ABSTRACT

Following the alphabetical order of the BRICS Countries, this paper offers an exemplary review of literature on the relationship between government and its people. It is tentatively found that the Brazilian Government is trying to build the people’s trust in government, while the Russian Government is experiencing a lack of trust with their citizens. It is also tentatively found that both India and China seem to be adapting E-Government to improve the relationship in a limited way with its people. Finally the tentative findings in South Africa are that the African government is having a stronger positive effect on a national government level, but their local government is still greeted with dissatisfaction of its citizens. While all the BRICS countries share similar social, political, and economic transitions, they have made different adaptations based on their varying cultural and historical traditions. Based on the findings, the authors speculate that the more transparent public communication is, the more likely the BRICS countries will have a stronger foothold in globalization.
Although America has been known as one of the main global leaders in government throughout the world, the process of globalization has created a window for other countries to join the United States as a leading world power. In the beginning, as countries developed their forms of government, minor communication between each country occurred. Now in our present day, the BRICS (Brazil, Russia, India, China, and South Africa) countries find themselves adopting and implementing variables of westernized communication between their government and citizens. The adaptations of westernized communication vary amongst BRICS, however, the end hope and goal is for them to gain a foothold during the globalization process as global leaders.

In the following I am going to illustrate the relationship between government and citizens by highlighting the trust variable that both the Brazilian and Russian government have with their people. I will then continue onto India and China’s adaptation of e-government and how it is in turn affecting their government citizen relationship. I will also highlight how e-government in India and China allow for attitudes to be created amongst citizens towards their government, and how those attitudes play a role in gaining a foothold in globalization. I will finish my synthesis by highlighting a comparison of South Africa’s adaptation of a westernized government in terms of social forums and debates, and how successful they have been thus far. I will end on the note of South African citizens’ overall satisfaction with their government on both the local and national scale.

Throughout this paper I will make critiques on the BRICS countries, and each variable of westernized communication they have adopted into their form of government. First, I find similarities of communication styles between the BRICS countries. Then, I analyze and critique each country’s form of communication with its citizens as I find strengths and weaknesses
through the method of compare and contrast. Finally, I discuss future recommendations of research that could further our knowledge on how each country plans to gain a stronger foothold during globalization. The proposed further research would also give us more information on which form of westernized communication best helps a country gain the title of being a global power.

Since I am critiquing the BRICS countries through a westernized view, it is important to note that I am not suggesting the best route of government and citizen communication is that of the United States. As a matter of fact, I am only attempting to analyze and critique each country’s form of communication from a non-biased standpoint while using the reference point of a known and historically successful government. The end hope for this paper is to identify which formula of government and citizen communication is the best to gain a strong foothold in globalization, and what further research can occur to support this paper’s tentative findings.

SYNTHESIS

In my synthesis I first provide similarities and differences between the BRICS countries and how they each have endorsed a certain aspect of westernized communication between government and citizens. It is through these forms of communication that citizen and government relations will be tested. Different forms of communication create different kinds of social atmosphere in the countries and in turn shape citizens’ attitudes towards their government.

Brazilian and Russian Citizens; Attitudes towards government

Written by Avgerou, Ganzaroli, Poulimenakou, and Reinhard in a review about Brazil’s government and citizens sharing a sense of trustworthiness, the authors highlight how positive of a relationship Brazilian government is sharing with its people. Citizens feel much more
connected to their nation and its political decisions; it is through this channel we are exposed to a new form of westernized communication being amplified (2011). As Brazil executes a democratic government, its citizens feel as though they are truly being heard in elections. Unlike China and India in which e-government is being implemented in hopes of building a trustworthy atmosphere between citizens and government, Brazil seems to be mainly focusing their efforts on citizens’ perception of the government in order to create a positive attitude towards it.

