MASS MEDIA AND URBAN TRIBES. ANALYSIS OF THEIR RELATIONS BY STAFFORD BEER´S VIABLE SYSTEM MODEL

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INTRODUCTION

In the last 60 years (1950-2010), the influence of the mass media and advertising over individual decisions-making processes has deepened, in terms of age range to which have targeted advertising and that expanded for almost the entire Western world. With this, leading to the culture diversity, naturally given, toward one only culture standardized prevailing in the whole West nowadays.

Only in the last 20 years (1990-2010) we have been witnesses of how advertising has been directing its efforts toward a public increasingly helpless of resisting the suggestion of advertising, transforming them into the new triggers in purchasing decisions. In the 60's were the women, then the young people during 70's, and then were children in the 80's and during the 90's over early childhood, almost from the when we learn to speak (3 years). (4) Achieving brand loyalty among very young children and the brands of products for this age group.

From this perspective, urban tribes (5) have taken control of the lives of young people. Offering a false freedom, at moment of choose "How to be yourself" from options given in the market as a "catalogue of predesigned Identities" (6). The short-term vision, characteristic among adolescents, make imperceptible to them, the various strategies of compulsion to consume that the mass media is using on them. Isolated into a vision of short term, the adolescents are prisoners in a system of beliefs (7) predesigned by advertisers in response to emotional shortcomings and / or psychological present in our society and that beats most strongly among adolescents making them highly dependent on the urban tribe than they belong.

The great fallacy of this and abuse in our opinion, is the false freedom that young people, they think have gained at the moment of integrating some urban tribe, because they have used their "freedom of choice" (6) at the choose some option between of the catalogue of available urban tribes, taking decisions that benefit only the tribe in the short term, while longer to decide according to their own benefit in the long term, leaving the studies, breaking family relationships, in short, Mortgaging the future of youth in exchange for an quick existential solution when they choose for a predesigned identity, imposed by the pressure of the group or tribe and that nowadays is offered by the mass media in the "free market."

A phenomenon so complex, it requires a holistic conceptual framework that can make explicit its components and relations between them and the relationship with internal and external environment. In particular, the VSM provides a way to analyze communication's problems thus clarifying; how, when and where, repair and control into the organization, helping to identify strategies to improve decision-making. Given the recursive nature of the VSM, is possible navigate within the phenomenon, through her different recursion's levels and all its different components for each recursion's level. Thereby help to the young population to understand the role than they have adopted, as consumption entity when they assume any of these subcultures. The punctually will be help to define more assertive and effective policies by health authorities, education and government in general and also help to someone person among young people to see themselves inside of a consumption dynamic and thus can leave the domain and enter to a meta-domain, with more wisdom and consciousness.

Keywords: urban tribes, holistic paradigm, viable system model, transfer of control, fractality, strategy and decision making

Introduction

In the context of the knowledge Society and with attention put in the present but seeking in the future. We can make evident, how developing countries in particular and all nations in global view, are exposed and suffering nowadays *a great loss in human capital among our young population* (1). Face to one complex phenomenon, we must use a new manner of understand it. Thus, with the systems thinking as a framework, we shall can have an explanatory and objective language plus other tools for analysis and organizational diagnosis. In our case we shall use the VSM of Stafford Beer (2), because this viable system model, allow analyse complex phenomenon like it that we want study.

For Beer, this model has 3 relevant parts. The operation, the management and the environment. All these united by recursive link, giving shape to one distinguishable system, able of self management and kept doing the operation that it give sense to be.

The operation; like all those human activity's system capable of self-manage with
            Enough resources to do the activity that give it sense to be.

Mass media and urban tribes

The Metasystem; Like the unit of control over operation like a whole (S1). In Metasystem
There is the management's operation (S3), The Development of Plans
And strategies (S4) and finally where live the Identity of the system
(S5). In this system there is a framework used as base of decision-
Making process.

The environment: Where there are all things happening now. This has an infinite variety,
Being the source of all.

These three elements are connected by a special link, this link must be a recursive link (3)
like an accounting entry into a double-entry bookkeeping. In our case, one recursive link
by twice counterpart, the operation with metasystem and both with the environment.

