the political economy of media, Edward S Herman and Noam Chomsky's (1988) systematic propaganda model is remarkable. They have explained corporate news media activities of USA through five filters of advertisement model. The first two of the five filters are ownership and advertisement of media. As the owner of media controls the basic or finance of the media, the policy of media as superstructure is determined by the owner of the media. In this policy it is fixed, what types of news program will be telecasted. In other words, in the content of news there is no place for that kind of news which may hamper the corporate interest of the owner. The newspaper will not publish any kind of news that will harm the interest of the advertisers. To secure their capital and to get a high return corporate group try to dominate the content of the newspaper (Chomsky & Herman, 1988). The main speciality of the worldwide corporate journalists is to adapt to the commercial or the professional ideology of the owner (McCheseney & Foster, 2003). For this reason, the advertisement and capitalist approach, directly and indirectly affects the content of mass media and it can be analyzed in the illustration of the political economy of communication.

IV. Corporate, Corporate Social Responsibilities and Mass Media

In this study, "Corporate" refers to "business institution" or "group of companies". Corporate institution is considered as an individual who protects the interest of his business and this organization is administered by the laws of the country (Everard & Shilt, 1979). In this context, to gratify the business purpose, corporate institutions generate their own culture which is considered as corporate culture that refers to the ways how corporate institutions administer their activities, values, faith, and characteristics which they have.

Mass media are gradually being controlled by corporate institution. In this perspective, according to the concept of corporate mass media, different corporation control manufacturing, distribution, ownership, financing of news. To establish the corporate culture, corporate institutions are controlling mass media. The main aim of mainstream newspaper is to patronize the market culture and to educate readers in this culture (Haq, 2011). Two main factors play an important role in the control of mass media by corporate culture. Firstly, the administration of mass-media is run by the characteristics of corporate culture. Secondly, to establish the corporate culture, mass media is being used. The main aim of corporate institution is to make profit.

Now-a-days, with the expansion of the market for their products or services, corporate institutions are introducing a new concept that is Corporate Social Responsibility (CSR). In the middle of the 18th century, CSR was used from legal and ethical point of view. However, CSR as a wider issue got popularity in 1960s. The first wide definition of (CSR) was given by Archie Carroll. In 1970, according to Carroll (2008), corporate social responsibility refers to economic, valid, moral and humanitarian responsibility. At present, corporate social responsibility is one of the main activities of multi-national Corporation and under these responsibilities they have to do some work by which society is benefited. In the same way mass-media show their corporate social responsibility to the society. Here, it is understood that as the corporate institutions are contributing responsible role to expand their business and make it permanent, the mass-media is giving priority the same role. That means, in the guise of social responsibility, the advertisement of profit-mongers is going on.

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IV. Research Method and Sampling Process

Two types of research method have been used to review the political economy of the contemporary corporate journalism in Bangladesh. The scenario of the corporate journalism in Bangladesh is examined on the basis of content analysis and in-depth interview. Four national high ranking dailies, two Bengali (Prothom Alo and Kaler Kantho) and two English (The Daily Star and The Independent) have been selected to analyze the political economy of journalism. It shows how corporate sectors influence the coverage of newspaper in Bangladesh. On the other hand, the year of 2014 has been selected as sample year. To bring out a representative result of the research, the contents of 96 volumes (the contents of first eight days of those newspapers of the month of January, July and December 2014) of newspapers have been analyzed. In-depth interviews have been taken from 8 media personality on the corporatization of journalism.

V. Data Presentation and Analysis

The data got from the selected incidents are presented and analyzed. The presented data have been analyzed according to the method of the research's objective, questionnaire, theoretical framework, and definite system. Firstly, the news has been analyzed from quantitative data and then the data analyzed by quality and theory. Secondly, the data taken from the very intimate interviews regarding the contemporary corporate journalism in Bangladesh have been analyzed. At last, the whole result has been discussed according to the research questionnaire.