It is in the state of trust that Wampler (2011) assesses how Brazil’s government is empowering their citizens with knowledge of their government’s activities to create an atmosphere in which citizens want to partake in political decisions. Brazil pulls from the Western ideal of two-way communication (similar to India) between government and citizens in hopes that trust is the variable that will lead the Brazilian government to have a strong foothold in globalization. Further supported by McCowan, he examines how Brazil has made an effort in its educational program to support students in being active participants when it comes to the political sphere (2006). Not only were the findings of Pelotas Brazil’s educational program supportive of active citizens, but also of critical thinking citizens. Throughout an article written by Stepan on creating a stronger relationship between government and citizens in Brazil, he evaluates how much the Brazilian government is adding to the educational system as a way to get youth to partake in politics (2000). Throughout said evaluation he assesses how the distribution of wealth amongst citizens affects their chances at gaining an education. Throughout the previously mentioned articles, Brazil is defined as a country with a democratic rule of government that, for the most part, has citizen trust in regards to political action. The main attribute to Brazilian citizens is how they perceive their government in a positive light in terms of being heard, and represented throughout campaigns and after elections. Brazil brings an
interesting new view on government and citizen communication as they try to build a relationship of trust. It should not be overlooked that the country still suffers from many gaps when it comes to communication between government and citizens. The gaps of communication are present, but so is the Brazilian government as they try to implement new channels of communication with citizens. For that, Brazil should be viewed as an emerging power in terms of globalization.

The tentative assessment on Brazil and its government citizen relationship is that the implementation of political education in Brazil’s schools is creating a positive attitude amongst youth in Brazil. The previous articles show that the implementation creates a positive attitude, as citizens feel as though their government is listening to their voices. The difference when assessing the previous research is how there are still children in Brazil that are not experiencing an education in which they can learn about their government and ways to be involved and heard. It is within the gap of uneducated Brazilian citizens that further research opportunities arise, with the goal of measuring uneducated Brazilian citizens’ attitudes towards their government. As a result of researching both educated and uneducated Brazilian citizens, more data could be collected to help gauge the overall attitude of Brazil’s citizens towards their government. This is important seeing as the Brazilian government is relying so heavily on trust as their variable of success when it comes to gaining a foothold in globalization.

On the other end of the spectrum, journals have been published that expose Russia for having a lack of trust between government and citizen communication. Willes (2001) discusses how Russia’s citizens are unsatisfied with the lack of communication coming from their government. As Russia partakes in a federal republic, the communication between government and citizens cannot even fully be defined as a one-way avenue. Russian citizens are left in the
dark with most of their government’s decisions, creating two spheres in Russian society - one sphere belonging to Russia’s citizens, and the other to its government. Rimskii (2009) observed how bribery between citizens and government officials seemed to be the route in which local issues were to be dealt with, rather than upholding the law. The bribery in Russia creates yet another disconnect between government and citizens in which failure to gain traction in globalization increases.

It is hard for a country to ever reach a powerful role in globalization if its main concern is keeping its citizens in line due to a lack of loyalty to their country. Russian citizens’ lack of loyalty is caused by a lack of trust between citizen and government. Greene (2011) wrote about the social contract between Russian government and citizens. Greene highlights how the lack of communication leaves Russia in a stationary state both locally and globally. Russia is experiencing such a strong disconnect between their government and citizens that the lack of communication is creating a lack of traction in globalization. As referred to by Greene, the so-called ‘social contract’ can be viewed as a hindrance on Russia’s success to step up and fully attempt to take a power role in globalization. Smaele (2007) continues to support the previously mentioned published works by also collecting data that points to Russia’s government not being forthcoming with its citizens. Exposing the way Russian mass media communicates government news to citizens is an interesting research topic. As stated by Russia’s own laws, it is illegal to keep any political information hidden from the public and/or censor the news. However, what is written on paper by Russia’s government is not necessarily executed in the real life situation between them and their citizens.

The media culture in which Russian journalists have to partake is an irritating one, as they have no higher authority to talk to about the lack of truthful information the Russian
government exposes. The lack of truth in the mass media supports Mickiewicz’s (2005) point that citizens of Russia dissect the information that they gather from the news with a critical ear. She encountered 16 focus groups that all read more into media bits that were less forthcoming than media exposure that shared detail. With citizens searching for hidden tradeoffs in policies the Russian government was planning to implement and being communicated through mass media, the apparent lack of trust was identified. The lack of trust between Russian government and citizens is the polar opposite than that of the Brazilian government and citizens. The Russian citizens reportedly look for unsaid truths within the news constantly, thus confirming a lack of trust (Mickiewicz, 2005). It is in that lack of trust that Russia as a country suffers to obtain a strong foothold in globalization, further supporting the belief that trust between government and citizens plays a role for countries in future global success.

