



Social Responsibility - A New Way To Strengthen Human Rights

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ABSTRACT

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This work has as main objective to demonstrate the importance of social responsibility as a way to strengthen human rights in post-modern society. Specific objectives were outlined: contextualization of a global society and that uses of new communication technologies, treatment of relevance obtained by Human Rights in this society, as well as affirming the need to adapt the organizational communication to the historic moment. The methodology for this study was exploratory method based on library research and documentation. The main conclusion of this work is the need to disseminate and strengthen Social Responsibility in today's society as an affordable and effective way of preserving human rights.

KEYWORDS: social responsibility, globalization, human rights, organizational communication.

INTRODUCTION

In the globalized society where the boundaries fall and interaction with other identities becomes permissible, we face new forms of behavior and the media never before imagined. In this context, organizational communication is forced to reevaluate their negotiate and connect with your audience.

In this sense, social responsibility emerges as a form of business valuation, to the extent that investment in the social field provides credibility to the investor as well as become an effective way to search for the strengthening of Human Rights. At this historic moment, the

preservation of human dignity is essential to overcome the ills of industrial society, where the lack of ethics and disrespect for citizenship were predominant.

This Article that is the result of a monograph degree in journalism, aims to analyze the theme Social Responsibility stating its importance as a way to strengthen human rights, contextualizing the global society and its new technologies, show the importance obtained by Human Rights in postmodernity, and examine the need to adapt the business communication to this historic moment.

For such a study was done based on a theoretical framework that supported the development of this new hypothesis, that social responsibility is not only adopted by the business world as a way to gain prominence for your brand , but its spread is directly related to the strengthening Human Rights in the postmodern order.

POSTMODERN COMPANY AND GLOBALIZATION

Globalization and national sovereignty

The postmodern society understood as the one established post- industrialization and starts a new era of capitalism can be represented as : Postmodern called reality is the reality of post-industrialization, post-Fordism, topical, skepticism about the science, as positivism; time of chaos, the multiplicity of cultures and forms of the right to difference, the euphoria of individualism and the market, globalization and the return to tribal. It is replacing reality of the State by private companies, privatization, neoliberalism, the outsourcing of unrestricted communication, computerization and neo-conservatism. Reality accumulation of goods nonmaterial, massive unemployment (GHERSI, 1994, p.13), of skepticism about the general, a necessary individualism, the coexistence of many simultaneous and contradictory meta-narratives, the loss of modern values, sculpted by bourgeois and replaced by mere discursive and argumentative ethical revolution, legitimation by language, by momentary consensus and not by logic, reason or only by the amounts stated therein (KAUFMAN, 1994, p.224).

The above description serves many phenomena observed in post-industrial society , but for

many authors which was established with globalization was being drawn for centuries . Today's society sees the result of changes that have happened in the world since the Roman pax followed by the Renaissance , great voyages , exchange of goods and conquering people . All these followed events of the fall of the Berlin Wall , the end of socialism and neo -liberal rise led to the fall of borders and identities of interaction that we now call globalization , which is more the result of many historical changes that for a fact isolated.

Walking through this long historical and temporal way to the present, several layers and times were succeeding , which would call globalization , internationalization and transnationalization : each in his own way and in his time , they added density of grains and intensity to what we now call globalization. (BRIGAGÃO; RODRIGUES, 1998 , p.9-10). This globalized society that had its foundations erected in the distant past will seek to overcome the mistakes and difficulties experienced in the modern era , however , as seemed inevitable its appearance , it also can not avoid its warts , understanding that more committed can resolve these problems via effective actions of social responsibility.

If from modernity we transition between gains and losses acquired with the industrial model, the postmodern subject is still living this dilemma. It can be said that the core of its crisis is to identify your identity , becoming multiple and fragmented.

This cultural exchange seems to cause the flexibility in companies , turning them into hybrid cultures , or cultures within them add other cultures. To Hall (2003) , the more social life becomes mediated by the global market of

styles , places and images, international travel , media images and the globally interconnected communication systems, more identities become detached.

In this context , national states who just knew a reality of well-defined boundaries go into crisis , to the extent that they lose their power of decision. States are no longer the main actor in international relations and give way to other actors, because they have more to isolate the winds of globalization.