VI. Corporate Analysis of Presenting News in National Dailies

The result shows that the business pages of the newspapers are allotted to the expansion of the corporate culture, values and the process of corporate jobs. Moreover, there are plenty of advertisements for corporate organizations in the first and last page of the selected newspaper as well as the advertisement, or the introduction of various goods or commodities are highlighted through news treatment. The quantitative analysis shows that within three months in the four national dailies there were 527 (6.9%) corporate news, out of 8917. It is a universal nature to publish news as the guise of the advert as 306 news (58.65%) has selected as incognito news under advertisement out of 527 corporate news.

Table 1: Comparison among Four National Dailies based on total news and Corporate News

Name of Newspapers	Total News	Corporate News (%)	Percentage
Prothom Alo	2,233	78 (14.80)	3.49
Kaler Kantho	2,366	147 (27.89)	6.21
The Daily Star	2,237	158 (29.98)	7.06
The Independent	2,081	144 (27.32)	6.92
Total	8,917	527	5.91

Table 2: Comparison among Four National Dailies based on news advertisement

Name of Newspapers	Corporate News	Ads in the guise of Corporate News	Percentage
Prothom Alo	78	25	32.05
Kaler Kantho	147	88	59.86
The Daily Star	158	103	65.19
The Independent	144	90	62.5
Total	527	306	58.65

In business page, corporate news includes mobile company, banking sector and a group of companies. Investigating the corporate news in the four national dailies, we find that among the corporate news the advertisement of the banking sector is most dominant. Besides, within three months, there was 38 news for advertisement which was 7.21 percent of the total news at the same time. Among the four national dailies, Daily Kaler Kantho had more news on the corporate advertisement. The number of the advertisement news in the daily was 20 which were 52.63 percent of the total news.

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Table 3: Comparison among Four National Dailies based on Corporate News (%)

Name of Newspapers	Mobile Sector	Banking Sector	Group of Companies	Others	Total
Prothom Alo	10 (9.17)	26 (13.54)	21 (15)	21 (24.42)	78 (19.65)
Kaler Kantho	18 (16.51)	70 (36.46)	29 (20.71)	30 (34.88)	147 (37.02)
The Daily Star	13 (11.93)	65 (33.85)	50 (35.71)	30 (34.88)	158 (39.80)
The Independent	68 (16.51)	31 (16.15)	40 (27.78)	5 (5.81)	144 (3.53)
Total	109	192	140	86	597

Table 4: Comparison among Four National Dailies based on news and advertisement

Name of Newspapers	Corporate News	Corporate News Ads %)	Percentage
Prothom Alo	78	7 (18.42)	8.97
Kaler Kantho	147	20 (52.63)	13.60
The Daily Star	158	2 (5.26)	2.27
The Independent	144	9 (23.68)	6.25
Total	527	38	7.21

Table 5: Comparison among Four National Dailies based on Ownership

Name of Newspapers	Corporate News	Own Business Group News	Percentage
Prothom Alo	78	11	16.42
Kaler Kantho	147	5	3.40
The Daily Star	158		2.27
The Independent	144		6.25
Total	527 (5.91)	16	3.03

The analysis also shows that 433 corporate ads are available in the selected dailies that means this corporate news belongs to 21.25%. Moreover, there was the advertisement for the general corporate business in the guise of the social responsibility. The study shows that the news for the disguised responsibility was 50 (9.49%), out of 527 corporate news. The social responsibility news is seen more in the Daily Prothom Alo (16.67%). The mentionable thing is that the first month of the fiscal year, July, and the last month of the year had the plenty of the corporate news and advertisement. On the other hand, due to winter, the news for the social responsibility is more dominant in December.

Table 6: Comparison among Four National Dailies based on the Own advertisement of Corporate Media

Name of Newspapers	Own Business Group News	Percentage
Prothom Alo	187	43.19
Kaler Kantho	85	19.63
The Daily Star	96	22.17
The Independent	65	15.01
Total	433	21.25

The study shows that Bangladeshi mass media set their agenda to promote the corporate and mega business institutions' goal. In other words, the media is working for the development of the materialization of the agenda of the market culture.