The common points in the previously assessed articles on Russian government and citizen relationship are that of a negative attitude. The common variable of distrust amongst citizens towards their government has created a negative atmosphere in terms of citizens wanting to be politically involved. The two separate spheres that Russia has created in its society (one government and one citizens) bring to light how in our present day, that sort of disconnect is not sustainable for a country’s goal of global success. It can tentatively be assessed that Russian government has not really adapted a westernized channel of communication with citizens, and in turn, could be noted as one of the variables that holds Russia back from becoming a global leader. With globalization and more countries taking a westernized route of communication between government and citizens, it could be tentatively assumed that Russia will be left behind because of its citizens’ lack of enthusiasm in being politically involved.

E-Government in India and China
As China executes a communist rule it has started to adapt a westernized form of communicating with its citizens. Ergenc (2014) writes about public hearings in China and how they do not hold any political power in terms of decision-making, but rather, informs the citizens on their government’s actions on the local scale. Baquero-Hernandez (2012) brings to light how Chinese citizens’ introduction to e-government presents the issue of informing citizens of government decisions without citizens having their own words and/or ideas being heard. This allows Chinese citizens to develop negative attitudes towards China’s government, as they have no way to alter their political situation. The e-government also allows middle class citizens to further their knowledge on government decisions, creating more of a movement in the people to discuss political actions, but no rights to implement their own ideas or representation. As reported by the Freedom of Net (2012), there are an assumed 560 million Internet users in China amongst the 1.357 billion citizens. They all experience a form of Internet monitored and sensitized by the Chinese government. It is through the previously stated statistic that China has opened up a Pandora’s box, as citizens are not allowed to voice their opinions online if it is categorized as a hostile view of their government, by their government. Chinese citizens being informed of political decisions but not being a part of the policy-making in their government is creating a tension between government and citizens. Although China has implemented a westernized form of communication between government and citizens, the form of communication has been altered to fit China’s tradition of one-way communication. It should be noted that for my literature review regarding China implementing e-government and its effects on government citizen relations, I will mainly be assessing Chinese citizens who are active internet users, which at this time is about half of China’s population.

Li (2009) discusses how China is undergoing economic and political change, and the role
of e-government throughout those changes. Throughout the previously stated articles, authors speculate that e-government has a limited effect on citizens, as their ability to pertain knowledge of their government does not allow them to partake in decision-making, which can alter their current situation. With the newfound e-governance knowledge, citizens have the opportunity to create attitudes about their government while not being presented with the opportunity to change their local, and in turn, global situation. Janoski (2014) reported that the citizens of China are encountering more social rights but are being held in a position of very little political rights. It is through the lack of political rights that research has an opportunity to delve deeper into citizen’s attitudes towards their government. There is no doubt that China is an emerging powerhouse when it comes to globalization. Their exports and advancements of technology have without a doubt, put them as a world leader. All throughout their success, the communist rule has been their driving form of government. However, we cannot simply overlook that globalization is a unification of people, politics, and business. The Pandora’s box (known as e-government) that the Chinese government has opened is doing them a great disservice as they attempt to create a transparent public communication on a one-way communication model. Citizens now have the opportunity to build attitudes about their government that could potentially turn into behaviors in which citizens start to demand social and political rights. For China, the previous rights go against their long-standing cultural and historical traditions, but flow perfectly with globalization.

All of the previously reviewed articles have the common point that China has started to adapt a westernized approach of communication between government and citizens. The disagreements within the reviewed articles are that although people now have been given the opportunity to have a voice, it is still monitored by the government online. Therefore, all reports
marked citizens’ general satisfaction with the Chinese government at different levels. It is through the similarities and differences we as researchers can gather e-government, a westernized form of communication has been adapted into China. China’s version of e-government has been altered into a one-way communication model that is leading Chinese citizens to have an overall negative attitude towards their government.