What the state loses in terms of sovereignty, is the only paper, exclusive, impenetrable guardian of a set of human heritage, natural, cultural, linguistic etc., that are within their border. The state is in a bind: it is open to globalization, loses power. If you want to close (if such a hypothesis is possible - for example, Cuba and China are opening up more and more), also loses because disconnects or can be disconnected from the world-system. Examples of states at risk of disconnection are those who reject globalization for cultural reasons (low permeability cultures), for religious reasons, for serious deficiencies in infrastructure (lack of basic education and health, transport routes and power generation) and therefore are in danger of getting unconnected in the planetary system being woven the web of globalization. (BRIGAGÃO; RODRIGUES, 1998, p.29)

Globalization benefits private actors, transnational corporations, NGOs and civil society in general. They are the main actors of globalization are gaining spaces that before the state monopolized, or wanted to monopolize. (BRIGAGÃO; RODRIGUES, 1998, p.30).

This communication possibility increases rapidly awareness about global issues. Why

more and more people worldwide are concerned about the preservation of the Amazon, with respect for human rights in Asian countries, with the fate of nuclear waste in Europe, with the health of the oceans? This process will break with the idea that only the nation-state should monopolize the formulation and implementation of public policies when they affect all mankind. The devastation of human heritage, natural, cultural, historical, often occurring with the approval or even the participation of the State, under the umbrella of its sovereignty, is coming to an end. Also humanity will benefit from it. (BRIGAGÃO; RODRIGUES, 1998, p. 31)

In addition to dealing with the crisis of identity in a world without borders, the post- modern man will continue to face the ghosts created by himself . Post-modernity is born as whole new era with hope, but also keeps the need for man to face the mistakes of the past and be able to correct them. Not suffice to look at the present, but look at what is built or broken , still time to repair.

Here the image of the postmodern man who writhes on the ruins of the past of mankind, without warning clearly the prospects for a future that arises still very diffuse and confusing to so eager looks responses (BITTAR , 2004, p . 39) .

But in the eyes of postmodernity , are still being felt echoes of modernity and its bourgeois and competitive concepts , warriors and combative (do not know or what , or who , or where , but it is known that the enemy It exists and must be fought) . It could not be different. Live up , at present, the strong echoes of the past and the reckless actions of yesterday. Witness the bestiality Festival September 11th, 2001 was the

same as verify that the dawn of the twenty-first century was born contaminated by germs of the twentieth century. It does reflect on how the past is incorporated into the present, and how the future should do to erase the marks of the past (BITTAR, 2004, p.41).

Post-modernity until this very day solidify its strategy to overcome the consequences of the policies gestated in modernity will require a long interval, managing only the winds of the past. (BITTAR, 2004, p.41).

Organizational communication and new technologies

The concept of Global Village developed by McLuhan (1964) in *The Media as extensions of Man* deals with the evolution of the media system as a link between individuals in a world that was dwindling before the impact of new communication technologies. McLuhan (1964) believed that the world would become a small village where all information would take global dimension. This fact phenomenon materialized and individuals began to communicate with large distances at an ever increasing speed. From this, global communication is characterized, in which everyone has the ability to access any information from anywhere.

Communication technologies and electronic media are rapidly organizing the way people work, do business, buy, educate, travel, relax and relate individually. These technologies are being developed and implemented through interconnections between multiple uses and companies - telecommunications, television, entertainment, computing, aerospace, electricity, etc. - Intertwining with each other interchangeably.

Technological options are opening new windows, highways, infohighways: X fiber optic communication wire; digital x analog system; high communication satellites and low altitude. New choices flourish in the form of multimedia communication (phones with visual images) and interactive networks (in the case of interactive TVs with response to audience participation.) Technically, the digital world, the medium is not the message. The message may have various formats and diverse perspectives within the sense of fluid movement from one medium to another, saying the same thing in different ways, invoking the human senses. (BRIGAGÃO; RODRIGUES, 1998, p.58)

The interaction of multimedia facilitates and helps the world become better and motivates global stock exchanges and, hopefully, of human solidarity, contributing to the affirmative action of governments, the market and society itself. Also, the electronic media can generate positive and set priorities both in foreign policy as in international relations. (BRIGAGÃO; RODRIGUES, 1998, p.60).