Table 7: Comparison among Four Dailies based on the issue of Corporate Social Responsibility
Nature of Corporate Journalism in Bangladesh

Name of Newspapers	Corporate News	CSR News	Percentage
Prothom Alo	78	13	16.67
Kaler Kantho	147	13	8.84
The Daily Star	158	7	4.43
The Independent	144	17	11.80
Total	527	50	9.49

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VII. Political Economy of Corporate Journalism

The result of the research clarifies that the contemporary media in Bangladesh are influenced by the corporate sector because the political economy of the media under the corporate ownership is influencing the economy of the media and then the corporate media has turned the agenda of the corporate sector into the agenda of the common people. That means the corporate media is establishing their ideological based opinion through the corporate agenda on the people. This is crystal clear in the research.

VIII. Business News Means Corporate Sector/ Corporate Group's News

The numerical analysis shows that the three largest business groups in Bangladesh; Transcom, Bashundhra, Beximco are the owners of the four national dailies; Prothom Alo, The Daily Star, Kaler Kantho and The Independent. These national dailies have more corporate news among their business news. Among the total corporate news, Prothom Alo contains 14.80, Kaler Kantho 27.89, Daily Star 29.98, and The Independent 27.32 percent.



Among the corporate news, news for the banking sector was dominant. In the business page in Prothom Alo, the news under the tittle 'Business News' were 'The Branch of AB Bank at Banani'; 'New Chairman of ABB, Ifftekhar'; 'New DMD at Trust Bank', etc. Such type of news were also available in the trade business page of Kaler Kantho such as 'The Branch of Global NRB Bank at Feni'; 'The Inauguration of 80th Branch of Premier Bank at Gulshan Link Road in Capital'; 'New Committee of ABB Took Responsibility, Jafor is DMD of Trust Bank', etc. In this way, the corporate news is guise under the banner of business news in all selected dailies. In the following some business news' pictures are depicted-



a) Advertorial or Goods' Introduction in the guise of Corporate News

Whenever any new material launches in the market, the media introduces it. If this introduction of the item is done through the news instead of the advertisement that is called advertorial or material introduction. Besides, the corporate media are busy in the corporate branding for the corporate culture or consumer culture because branding is the weapon of the media for the profit gaining. The analysis also shows that there is a dominance of the news for the corporate branding or the goods of the corporate institution in the business news of the national dailies.

b) Advertisement of Mobile Company in the Guise of Corporate News

Since the mobile companies are the largest corporate group in Bangladesh, they have a monopoly of dominance in the advertisement of their product in the business news and pages of the dailies. These companies are one of the sole preachers of the corporate culture at present. They are contributing a lot to the formation of capitals of mass media in Bangladesh. In return, mass media are aggressive in branding their goods.

c) Own Advertisement of Corporate Media in Place of News

The primary purpose of the corporate media in Bangladesh is to protect the profit of its own business groups wholeheartedly and avowedly. The current study also clarifies it as the result shows that among the whole dominant. In this stage, there is a dominance of political economics of the media.

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IX. Corporate Branding

The study shows that a plenty of non-news-able news published in the newspaper to protect the business profit in the corporate journalism. The main reason behind it is the advert. The analysis also shows that on an average, 38 corporate news that is about 7.21% of the total news published every day in the four national dailies. Among the four national dailies, Kaler Kantho had a more news advertisement, it was 20 (52.63% of the corporate news). The Prothom Alo, The Independent, and The Daily Star have the advertisement news 8.97, 6.25, 2.27 percent respectively. That means the non-news-able news had the monopoly of dominance in the news advertisement. In this way, the place for news has been sold to the advertisers.