After reading about the Chinese government and their attempt of e-government as a new channel of information and communication between them and their citizens, it is interesting to assess the similarities between China and India’s government and how they are conducting themselves. The vastness of India and their government’s communication with citizens through electronic connection has exemplified democracy. As India’s government officials attempt to not only cover the sheer size of their land, they also try and maintain a form of communication that ideally goes both ways, government to citizen, and vice versa. The westernized form of democracy in which government has a strong sense of two-way-communication with their citizens has placed India in the running to emerge as a leader through globalizat|ion. Yet the pure vastness of India proves to provide a challenge in reaching all citizens, especially in slum areas without access to valuables, such as computers. Both countries hold economic power as they attempt to communicate with their citizens through e-government. The question that can be brought into play through these articles is if the communication between government and citizens has to do with a country’s success in gaining a foothold in globalization. India currently holds their place as the third largest Internet consumer in the world, coming in behind the United States and China. Forbes recently published an article claiming that India has 243 million Internet users in a population that is roughly 1.27 billion (Fontevecchia, 2014). It should be noted that the citizens of India that are about to be assessed are both Internet users and non-Internet
users. India presents a unique situation in that the government is trying to reach its citizens the best it can for a two-way conversation. The main focus of my review essay is to gauge the overall attitude of citizens toward their government implementing a version of westernized communication.

Hirwade (2010) discusses how access to government information and opportunities for citizen’s voices to be heard electronically could increase Indian citizen’s participation in their government. In turn, it could make a stronger community that could possibly strengthen India’s leadership role in globalization. Mitra and Subrate (2010) touch on how democracy throughout India is attempting to virtually access all of their government’s information, and to allow citizens to create a two-way discussion on political decisions (2010). The main issue still facing India today is the pure vastness of its country. India’s government has ran into hard times trying to reach citizens as a majority of citizens still live in slums and do not have access to channels of communication such as the Internet. However, as Mitra and Subrata (2010) continue to research the ‘evolution’ in which India is going through, the changes seem to be positive in regards to more two-way communication between government and citizens and citizens feel as though they are being heard.

The similarity between China and India is that both of their respective governments are trying to reach their citizens with information about their government’s political actions. The purpose in informing their own citizens of the government’s actions is to gain support from their citizens in terms of local and global politics, and in hopes of moving into a global leadership role. The difference that should be noted between the two is that India’s government is taking an attitudinal approach with its citizens in hopes that once their citizens are well informed, they will want to take part in their countries attempt to emerge as a global leader. Meanwhile, the Chinese
government is only trying to inform their citizens of their government’s actions without giving them a say in the decision/policy making process. India is proof that citizens want to be involved if they can have a voice. Although their size provides a variable of difficulty, the attempt is valid and thus far growing successfully.

Chakravatty (2001) examined how India’s development in more technology use has mainly affected India’s communication to residents that do not currently reside in India. Instead, India’s government’s development on the electronic platform has built up more communication on a global political scale instead of the local political scale. Chakravatty’s article provides proof of globalization as it can still be counted as a successful move on India’s government’s part if people are being informed of India’s political decisions and how those are affecting its growth (2001). As India continues to be considered a potential global leader, the difficulty of communication between government and citizens and how that affects their global stance is a problem that won’t go away soon. As electronic communication has immensely helped India’s government reach more of its citizens, there is still a vast majority that do not get the opportunity to access electronic communication. The gaps created by India’s government can be accounted for by its vastness and the lack of wealth distribution. As India still executes a democratic form of government in which communication between government and citizens is encouraged, it must be noted that in order for India to achieve a bigger global leadership role, the previously stated communication needs to strengthen.

In all of the reviewed literature on India and its government’s implementation of e-government, a valid effort is being put forth in creating a positive attitude between government and citizens by the government. The similarity found in all of the previously mentioned published literary work is that the vastness of India and lack of access to e-government in slum
areas is creating a hurdle for India’s government in reaching its people and vice-versa. The tentative differences found in the article reviews are people’s attitudes towards e-government in India based on their personal situation. E-government is creating a positive attitude in citizens with access to the Internet and a negative attitude in those with no access. It is also a tentative assessment that a generally positive attitude on the global scale is occurring as other countries utilize their Internet access and become informed on India’s most recent political decisions all from e-government.