Despite the optimistic view of the subject, to be prevailing, the change determined by the massive incursion of the media in our lives raises the question about the way in which society is dealing with all that is being offered. Some questions are now raised: Would all this follower volume of communication of ethical standards? It would take many media if indeed there is no time to process so much data? What kind of use of certain communication means doing? There are many questions asked daily and showing how individuals are still careful about the use of new technologies, because still have no certainty about where they get their advantages and ends where the freedom of choice.

This ambiguity is also present in the field of organizational communication. There are advantages and disadvantages achieved to date. The construction of an integrated communication and to present the smallest possible amount of interference will depend on the ability to use the various tools available in the most efficient manner. However, the day-to-day shows issues still to overcome, such as the possible noises that information overload can cause, both indoors and outdoors, the inadequacy of some kind of strategy to reach certain audience, or the inability to certain firms to establish a trading relationship with the employee and to engage socially.

Mass culture has allowed a greater number of people had access to the media , but the questioning continued. Had she given an impoverished and homogenizing production, that would be largely responsible for the inclusion of individual socially ? Pierry Levy (1993) for example , understand the changes to be integrated and pro-postmodern society and states:

New ways of thinking and living together are being developed in the world of telecommunications and informatics . Relations between men , work, own intelligence depend , in fact, the incessant metamorphosis of informational devices of all kinds . Writing, reading, seeing, hearing , creation, learning are captured by an ever more advanced computer . We can no longer conceive of scientific research without a complex apparatus that redistributes the old divisions between experience and theory. Emerges in this late twentieth century , a knowledge by simulation that epistemologists not yet invented . " (Levy , 1993).

Paul Virilio (1996) does not ignore the importance of information technology in post-

modernity, but seeks to alert the severity of possible accidents caused by this new form of communication. While prevailing optimism in the face of what is offered, Virilio remains skeptical that the new technologies have to offer, and the dangers of reduction of man to the virtual world.

A man who lives closed in the narrow horizon of space does not have the same awareness of the world that he who goes to the antipodes in a few hours. The faster I went, the end of the world faster and more I return my mental letter is reduced to nothing. As the world is our freedom. Know the world around us is vast, being aware of it, it is an element of freedom and of human greatness. A land constantly overflowed, crossed, violated in its natural grandeur and that, therefore, destroys me, to me, the man-planet that no longer has any extension. (VIRILIO, 1996).

The business communication have sought within this ambiguous universe and still full of contradictions appropriating the best offered by new technologies. The communication with its internal and external public was amplified forcing the business community to exercise caution about what is said and his commitment to the truth. Globalization is driving a new form of contact between people and also a renewal of the methods of thinking about institutional communication which need to think not only profit , but in everything that is around you .

HUMAN RIGHTS IN POSTMODERN SOCIETY

Ethics and citizenship in post-modernity

It is found that in the postmodern society as well as in other historical moments , social exclusion remain as one of the major problems of the human condition . This exclusion translates as the very negation of citizenship. In addition to

the forms of exclusion already known to past societies , as against immigrants, illiterates , women, large families and the black population , the globalized society creates new forms of exclusion .

Unemployment and precarious citizen forms the labor market are the sources "modern" generation of exclusion , and as a byproduct the explosion of urban violence and juvenile vulnerability , accentuated by greater occupational flexibility and income levels (BITTAR, 2004 , p.25) .

It is noticed that while the exclusion of any kind if you do this , it is not possible to have a society that respects citizenship and human rights .

While these conditions to breed , one should not speak of citizenship , if not to sing the song of the oppressed and display the flag of struggle for expanding access to fundamental rights of the human person essential requirement for achieving fair distribution of income and capital, the balance of glaring social differences as well as the establishment of a model of life trampled on ethical and civic conceptions (BITTAR , 2004 , p.26) .