a) Advertisement in the guise of Corporate News

The numerical analysis shows that in the four national dailies 306, out of 527 corporate news was the news in the guise of advertisement. The number was 58.65 percent of the total corporate news. Among the dailies, The Daily Star had more the advertisement in the guise of the corporate news. In the Daily Star there was 103, out of 158 corporate news was the advertisement in the guise of the corporate news and its percent was 65.19. The more than half of the corporate news was the advertisement in the guise of the corporate news. In other words, the corporate media is giving advertisement through preaching its corporate agenda.

b) Increase in the Corporate Advertisement in the Place of News

The maximum part of the first and last page of the mainstream newspapers contains advertisements. The result shows that within three months in all selected dailies, there is a 2038 corporate advertisement (43.43%) out of the total 4693 advertisements. There is the largest amount of corporate advertisement in Prothom Alo (45.99%). Following Prothom Alo, The Daily Star contained more corporate advertisements (44.79%). On the other hand, Kaler Kantho and The Independent contained 42.57 and 31.69 percent corporate advertisement respectively. Most of these corporate advertisements belong to the national and multinational corporations. Though the most important part of the newspaper is first and last page, one-fourth of these pages cover the corporate advertisement. This tendency is nothing but the attempt to uplift the interest of the corporate organizations. The analysis shows that most of the advertisements are for the corporate organizations of the owner of the media.

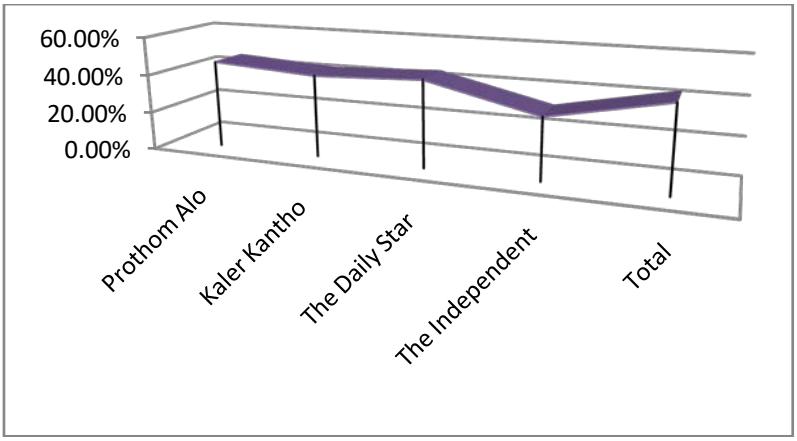

Chart 1: Comparison among Four Dailies based Corporate advertisement

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Regarding this tendency, Professor Dr. Golam Rahaman said, "an ideal newspaper must not have news less than 40 percent. This is a natural practice of news broadcasting. But today the first page of the newspaper seems to be a page of advertisement paper. The advertisement is turning the lower fold and going to the upper fold 98 percent readers do not like it". Professor Mofizur Rahman observes the influence of advertisement on the newspaper from another point of view. He says, "Since we call it a newspaper, we should allow the space for the news what the news deserves and the space for advertisement what is needed to analyze the journalist in a proper way".

c) *Corporate Branding in the Guise of Social Responsibility*

At present, the corporate social responsibility (CSR) is one of the major concerns of the multinational corporations. Findings show that there was 50 social responsibility news (9.49%), out of 527 corporate news. Prothom Alo contains more news on social responsibility and its percent was 16.67. In other words, it can be said that among the news on the corporate sectors the news on social responsibility is mentionable. Professor Dr. Golam Rahaman thinks that corporate social responsibility of the media is the weapon for fixing the corporate agenda. He says "media is enjoying a lot of immoral advantages in the guise of CSR. Professor Dr. A.J.M. Shafiul Alam Bhuiyan considers CSR as the advertisement of the media. On the other hand, Professor Mofizur Rahman says "the corporate social responsibility as an element of news may come in the media. But how should we treat that news? For example, if ROBI (One of the Bangladeshi Mobile Operator Company) does something for the destitute boys, it may come as news in the media. But we have to observe that what we demand this treatment and why we demand it. Whatever ROBI is doing, it may come because it has news value. On the other hand, when ROBI gives ads, the media will give it a space for what ROBI pays". Dr. Fahmidul Haq says, "CSR is a recent terminology. It is a part of the propaganda. The corporate media is using CSR as the key to materialize their corporate agenda. In this field, spending some money the corporate media is trying to get their own popularity".



d) *Materialization of own business agenda in the guise of CSR*

The CSR concern of the existing media is noticeable for the materialization the agenda of the business groups. Its reflection is observable in the coverage.

