

# Interrelation between Social Intelligence and Journalism

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## Abstract

The article discusses what the social intelligence is, why it is essential to study it, and what are the objects or aspects of the social intelligence consists of, and its forms, as well as positive-impact and negative-impact factors in maturity of the social intelligence in terms of the Mongolian nomadic point of view which is the concept 'all is one', and of the modern theories of social sciences. In the course of the research, we have seen that the social intelligence might be the cross-disciplinary target of the social sciences, particularly of media science, media institutions such as professional broadcasting or publishing companies, and journalists, reporters and researchers that affect and shape the social intelligence, that the intelligent demand to clarify and advance the concept of the social intelligence have arisen.

**Keywords:** social intelligence; journalism.

## 1. Introduction

If there is no social intelligence, why does journalism exist? If there is no social intelligence in society, why people would acquire knowledge and education? If there is no social intelligence in society, there are only ideas and behaviors, then there would be no history, memories, heritage, culture, and traditions in a person, a group of persons, and a whole society in general.

## 2. Concepts of Social Intelligence

### 2.1. History of Social Intelligence Study

The section discusses what the social intelligence is, why it is essential to study it, and what are the objects or aspects of the social intelligence consists, and its forms, as well as positive-impact and negative-impact factors in maturity of the social intelligence in terms of the Mongolian nomadic point of view which is the concept 'all is one [3]', and of the modern theories of social sciences [1,2,3,6].

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In the course of the research, we have seen that the social intelligence might be the cross-disciplinary target of the social sciences, particularly of media science, media institutions such as professional broadcasting or publishing companies, and journalists, reporters and researchers that affect and shape the social intelligence, that the intelligent demand to clarify and advance the concept of the social intelligence have arisen. The study on the social intelligence – which is the cross-section of the social well-being concerns, thus is essential, so we have created a model of Social Intelligence.

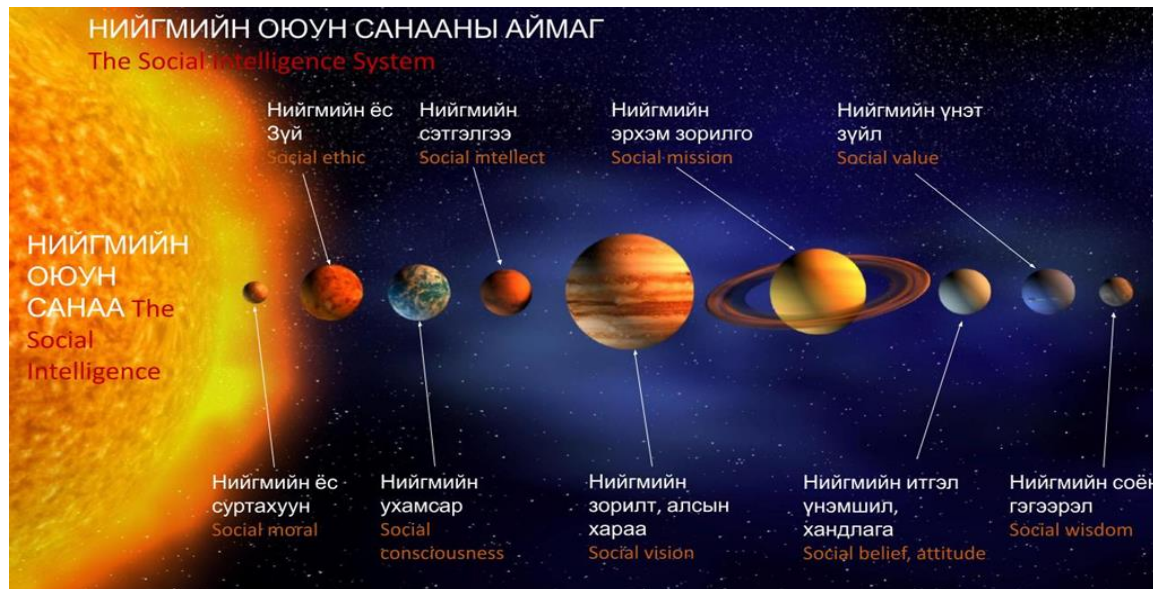


Figure 1: A Model of Social Intelligence.