The situation that we focused to apply the model is below:

A great loss in human capital among our young population. (1)

Only in the last 20 years (1990-2010) we have been witnesses of how advertising has
been directing its efforts toward a public increasingly helpless of resisting the suggestion
of advertising, transforming them into the new triggers in purchasing decisions. In the
60's were the women, then the young people during 70's, and then were children in the
80's and during the 90's over early childhood, almost from the when we learn to speak (3
years-old) (4) achieving brand loyalty among very young children and the brands of
products for this age group. From this perspective, urban tribes (5) have taken control of
the lives of young people. Offering a false freedom, at moment of choose "How to be
yourself" from options given in the market as a "catalogue of predesigned Identities"
(6).The short-term vision, characteristic among adolescents, make imperceptible to them,
the various strategies of compulsion to consume that the mass media is using on them.
Isolated into a vision of short term, the adolescents are prisoners in a system of beliefs (7)
predesigned by advertisers in response to emotional shortcomings and / or psychological
present in our society and that beats most strongly among adolescents making them
highly dependent on the urban tribe than they belong.

In summary, through last decades, the media were gaining relevance and control over the
population once more young until childhood (4). As we need to narrow our scope of
analysis, we shall concentrate only over a particular group among youth, some urban-
tribe, and her inner dynamic. For this we shall do only generalisations about the own
dynamic that belong to some urban tribe, always in general, because the brevity of this
paper.

Our purpose it is, through Beer's VSM, clarifying the relationship between media and the
own dynamic to some urban tribe. We start analysing over one generalisation an urban
tribe in general.

Emergence of the urban tribe

Firstly emerge such as self-organization in biology, "In biological systems self-organisation is a process in which pattern at the global level of a system emerges solely from numerous interactions among the lower-level components of the system. Moreover, the rules specifying interactions among the systems components are executed using only local information, without reference to the global pattern"(8).

Thus any urban tribe start normally self-organized, really the young people only follow their impulses and the signals advertised by media of course. "Follow the yellow road" such as in "Alice in the marvel's land."

Autonomy and empowerment

Then "in ascending the recursions of viable system the context of each autonomous metasystem enlarges and acquires more variety. Where there is a system (operation) and metasystem (control) such as one particular language and one metalanguage" (9) (fig.3) Hence, based in variety law (10) the autonomy depends of the range of variety, thus the new members or less capable members because their minor variety only will do the major number of activities (operation), whilst the most older members or those have more knowledge and domain over metalanguage, will take leadership's positions into metasystem controlling over operation whole. Hence who have minor variety will be into operation and who have more variety about metalanguage tribe's own, will be in control position into metasystem. Then, although there is autonomy and self-management supported by its members into urban tribe, the variety's law again, separate a domain of meta-domain, resulting the urban tribe (as a whole), the operation it's sub-ordinates to the society (as a whole), it that will be the metasystem over our generalization of urban tribe. For Luhmann "the elements of a social system are self-producing communications. i.e. communication produces further communications and hence a social system can reproduce itself as long as there is dynamic communication"(11) the variety of metalanguage will be the limit and frontier to next recursion's level.

The VSM, apply someone member, inside some urban-tribe.

From this perspective:

Firstly emerge self-organized, and only with local information and without references to global patterns or higher recursion's level.

System 1. The operation, will be do by the new members or less able members about Metalanguage of the tribe.

System 2. The coordination into urban tribe will be do for the members with more Empathy with the new members, and will coordinate all different activities of The tribe.

System 3. The delivery, will be do by leader of tribe, or a small group decision-maker
Belong of metasystem and hence with more knowledge about tribe's
Metalanguage.

System 4. The Develop of plans and strategies, will be bring by leader only, always
Because of more knowledge about metalanguage and trend in the
Environment.

System 3. The Identity, will be bring for all members of tribe in continue comparison with
Trend given by their referents, such as rock-star or another similar referents.

Thus S4 and S5 are connected with the environment acting like a sensor that led in co-evolution according environment changes. This link with a small range of trend's supplier, must be recursive link, like a double-entry bookkeeping. Hence the urban tribe gives obedience at follow the rule's trendy for their tribe, it that are delivered by their referents through media. In the other hand, the tribe receives from of these supplier, acceptation and affect. Levels 3 and 4 into "hierarchy of needs" from Maslow (12)

Until here the urban tribe it is autonomous, but beyond of their supplier of trendy content there is another level of recursion and hence of control.

Fig. 1 the VSM on someone member inside of some urban tribe.