Before speaking of citizenship, it is necessary to find solutions to the issue of crisis of values presented in this historical moment. All doubts and difficulties that present themselves in the globalized society will prove that despite the postmodernity have accepted the ethical ambiguity as a fact, you still will not be able to move them here.

The dilemmas of a society in intense process of change in which the new is always replaced by younger, when the old is that which was just recently, are numerous. Collective paranoia, estandarizados behaviors, homogenized desires, excessive moral uprooted and

disjointed information, pluralism of poorly defined ethical trends, unexplained ethical reactions, split with tradition, overt denial of the past, loss of ethical records and dogmatic references, moral disorientation, loss the notion of the origin of moral evil, acceptance of all, indifference to the other, permissiveness, frantic challenge all authority, diffusion of doubtful credibility cults of apocalyptic sects of fanatical groups, opportunistic religions, lack of exchange between values between right and wrong are just a few of the senses and dilemmas experienced by each postmodern individual. (BITTAR, 2004, p. 25)

No guarantees and no parameters, no ballast ethical anchors, unmotivated by the incessant rush of erroneous past, the post-modern man lives the pain of difference, being so boundless that ends up living nothingness. The flow of ideas and ideologies navigates between anything, because everything is amazingly acceptable (BITTAR, 2004, p.37).

Development of Human Rights and paradigm shift

It is the latest conception of human rights we know today as universal rights that belong to every individual regardless of nationality. This concept is born from the evident lack of protection of many minority peoples for reasons of war or economic issues. These people were eventually repatriated after World War II , had no international mechanisms or treaties that guarantee them the right to a minimum of dignity and citizenship being frequently subjected to culture and power of another State.

The most powerful factor against assimilation was the numerical and cultural weakness of so-called state peoples. The Russian and Jewish minority in Poland did not consider the Polish

culture superior to yours, and neither of them are very impressed with the fact that the Poles constitute about 60 % of Poland's population. (ARENDT , 1989 , p.306) .

The need to establish clearly and objectively the rights guaranteed to everyone who previously saw themselves subjugated to totalitarian regimes, (which ultimately is used in the concentration camps and extermination to decimate minorities) that determines the creation of other means of interpretation for human rights.

A conception of law that identifies the right with the notion of what is good - for the individual, or family, or the people, or most - becomes inevitable when the absolute and transcendental measures of religion or law the nature lose their authority. And that situation in any way be resolved by the fact that mankind unit which applies what "good". It is perfectly conceivable, and even within the possibilities practical policies that, one day, a highly organized and mechanized humanity arrives, in a democratic manner - that is, by majority decision - to the conclusion that, for humanity as a whole , you may want to liquidate certain parts of herself. (ARENDT, 1989).

In this sense , human rights become the ethical reference of greater value in the postmodern society. As stated by Bittar (2004) :

Let's talk about things obvious, elementary, even those that are part of human existence, without which it is difficult to thrive human life, and as much as this versed things in treaties, declarations, agreements and international documents are really obvious part of composition of human space, only emerged as a

strong brand in the twentieth century. (BITTAR, 2004, p.116).

The first step in the formation of this category of rights - that would claim to become universal, based on consensus - was the establishment of the United Nations (not that other attempts no longer represent intentions and projects since the end of XIX century) in 1945, since the coup and the impairment of tangible and within tangible limits in the pit of the relationship between ethics and politics had come to an end, a body capable of managing global conflicts and charged with thinking dimensions of amounts to be internationally recognized . This process comes from the important document of the Declaration of 1948, which brings innovation to unite equal speech in one document. (BITTAR, 2004, p.117).

In this globalized society where everyone has access to information immediately, human rights have become a universal theme, which prevents for example, that attacks on human dignity are shown to the world and prevent or at least postpone the violation of such rights. Kill and disrespect is not as simple and inconsequential as in the past, at least those who practice acts against humanity shall have to give satisfaction on their acts and to review their forms of power. Today, human rights become, every day, a more universal theme among people, nations and states of the planet and generate strong political, economic and cultural consequences in international relations.

The protection and promotion of human rights and fundamental freedoms are affirmed as civility requirements in the globalized world. And governments that systematically flout human rights, violating them or doing little to prevent their violation, are likely to suffer heavy

criticism, reprimands and even sanctions by NGOs, international organizations and governments.