## 2.2. Place and Impact of TV Industry on Mongolian Social Intelligence

The study on the history of Mongolians' social intelligence in terms of comparison with the present social development brought up the idea which is Mongolia is now an independent country just because the social intelligence of Mongolians has never been interrupted, verified the history of social intelligence of Mongolians and clarified the impact of TV industry on the social intelligence of Mongolians. Since the history of intelligence is the collective memories and identities of a nation, it is reasonable to assume that oral and written culture have functioned as media for the centuries. We have studied on the flourishing and also declining time periods of Mongolia by checking the nation's oral and written heritages from the Secret History of the Mongols, Khukh Sudar and Altan tovchoo to epics, tales to proverbs. For Mongolia, the century 20<sup>th</sup> was a century of a fresh start for the social intelligence of the nation in which journalism played an important part [4]. It is undeniable that journalism has become the ground, environment where new Mongols or new generations of Mongolia intelligently grow and mature. Especially, we studied how the social intelligence of Mongolia has changed since a television station began broadcasting, and how the television station's mission and public purposes, program policy, and programmes and shows have influenced on the people's attitude, behaviour and lifestyle, and their ambition and information education awareness as well as on the whole society in general. To inspect the influence of television station on the social intelligence of Mongolia for three decades from 1967 to 1990, we have analysed the programmes and shows broadcasted by Mongolian National Broadcasting (MNB).

### **2.3. MNB in Social Change**

The MNB archive or its programmes and shows – stories and testimonies of the history, and social intelligence of Mongolia were divided into five time periods: 1967-1970, 1970-1980, 1980-1990, 1990-2005 and 2005-Present, and we have studied how MNB took part in the social change and transition and impacted the social intelligence, focusing on the periods from 1990 when the Democratic revolution led the country's transition to a multi-party system until today [5]. The social change and transition from a one-party rule into a multi-party system or a market economy completely converted the social life, especially the value, belief and attitude, and the intelligence of persons who make up the society of Mongolia.

We have concentrated on the status and role of MNB at the transition period, on how MNB reacted or directed to the change and transition, and on what role former Mongolian National Television played and how influenced in the social intelligence during the transition period. Comparing this with the present MNB's influence and capacity of engagement to the social intelligence, we responded the question why mass media, namely MNB's mission, direction, role and engagement are vital. To gain the complete response, we studied the MNB mission and policy, and their implementation, and the application of the Law on Public Radio and Television (2005) between 1990 and the present as well as the influence and capacity to influence of programmes and shows broadcast by MNB before and now on the social intelligence. Conducting a sample survey involving urban and rural audience representatives of 1509, we cleared out why the existence of MNB is essential, and how MNB has to exist, and illustrated the current state of MNB which is only television station with its own governing legislation in Mongolia.

## **3. The Social Intelligence, and MNB impact**

### **3.1. MNB as the Guidance of the Social Intelligence**

MNB Mission: MNB purposes to be a guidance of social intelligence, and serve for public interests. The section emphasises being intelligent before guiding social intelligence and serving public interests.

While the problems or matters such as accelerating pace of social media, that foreign public service broadcasters face, can be defined as the external negative impacts on MNB, all our findings point out the internal negative impacts on MNB from the political interference to its management, the operational and wage fund budgeted by the State, the legal uncertainty to its organizational culture, human resource policy to the next context of development including programme and show reforms, and technical and equipment change.