**South Africa: Citizenry General Attitudes About Government**

South Africa is a unique case within the BRICS countries, as their government tries to build a country with strong health care and a high caliber of life. With South Africa partaking in a democratic form of government, similarities can be drawn from India and Brazil in terms of a two-way model of communication. Mattes (2008) found that the general attitude of citizens towards government on the grand scale was overall positive, while citizen’s attitudes towards their local government were negatively correlated. As the population of South Africa is at 52.98 million people, most of who generally reside in smaller locations rather than the cities, the government is faced with the issue of reaching their citizens. The terrain itself in South Africa can be difficult to navigate and present hurdles when trying to reach people. Mattes (2008) discusses how in local villages, citizens are forced to obey the rule of the dominant group even if that group came to power through illegal force. Tough terrain, abuse of power, and health scares are only some of the hard variables that the South African government is faced with as leaders.

South Africa is rich with culture and as globalization runs its course, there is no denying that South Africa is a potential global leader. In 1994, the first fully democratic election took
place in South Africa. Nelson Mandela was voted into a position of power and the South African government was starting to serve all of its citizens. Binns and Robinson (2002) wrote a journal on the topic of sustaining democracy in South Africa. The two gentlemen’s published work fully supported that in order for the South African government to survive, the people working in it were going to have to produce some outcomes for their citizens (Binns & Robinson, 2002), outcomes such as addressing HIV and starting programs to help those in need get on their feet with jobs. In a study done by Skinner and Valodia, the two went in to Durban, South Africa to observe how the town had created an informal economy that supported independent women workers (2003). According to researchers, the national government of South Africa had not implemented a program that was of use for women workers in rural small towns, so the villagers took it into their own hands. Five researchers went across sections of South Africa known for being mostly populated by citizens with HIV (Dworkin, Colvin, Hatcher, Peacock & Hatcher, 2012). They went to observe focus groups with the intent of learning how males and females that were HIV positive communicate amongst each other and how they felt about their gender roles, as well as the opposite sex’s gender role (Dworkin et al., 2012). The time progression of the three previous listed studies is chronological as to point out that the citizens of South Africa have taken to fixing matters into their own hands.

Throughout the BRICS countries, each one has chosen a westernized form of communication to implement into their own traditional form of government. Of all the countries that make up BRICS, South Africa has shown to be the most fragile in terms of government citizen communication. It is not hard to understand why when all you have to do is pull the history books back 20 years and find yourself in an apartheid era. Through reviewing literature, I have found support that South Africa is moving into a foothold that will gain some traction in
The overall attitude of South African citizens in regards to their government is positive. The relationship between government and citizen is not highly formal, but rather viewed as a work in progress. By no means is South Africa in first place when it comes to being a global leader amongst the other BRICS countries, as it still has a lot of development to endure, but globalization should help speed up that process. The advantage that South Africa has as a country growing in a time of globalization is the country’s weakness itself - its lack of structure. Unlike China and Russia, South Africa is utilizing a westernized form of democracy. South Africa has the opportunity to start with a clean slate - completely transparent public communication, as there is no one supreme ruler taking away their citizens voices. I support these tentative findings, as South Africa was the most recent country to be added to the BRICS list, as an emerging global leader due to its progressive and positive growth since 1994.

CRITIQUE AND EVALUATION OF THE GOVERNMENT PUBLIC COMMUNICATION PRACTICES

In this section I will discuss the critiques and evaluations that I have made about the BRICS countries and their forms of government and citizen communication. The critiques and evaluations are based on previously read and published work, specifically based on each BRICS country. I will then make a practical recommendation/plan for each country’s government and/or citizens to implement. The end goal of each recommendation is to strengthen communication between citizens and their respective governments.

Brazil and Russia

When evaluating Brazil’s form of communication between government and citizens, it is operant that Brazil has amplified a mode of westernized communication. Brazil has completely gone down the trust route, trying to create a channel of communication in which their citizen’s
feel fully acknowledged and heard by their government. They also institutionalized political trust in their schools, creating a mode of communication in which citizens can feel connected to their government from the beginning. Not to forget that the end goal of Brazil’s communication is to help the country gain traction in the globalization race. It is through the channel of trust between government and citizens that Brazil has tried to ignite the fire of nationalism within its citizens.

A recommendation for the Brazilian government’s quest to create more trust with their citizens would be to have educational programs available once a week for those who cannot afford it. As of right now, only Brazilian youths are getting attention from their government education. Due to the Brazilian government implementing educational programs about politics into schools, they have also created a window for older citizens to develop a negative attitude about not being appreciated. The program for those who cannot afford it could meet on Saturday nights in an area that can seat a lot of people. During these classes, lecturers can come and discuss politics, up-coming local political events, and much more, strengthening the communication between Brazil’s government and citizens.