Caught by the cameras of international journalism and reported globally by news agencies and TV chains, human rights violations cause immediate reactions of public opinion, and force governments to take quick and forceful actions. The disclosure on a global scale of discrimination scenes of torture and killings in a country can tip secretaries and state officials, and accelerate legislative and judicial proceedings for the protection of fundamental rights. (BRIGAGÃO; RODRIGUES, 1998, p.34).

Despite all the difficulty that is facing to curb violations of this law, the UN continues to have a fundamental role in this fight, and for many the role of globalization of human rights begins with the United Nations Charter which states that among its purposes are:

[...] Achieve international cooperation in solving international problems of an economic, social, cultural and humanitarian character, and in promoting and encouraging respect for human rights and fundamental freedoms for all without distinction as to race, sex, language or religion. (BRIGAGÃO; RODRIGUES, 1998, p.38).

Currently the issue of human rights is discussed and has visibility never before seen in human history.

SOCIAL RESPONSABILITY IN THE GLOBALIZATION ERA

Postmodern Business Behavior

Among the range of changes that brought the winds of postmodernity, with the introduction of new technologies and also the enhancement of human rights to dignity and citizenship, organizational communication is forced to adapt to new times and to change their business

strategies, not so efficient in the face of a globalized world.

It is understood as organizational communication every form of communication developed by individual institutions to interact with your audience. The public referred to business communication is extensive and ranges from consumers, employees, opinion leaders, politicians or business, shareholders, academic or financial community and journalists.

There are many strategies adopted by companies to develop a type of effective communication and that produces as little noise as possible, ie. coming to their end the way it was planned. Public Relations, Press Relations, Marketing, Business Speech Therapy, Internal Communications, Corporate Publishing Production, Event Director, Direct Mail and Social Marketing are part of a range increasingly extensive and that is adopted in accordance with the objectives and focus business as tools for maximizing profitability.

All forms of corporate communication have as main objective the strengthening of a brand. However, the global society has come to show the business world that all the work done so far was not enough to maintain the trust and loyalty of its audience. To avoid losing space or even see the decay of its brand necessarily companies have had to seek new forms of communication as needed to achieve stand out in a world that is showing increasingly demanding and where competition became cruel.

Social Responsibility and Human Rights

By the time the new technologies enter the game of business and everyone will have access to products from anywhere and at any time, grows the demand for service levels, which translates into more choices for customers, but also in

hard work for entrepreneurs who need to seek new ways to stand out.

Some benefits of social responsibility focused on businesses can be translated into benefits such as strengthening the brand and image of the organization; differentiation against competitors; generating spontaneous media; customer loyalty; the asset security and staff; protection against the negative action of employees; the less competition controls and audits from external agencies; attracting investors and tax deductions. (MELO NETO ; FROES, 1999).

In this context arises the concept of social responsibility, as a business positioning in the search for a competitive edge. It is understood social responsibility as a way to propagate solutions to social problems, cultivating a set of values and forming internal and external culture and whose foundation to support the Ethics, Citizenship and Human Rights.

The Social Responsibility seeks to stimulate the development of the citizen and foster individual and collective citizenship. Social ethics is focused on civic duty (...) The Social Responsibility actions are extended to all who participate in the life of society - individuals, governments, businesses, social groups, social movements, church, political parties and other institutions. (MELO NETO; FROES, 2001, p.26-27).

If we focus on collective being called now, social responsibility means, for example, treat with dignity their employees, make products suitable to what is expected, provide quality services, vehicular true propaganda, promote cleanliness in the workplace, not dirty streets or hinder the traffic, contribute to community causes, not exploit child labor, slave or otherwise unable to defend himself. Acting in a socially irresponsible

manner the company that does not observe this behavior . The community rather buy products from companies that do not pollute, do not do false advertising, contribute to better quality of life. Social responsibility, today, can be the difference between selling or not selling, survive or not.