We have reached to an understanding - based on the sample survey and the target group interviews involving MNB journalists and officers, that despite obeying the Law on MNB and applying the advantages of the social media which is non-professional journalism, MNB itself has to be reformed by developing a new research-based concept, staying aware of the public demands and producing up-to-date contents in an effort to use all the possibilities to positively impact on the social intelligence, learn and to accept all the challenging and advanced ways to receive and broadcast contents, and to improve and extend all the possibilities and sources to inherit MNB profile and attitude that emphasize professional and ethic properties, and verified, objective, informative,

education-oriented programmes and shows. In addition, we included our model of current positive influence of MNB in the development and maturity of the social intelligence.

### ***3.2. Immunity of the Social Intelligence, and MNB Role and Involvement***

Over 200 countries around the world with various socio-economic system such as capitalism, socialism, and democracy are ranked based mainly on their economic, quality of life, and ethnic and diversity levels while either globalization or isolation [2], which means that the nations preserve and protect what native identity they have to while teaming up with others in certain fields. Taking the example of preserving and protecting the national identity, as we see the identity Mongolians have to preserve and protect is the national culture, intelligence and characteristics that are within a family, and environment bordered by the social intelligent lives. An issue of the social intelligence, thus, is the issue of a country's existence . The sample survey involving over 1500 people, the partial survey of 80, the focus group interview of over 30, and over 150 online data suggest that now it is the very time to preserve and protect the value and belief of Mongolia's cultural and intelligence. In other words, they agreed it is the time to immunise the social intelligence, and to demand the public media or MNB to immunise the social intelligence of Mongolians. Many journalists and artists see MNB as the immunity of Mongolian culture, and the guarantee of Mongolia's independence. Then the immunity should be considered in relation to MNB. Moreover, even though the public are legally subject to monitoring MNB policy implementation, making judgment about the TV programmes and shows, submitting its proposals, they do not exercise their right, so it is necessary to raise the public awareness about MNB which is the only public service broadcaster in charge of preserving and protecting the national intelligence, and of ensuring the right to the truth.

### ***3.3. The New Demands of the Social Intelligence, and MNB Capability***

The Internet allows people to communicate quickly and easily, and provides everyone with instant access to an endless supply of various knowledge and entertainment content. It results in making almost everyone a reporter, creating a new culture of information share, which means a revolutionary phenomenon in human history and mass communication. Nowadays the social media becomes more powerful, challenging TV industry which is no longer one-way avenue of communication. Traditional media channels including TV industry think of whether they are replaced with the social media or exist as parallel, or whether they are capable to respond the demand of the modern intelligence. Moreover, if the public service broadcasting MNB required, what programme policy, concept it shall have, what organizational culture shall be implemented therein, and what artists and journalists should be employed, how it shall be funded. It means that MNB is seriously requested to update its policy, intelligent capability and operation closer to the development tendency of human beings, and to redefine its existence in the new media era. In other words, MNB has to be aware of the new demand of the social intelligence, and update its operational and programme policy according to the demand. Then, what is the new demand of the social intelligence? How to recognize the demand, and how to match with it? What tools, that have been internationally accepted, are applied to assess MNB capability and competency? In addition, the section inspects the capabilities and competencies related to human resource, cultural influence, communication, competitiveness, and organizational existence and development.

#### 4. Conclusions

Creating the innovative world full of knowledge that converts the limitless intelligent capability into actual everyday application, a new demand of the world intelligence is emerging. The first social robot is given citizenship and legal personhood anywhere in the world, and interviewed on a TV show. There are a whole generation with the ambition to invade space, to establish voyager stations where space hotels and restaurants locate. Young Mongolians are launching and working on Mars V project being implemented in the Space Exploration and Development Free Zone in the Mongolian Gobi. Where youth dream of, there shall be MNB. Where the public interests are conflicted, there shall be MNB. What a Mongolian aims, ambitions, creates and produces, that MNB shall broadcast. Then, MNB has to lead the public, this is because MNB has to be fundamentally reformed. We have provided some suggestions and recommendations to commence the reform internally at MNB.

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