The lack of communication in Russia creates an atmosphere in which citizens do not feel connected with their government, and therefore do not partake in trying to fix the lack of communication but instead, growing hostile. Russia, unlike Brazil, does not care about the variable of trust between government and citizens. In turn, it creates a window of failure for Russia’s government’s ability to join the other BRICS countries in gaining a strong foothold in globalization. When critiquing Russia’s form of communication through previous research, there was no variable of westernized communication. In fact while critiquing Russia, the parallel of China became prevalent. In China, their citizens at least feel as though they have a one-way mode of communication. Within that one-way mode, China’s citizens know where their
government stands on a global scale and how citizens need to fulfill their role in order for their
government to gain traction on the globalization scale. However, in Russia, citizens are left in the
dark in terms of their government’s globalization goals and therefore, do not partake in helping
their country gain traction. Communication between Russia’s government and citizens is non-
existent, as the two survive in two separate spheres.

There are many gaps in the research on Russian government and its citizen’s attitude

towards it. The reviewed articles were mainly generalizations of attitudes, rather than specific
demographics of citizens and how they feel. To further research, I recommend that Russian
citizens create meetings in which they discuss the politics of their town while comparing and
contrasting what they were told would happen and what actually did end up happening. At the
end of each month, they can hand over a letter detailing their questions and ideas of
implementation to a scribe, who will then take it to their government department. A written
letter would be best so that no authority figures feel as though they are being attacked, but rather
looked up to by citizens who have innocent curiosities. Slowly, lines of communication will open
up as the citizens stay persistent and at least on a local level citizens can enjoy their hometown
atmospheres more.

**India and China**

In India and China, research supports that the similarity between the two countries is how
their governments are both implementing e-government (electronic government). The research
acknowledges that each country is now interacting with their citizens in a more communicative
manner. However, the differences when critiquing the two types of e-government in India and
China are vast. Chinese citizens do not get the opportunity to be heard in the political sphere, but
rather, are told by their government about what is going on politically with no chance to ask
questions or raise new ideas. On the other hand, India’s citizens get the opportunity to be educated as to what their government is doing and get to be heard in terms of questions and new ideas. Even though we are looking through a westernized lens when trying to figure out the best formula for gaining a foothold in globalization, it is important to note that China and India are already acknowledged as potential global leaders as we all experience globalization.

India’s citizens are getting the opportunity to accomplish a two-way street of communication with their government. However, while critiquing India’s e-government, it is hard not to look at it like a case of organized chaos, as the sheer size and poverty in India also contributes to their lack of success. It used to be easier for people outside of India to collect information in regards to India’s government than those actually in it purely because of access to computers. Now India is ranked third in the world for Internet use. The drastic growth India has gone under in just a matter of years is proof that communication between citizens and government needs to remain strong. Because of e-government, India’s citizens now have an opportunity to feel heard and in turn, care about their government’s political economic success. Due to the state of organized chaos they find themselves in, citizens also have the option to feel flustered with their government. However, due to India sincerely trying to create a two-way mode of communication through e-government, it could be tentatively supported that with time and economic growth, the problem of not reaching all of India’s citizens can be fixed.

My recommendation to India’s government is to create a grid and slowly have a government crew bring devices to people so that they can access e-government. Full computers are not necessary. The government needs to get sturdy devices out into the hands of their citizens, even if it’s an old cell phone with which the village leader, who was democratically voted into power, sends updates on his village into a major database so the central government
can keep tabs on if the village in case it ever needs help. It is unification through communication that India’s citizens need to experience, and it is India’s government that needs to begin the conversation.

Within communist rule, the communication between government and citizens has been something of an absence for China. The gap that China is creating with their e-government is how citizens are experiencing a western form of communication with their leaders without the benefit of being heard themselves. It is in this established gap that citizens will be able to create an attitude of aggression and frustration that results in a disservice to the Chinese government’s main purpose of e-government. Rather than advancing communication in hope of advancing citizen’s loyalty, Chinese citizens could potentially feel trapped within their government and then e-government will have proved to be a failure.