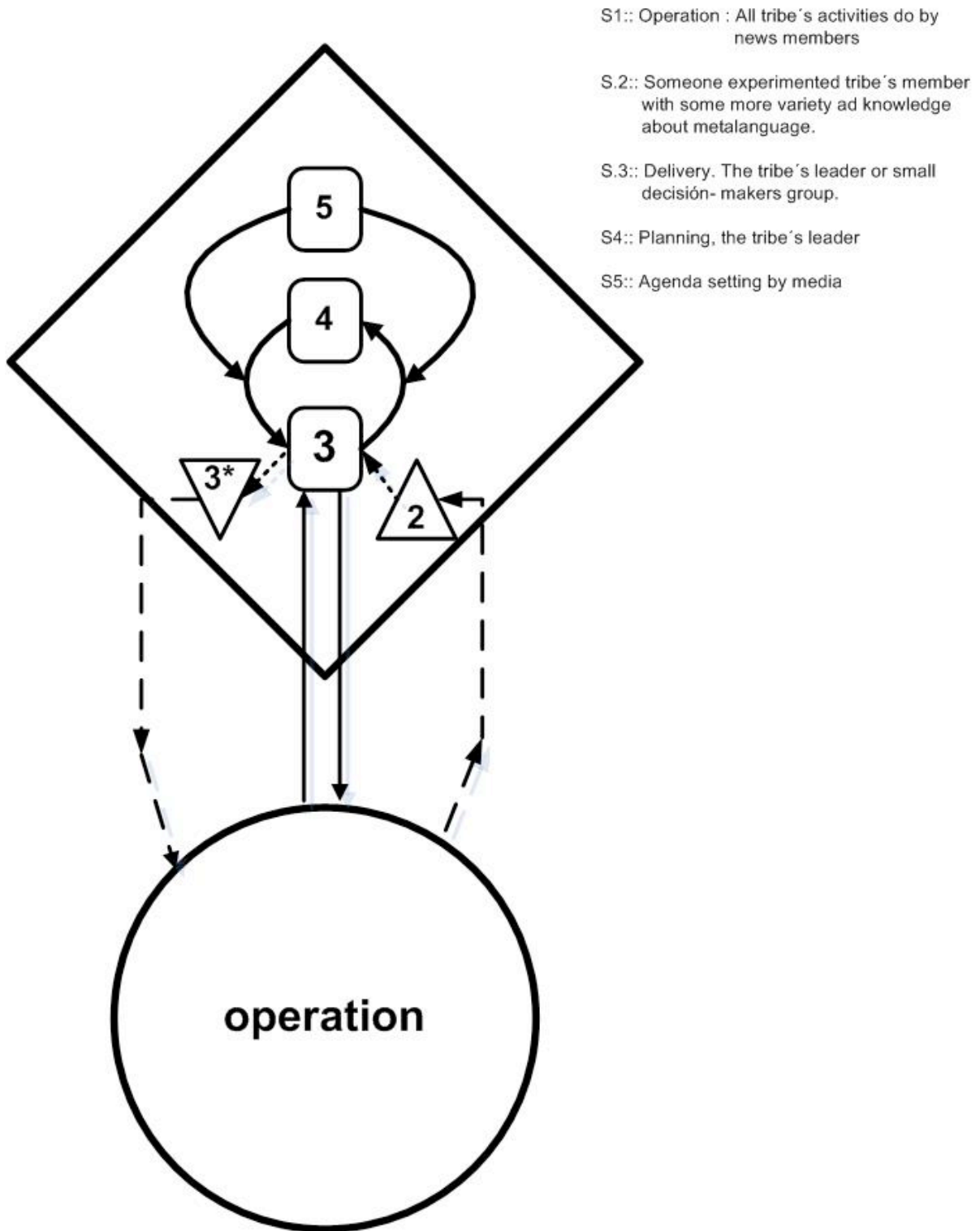S1:: Operation : All tribe´s activities do by news members

S.2:: Someone experimented tribe´s member with some more variety ad knowledge about metalanguage.

S.3:: Delivery. The tribe´s leader or small decisión- makers group.

S4:: Planning, the tribe´s leader

S5:: Agenda setting by media

Fig.1 the VSM on someone member inside of some urban tribe.

In a global level of recursion, the urban tribe as a whole and always we are doing generalisation on average young person that belong any urban tribe. In this level of recursion the, self-organization and autonomy constrain by variety law, define the frontiers separating the operation with her metasystem.

This way self-organization in biology, "In biological systems..., the rules specifying interactions among the systems components are executed using only local information, without reference to the global pattern"(8). Showing its dependence to the referents.