Social responsibility is therefore strategic concept and who does not see this will quickly leave the social life , that is, will exit the market. (GARCIA, 1999 , p.2)

The concept of social responsibility is developed from the business concern in creating a market differentiator, however these practices should have their energy focused on solving social problems, and so the focus should be on society and not just corporate profits. What really matters and should be the main objective is to overcome the difficulties, and the welfare of another above the interests of the institution.

To this end, Stephen Kanitz (1992) developed the 10 Commandments of Social Responsibility, an important document and effective for those who actually think this communication strategy as a means to respect human rights. All the company does not assume the responsibility will sooner or later blamed for not acting in that niche.

Taking the social responsibility is serious and must have constant attention. Nurseries not send him away orphans because the board changed its mind.

All the money spent on ads like "My business is more responsible than the competitor" could be spent duplicating donations of your company, thus generating spontaneous media and their valued stocks.

The Entities have in his social "core business", devote 100% of your time, 100% of its budget for the social. Your company wants to have the same level of dedication?

The consumer is not stupid.

Before the wish to set up an institute with the name of your company or of your favorite brand, remember that most social problems is unpalatable, but the actions built on behalf of the community they become a positive differential.

Avoid using the business criteria when choosing social projects , such as " return on investment " or " teach to fish" . This area is governed by humanitarian criteria , not scientific or economic .

Social responsibility is ultimately always the individual, volunteer , official, owner , shareholder , customer, because it requires love, affection and compassion and should be frequent , not just seasonal.

So that corporate social responsibility can be disseminated efficiently, it needs a strategy to think about the best way to develop it. In this sense it created the Social Marketing, a derivation of Commercial Marketing that appropriates the knowledge and marketing techniques, but seeks only facilitate the promotion of social innovations. Kotler (1978) defines:

(...) The design, implementation and control of programs seeking to increase social acceptance of an idea in a target group. Uses market segmentation concepts, consumer research, setting ideas, communication, facilitation incentives and exchange theory in order to

maximize response of the target group (Kotler 1978, p.287)

The true social marketing primarily engaged in communication with the employees and their families, with actions aimed proven to increase their social well-being and community. These actions of medium and long term guarantee sustainability, citizenship, solidarity, credibility, respect, visibility and, above all, higher sales (MELO NETO and FROES, 2001, p.74).

FINAL CONSIDERATIONS

Before deploying a social project ask for a third of the twentieth Sector entities to know what they really need, namely:

What the entities need is usually not what your company does, or what your company wants to do.

Social actions committed reach a segment of society living below the destitution line, where the government still does not reach. Organizations that develop actions of eco-commitment and sustainability, add intangibles to its internal customers with the appreciation of the relational and effective as well.

Future studies on social responsibility should be conducted in order to empower society with a more just, equitable and where social construct tools should be known.

Doing good is good for those involved is a difference in the individual intellectual capital of each being and organization.

The ecofriendly organizations have happier internal customers and committed to the common good, beyond corporate boundaries.

The market is reflected in decision nonprofit prosperous business decision and external customers always purchase goods and services with greater eagerness and loyalty attracted by the similar actions.

Holders of higher order worth in global organizations keep on buildings whose guidelines and management peculiarities them reveal the height and comfort of gifts through social responsibility actions taken steadily towards society and the environment, creating business collective impact. Note the multiplicity of trials to act in a recessive market economically and who are retained in the most troubled shares in existence that does not forget the victims of poverty of material life and organize the aid and solidarity that infects your internal customers towards the paths of evolution in the group who think, act and are classified by what they do constructively towards the social.

To understand social responsibility as a way to program solutions to social problems, cultivating a set of values and forming internal and external culture and as a foundation to support the Ethics, Citizenship and Human Rights, it is easy to understand this vector organizational communication as a way for the preservation and strengthening of citizenship and human dignity.

In a society whose inequalities between classes and peoples is bigger and more cruel, in a world in which we see the difficulty of governments to deal with their internal and external policies - where the power of service remains the objective to be achieved at the expense of good common - social responsibility can and should be seen as a fact that output is within reach.

Only depends on the companies change the reality of their communities because as stated in Kanitz, social responsibility is ultimately an act of an individual and therefore independent of a government political project. Its preparation is possible to be based on love, affection and compassion, which definitely turns into a new path for the strengthening of Human Rights.

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