I have two recommendations to the Chinese government. My first recommendation is for the government to allow citizens to post whatever they want in e-government chat rooms while an official Chinese government employee is also in the chat room and can be there to answer questions. If the government allows the previously stated style of freedom to talk politics on an official government site, then citizens might finally feel like they are being heard. China has a large enough number of Internet users that it would really open up lines of civil communication between government and citizens. My second recommendation is to start implementing nationalism into their citizens. If China doesn’t want to allow them their own thoughts online, then they should supply them with a sense of pride in their nationality, making citizens loyal while also creating a bond between the government and citizens. They should create a holiday purely celebrating their accolades as a country. If neither recommendation is taken, I am afraid the Chinese government’s form of e-government will backfire with the citizen’s negative
attitudes towards them and Pandora’s box will actually be opened. It is within this newly created window of e-government in China and India that I will be able to do further research in a longitudinal manner. My research question: what type of communication style between government and citizens is significant in helping that country gain a foothold in globalization will be tested over time as citizens develop more attitudes about e-government and their government’s way of utilizing it.

**South Africa**

When evaluating South Africa’s form of communication between government and citizens, it is blatantly obvious that the citizen’s wills are to live full lives in a good home. South Africa is a rare case of a country getting to start over and while doing so, be considered as one of the potential leading countries in the world. As the South African government and citizens utilize a democratic rule, the opportunity for culture to flourish again is being nursed back to life. Globalization will play a big role in South Africa’s future as the country itself is implementing new health programs while trying to exterminate people still abusing power. From the published readings I am basing my tentative findings on, the portrayal of South African citizens was that of a steady hand - strong, supportive, not faltering, just waiting for globalization to come along and lace fingers.

**FUTURE RESEARCH RECOMMENDATIONS**

Current research gives us an idea of what each of the BRICS countries are doing in order to try and gain a foothold in globalization. All but one of the countries is partaking in a different channel of westernized communication they believe is the best formula to grow as a country and global leader. The research that I assessed on communication between government and citizens
has many gaps. In order for us to gain more knowledge on BRICS countries, it is my belief that more research needs to be conducted. The research that is presently published was not completed over a long length of time. Although previous research has established the current situation in each country in terms of communication, the implied attitudes of citizens within the BRICS countries do not supply enough evidentiary support for us to fully understand the citizen’s attitudes toward their government.

The important variables throughout all the proposed future research is that researchers conduct their studies with a native speaking person of the country they are in. The second variable that should not be overlooked is that both sexes are being interviewed and surveyed throughout the whole process. After the surveys and interviews are completed, all research should be compared and contrasted in order to discover similarities between modes of communication. After all the resources supply data, researchers should also compare differences and try to see if those differences help countries gaining traction in the global economic realm. The point that should be mainly assessed at the end of research is whether better communication and better attitudes between citizens and their government resulted in a better globalization foothold for that specific country.

**Brazil**

In assessing and critiquing the research on Brazilian government and citizen communication and attitudes, many gaps can be found. The previous reports only took into account educated citizens, leaving no completed research on uneducated citizen’s attitude towards their government. The opportunity for a longitudinal study would help further research to gauge general attitudes of all citizens, both educated and uneducated, towards government. The Brazilian government has chosen the westernized channel of trust to grow their countries
attitude in a positive direction. So far, the implementation of educational programs based on politics has served positively for Brazil and its relationship with its citizens.

Brazilian government has taken the route of introducing their citizens to government at an early age in hopes of building trust. I believe that a five-year study should occur with Brazil’s citizens. For my proposed longitudinal study in Brazil, I think that the first year kids encounter a class on their government should be the first year the study takes place. Paralleling that, kids of the same age that are not attending educational programs should also be surveyed. For the next five years those students/nonstudents should be interviewed about their views on government, and how involved in government they are. After five years, there should be enough data on the attitudes from the participants in the research study to gauge how Brazil’s citizens feel about their government. The main variables that should be assessed in this study are how much the participants trust their government by the end and how much they feel heard in elections.