And about autonomy "in ascending the recursions of viable system the context of each autonomous metasystem enlarges and acquires more variety. Where there is a system (operation) and metasystem (control) such as one particular language and one metalanguage" (9) thus urban tribe, like operation, has minor variety than the society that finally it is who will do the management system or Metasystem over these urban tribes. Of this way, the urban tribes (S1) will be sub-ordinated to the society, being autonomous until its variety allows it, and then begin dependence of a metasystem such as society in general.

The VSM over some urban tribe inside society

From this perspective:

System 1. The operation will be all particular tribe's activities and enough resources than Allow self-management itself. Keeping interchanges with the environment and Limited by its variety.

System 2. The coordination, this system attempt achieves than tribe's activities be Realised with minor friction on left society plus of the common people accept The different tribe's fashion and attitudes. Here all different actors such As social workers, parents, government, does coordination through media, by News or social TV programs, even through reality show. Teaching to the Public to respect the tribe's fashion and with this, give stability to the society And acceptation for the tribe's members.

System 3. The delivery; Here in general it is into family where there is all structural Support for tribe's member. All spend caused by tribe's fashion it is cover by Family's income. Eventually someone tribe's members could gain some Income, achieved the legal way or not legal too.

System 3*.The Audit, this system is who compare the result realised with the result Expected or planned. We think that this function occur when urban tribe's Members re-enforces his/her "doing how it does a tribe's member", such as His/her look fashion and attitudes based on his/her referents. Such as; rock- -Star and any other kind of them. The solely references of the environment Are given by media again." The cognitive orientation view assumes

That human are limited in the amount of incoming information that they can
Process, and hence form stereotypes as one way to reduce the cognitive
Burden of dealing with a complex world" (13).

System 4. Development and Planning for long-terms also in this point, the families kept
Limited by variety's law, thus the next level of recursion it is managed by a
System more complex, it enough for do it. The government will be who do
Plan about; healths, education, employ and control over all citizens in
General, but in particular in our case's study on "youth belong some urban
Tribe". " The Young individual is perceived as positioned at the centre of a
Complex system of actors, who all impact on his/her behaviour in positive or
Negative ways. Thus, the actors most heavily influencing the environment of
Young people – Ranging from parents, teachers, the police and social
Workers to staff of Municipal authorities and national ministries – are
Activated as partners and Target groups of the planned violence prevention
Measure."(1)

System 5. Policy, where live the framework that led all strategic decisions and the most
Important, where live the Identity. In our case's study, the Identity (S5) it is
Realised indirectly by media, because from media are defunded all "local
Information" and "references" for the massive public." Through their day-by-
Day selection and display of the news, editors and news directors focus our
Attention and influence our perceptions of what are the most important issues
Of the day. This ability to influence the salience of topics on the public agenda
Has come to be called the agenda setting role of the news media." (14)

On this last concept, "The agenda-setting function has multiple components:

- Media agenda are issues discussed in the media, such as newspapers, television, and radio.

- Public agenda are issues discussed among members of the public.
- Policy agenda are issues that policy makers consider important, Such as legislators.
- Corporate agenda are issues that big corporations consider important.