X. Conclusion

After all, the complete assessment of the research result tells us that journalism profession is influenced by the corporate sectors in Bangladesh. In other words, the explanation of the political economics based on communication proves that the economy of media selects the media news agenda.

Description of the relation between the corporate sector and media shows that media is gradually being controlled by corporate culture in Bangladesh as the corporate organizations are using media to establish the corporate culture. Since the characteristics of media appear so negative that media cannot be termed as 'conscientious of nation', 'fourth estate', 'mirror of the society'. Instead of this, media can be called 'corporate conscientious' 'corporate pillar' or 'corporate mirror'. Corporate culture and media culture are mingled, and media are trying to establish the corporate culture society. This discussion proves that the media is emphasizing on corporate branding, product placements, advertisements because the media is controlling the corporate culture. Capitalism is shaping the structure of society through an open market economy, expansion of technology and pretension of democracy. Capitalism is patronizing market culture and newspaper makes the readers educated in this culture, and this is the main motto of newspapers. Whereas the media objective is fixed through corporate culture, we can hardly get the real existence of media. As a lot of money is spent for advertisement, media is selling the newspaper to the readers and the readers to the advertisers. On the other hand, among the news items, business news is an important item, and this news are printed covering much space in pages. Every day, every newspaper prints the business news and most of the business news is centred on the corporate house. Moreover, to establish corporate philosophy, there are multidimensional functions of multinational corporatization in the media in the guise of CSR.

XI. Recommendations

Is the function of the media to be confined within the corporate culture? What is the solution to this problem? We have to acknowledge that it is not easy to be free from the shackles of an open market economy and globalized corporate culture. Because in these capitalized media system businessmen, politician, structure of the media ownership is linked in one conjecture. Thus, the media forget the responsibilities

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toward the society's suppressed, deprived people in maintaining the masters' business and political interest. Invariably the media become the demonstration of capitalism nursing the corporate culture. In such case, how does the social responsibility of media get confirmed? In this regard, the moneymaking journalism can be advised to discard the moneymaking culture and to uphold the news adapting to the culture. The media should come out of the imperfect competition in turning people excessive consumer. The proposed directions, for corporate newspaper, found in the present study by the mass media specialists can be executed.

- A combined corporate mass media policy can be introduced by maintaining consistency between corporate mass media culture and journalism policy.
- A vigilant care should be retained so that the advertising group can not reflect any aggressive attitude to mass media. For this, a particular advertising policy can be introduced, maintaining a balance between the interest of the media-policy makers and the interest of the corporate sector.
- Journalism should be aware of social service and journalists must be firm in the place of truth and fact.. Corporate owned mass media should grid up their loins to achieve their freedom and there should be a place of unity in journalism.
- Policy should be introduced regarding the investment in corporate mass media. In this investment policy, there must be a certain demarcation of corporate interest.
- The social responsibility of newspapers should come in hard and fast rules. We need discussion so that Mass media can come under a joint organization rather than being a personal property.
- Journalists should be trained on how they can deal with problems in the field.
- In many countries, there is "Code of Ethics" as the policy of journalism. It compels the mass-media to do many things. There should be a practice of such Code of Ethics in Bangladesh.
- "Pluralism" should be introduced in mass-media. Pluralism is nothing but the exhibition of different mass media. That means, the presentation of different types of media can be ensured.
- Reducing the relationship with the corporate sector, a relationship with general sectors should be set up.
- Research on mass media should be expanded and discussion should be introduced on this.
- After all, mass-media should give importance on the issue of social responsibility.

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