Russia

For further research in Russia I think that citizens should be interviewed about current news stories and their perceptions of the stories. The interviews should take place once a month for one year, and the news stories that make the surveys should collected at the end of the month and distributed individually. Throughout the interviews, the researchers will try and gauge how much truth citizens find in the news stories they are exposed to, and how they actually interpret the stories they hear about. A native Russian speaker should conduct the interviews so that the participants do not feel as though the study is being conducted in order to put down Russia’s government and people. It is important that throughout the study, an equal number of both males and females are questioned about their perceptions on the news to make sure there are no biases in the research.
India

For further research in terms of India’s government and communication between government and citizens, I suggest that a national survey occurs once a year for the next 3 years. The survey will assess how far India’s government has come in making e-government available to their citizens. The survey will also gauge how India’s citizen’s attitudes are towards their government, and how well they are feeling heard by their government. Over the time of three years, there should be enough research to support how effective India’s e-government is in helping them gain a global economic foothold. While the surveys are being administered, researchers should also look at India’s global economic stance each year and compare where their economy is at in connection to citizens attitudes towards their government.

China

For research on communication between China’s government and citizens in regards to e-government, I believe interviews with China’s citizens that are active online should be conducted. In order to fully identify the citizen’s attitudes towards the newly implemented e-government, interviews should occur with the consent form informing participants that their identities will remain anonymous. Keeping their identities anonymous may allow citizens to feel more at ease about sharing their opinions of their government. The interviews should be conducted twice a year for three years in order to gauge citizen’s attitudes. I suggest that those interviewing the citizens are also Chinese in order to eliminate any cultural differences during the interview. With a longitudinal interview process and a once a year survey, participants will provide researchers with a solid amount of research that supports citizens attitudes towards e-government. The interviews and survey will also help with being able to identify if e-government
is accomplishing what China’s government is trying to do with creating a one-way channel of communication.

**South Africa**

A longitudinal study should occur between ten female and ten male fourth grade teachers from different schools in South Africa. The teachers will administer surveys twice a year to their classes asking questions about what the children know in terms of politics, and how many political figures names they know. The teachers will meet twice a year and discuss the findings. The hope of the study is to make sure children are being educated on the way their country works politically, and make them have a sense of inclusion. The longitudinal study will also keep the teachers on task with their students, as they will have the pressure of knowing that they must read their class results to the other teachers when they all meet up twice a year. Its important to get consent forms from all parents to make sure it is all right to survey their child. Over time, the surveys should become a known and political knowledge in South Africa and will be looked at as more of a fact rather than something rare to be knowledgeable.

**CONCLUSION**

This critique is tentative because it is based on secondary research. It remains to be further tested through additional future original research in the BRICS countries. Looking back through the journals that have been published about the communication between government and citizens of the BRICS countries, it is apparent that there are many different ways countries communicate with their citizens. The interesting aspects and similarities between all the articles is how each country has their own idea of how to gain economic power. Brazil, India, China, and South Africa have all adapted a westernized approach in communicating with their citizens. The
similarity between the previously stated four countries is that they all want their citizens to be well informed of their government’s decisions and actions taken. The difference between the five is that while China keeps their citizens well informed, they do not have a voice in the political world, whereas the citizens of South Africa, India, and Brazil are encouraged to be heard by their government. China and Russia share the similarity of one-direction communication in which their citizens are told what is happening with their government. However, Russia does not partake in nearly as much communication between their government and citizens in comparison to others.

Each country is using a different approach of communication. Brazil is using their schooling system as a way to instill trust between citizens and government, which in turn, creates a positive attitude between Brazilian government and citizens. Russia has the least amount of communication between government and citizens, which creates a tension in which citizens do not wish to partake in the countries’ political and in turn, globalization traction. India is using a westernized approach as they communicate with their citizens through e-government to create an informative and interactional space. The interactional space that India is attempting to accomplish is for the hope that with more information and the feeling of being heard, citizens will want to partake in gaining traction for their country on the globalization scale. China has held true to its form of government while adding e-government as a way to inform their citizens of their government’s decisions. While China utilizes this form of communication, it is the hope that their citizens will take note of China’s huge global presence and therefore, support their government in hopes of gaining more global power. South Africa is staying true to trying and having a transparent form of public communication. Each one of the BRICS countries has their own culture and historical traditions. For some, it is simply the form of government they have
always had, while for others, it is creating something new from the bottom up. However, no matter which BRICS country one picks, they are all about to experience globalization. Each country will discover whether or not the communication between their citizens and government is strong enough to achieve a country’s leadership foothold in globalization.
References