These four agendas are interrelated. The two basic assumptions that underlie most research on agenda-setting are that the press and the media do not reflect reality, they filter and shape it, and the media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues."(15)
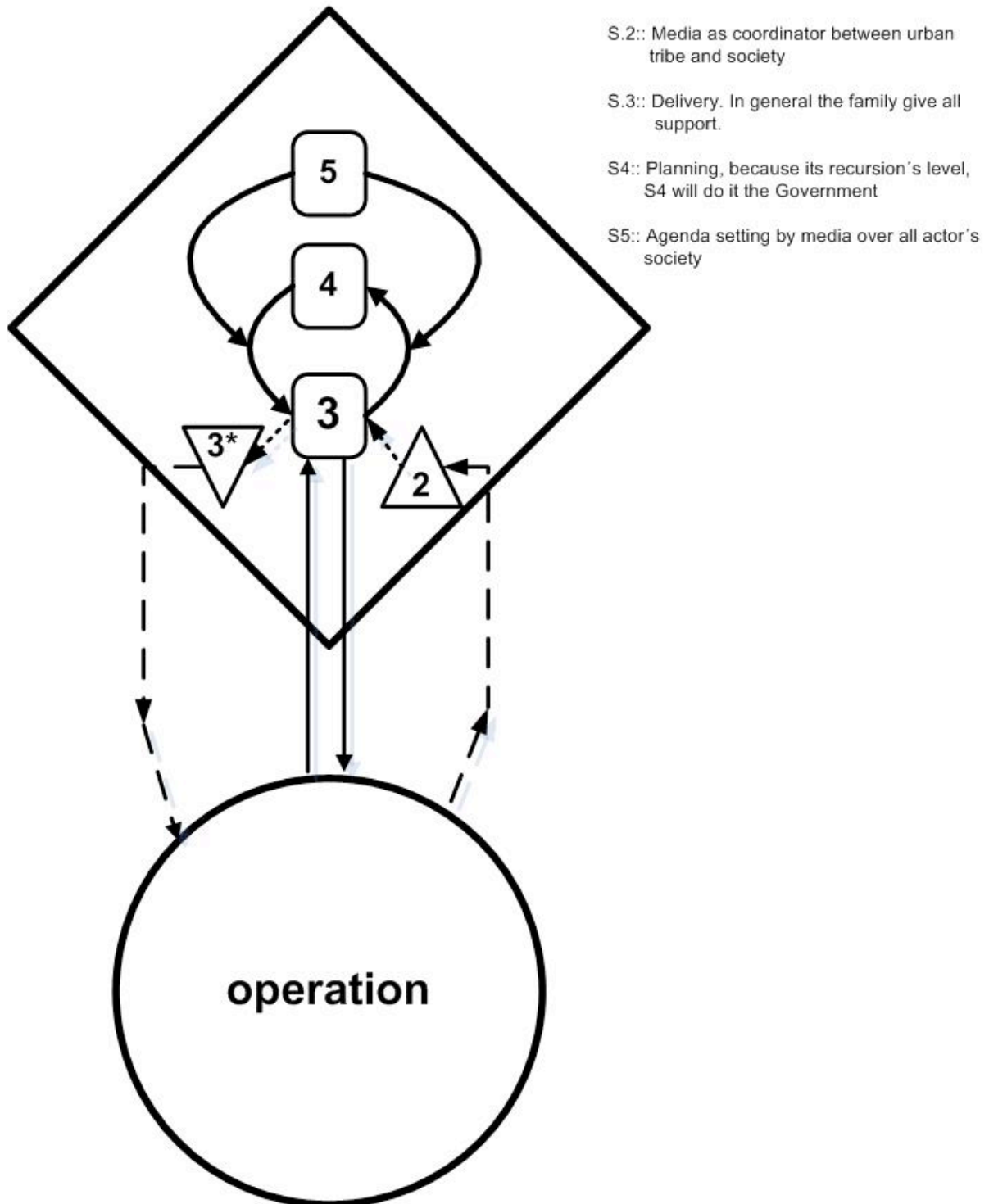
Fig.2. The VSM over some urban tribe inside society

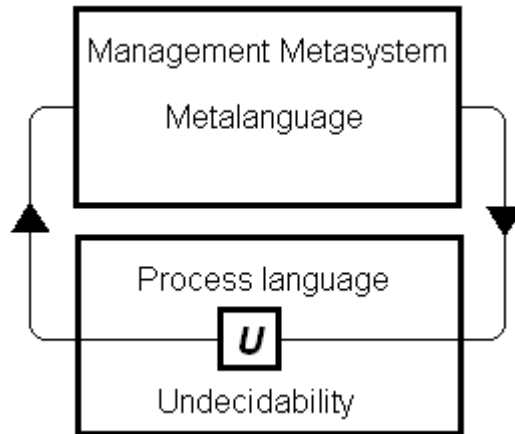S1:: Operation : All tribe´s activities do by news members

S.2:: Media as coordinator between urban tribe and society

S.3:: Delivery. In general the family give all support.

S4:: Planning, because its recursion´s level, S4 will do it the Government

S5:: Agenda setting by media over all actor´s society

Fig.2. the VSM over some urban tribe inside society

Fig. 3 Metalanguage

Conclusion

Through VSM is possible clarify how media can controlling a group of persons that shares a set of common interest, in this case, the urban tribes. The notion of autonomy related with variety's law give support to separate operation of metasystem, where operation was sub-ordinated to the metasystem, in the other hand, self-organization in biology, help to explained how emerges these urban tribes and which are its dynamics. Thus is possible demonstrate the loss human capital among young population because an agenda-setting. With all, we thinking than could be possible apply as here in another profiles market, beyond the young people only.

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