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World Media Scenario



PTUDEP SYLLABUI-BOOK MAPPING TABLE

World Media Scenario

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CAREER OPPORTUNITIES IN MEDIA WORLD

Mass communication and Journalism is institutionalized and source specific. It functions through well-organized professionals and has an ever increasing interlace. Mass media has a global availability and it has converted the whole world in to a global village. A qualified journalism professional can take up a job of educating, entertaining, informing, persuading, interpreting, and guiding. Working in print media offers the opportunities to be a news reporter, news presenter, an editor, a feature writer, a photojournalist, etc. Electronic media offers great opportunities of being a news reporter, news editor, newsreader, programme host, interviewer, cameraman, producer, director, etc.

Other titles of Mass Communication and Journalism professionals are script writer, production assistant, technical director, floor manager, lighting director, scenic director, coordinator, creative director, advertiser, media planner, media consultant, public relation officer, counselor, front office executive, event manager and others.

INTRODUCTION

The book introduces the students to fundamentals of communication. Today communication is a part of our everyday life. It is all around us. Thus, the purpose and benefits of communication are also discussed in the book. The different types of communication like interpersonal, intrapersonal, mass communication are also discussed in the book.

The communication process has various elements like the sender, receiver, noise and coding and decoding which are also discussed in this book. Students will also learn reading and listening skills.

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SYLLABUS

World Media Scenario

Objective:

The media constitute a very powerful force in modern society. Power, however, carries enormous responsibility, especially in the present day globalised work place. Thus, the aspiring global media persons must know the complex international media scenario to work across time zones and cultural barriers.

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WORLD MEDIA SCENARIO

UNIT 1

1.0. Introduction

- 1.1. Unit Objectives
- 1.2. World Media scenario since the World War
- 1.3. The Cold War Days,
- 1.4. The Non Aligned block and its relevance.
- 1.5. Emergence of the Third World Countries,

1.0. INTRODUCTION

1.1. OBJECTIVES

- To trace the history of World Media scenario since the World War
- To know about Colonization of Communication
- To understand the Use of media by power blocks & super powers
- To understand demand for a new information order by developing countries
- To know the Barriers to the flow of news
- To know the role of Non-Aligned news pool

1.2. WORLD MEDIA SCENARIO SINCE THE WORLD WAR - II:

At the start of World War II in 1939 Australians rushed to support Britain in her battle with Hitler's Nazis. Then the Japanese bombed Darwin, killing hundreds, and the nation realized a greater enemy was battering at the door. Help came not from Britain but from a new friend, the United States. The 1940s shifted Australia's sense of its place in the world.

The Government used its influence over radio, newsreel and the print media during World War II (1939-45), in an attempt to control the way in which the war was reported. Information was carefully used by the media as a tool for forming a public opinion and boosting morale.

In some instances reports distorted the truth by, for example, minimizing the number of casualties or the extent of damage. Sometimes significant current events were not reported at all.

Much of the news and commentary was prepared or directly influenced by the Commonwealth Department of Information (DOI). The DOI used what people read in the newspapers, listened to via radio, and watched on newsreels at the cinema to heighten the war effort.

Mentions of media censorship were suppressed, and the Government threatened penalties for breaches of censorship. Despite people's recognition of the role of censorship during a time of national emergency, many, including those involved in producing broadcasts, criticized the Government's censorship of the media as too extreme.

1.3. The Cold War Days

The **Cold War** was reflected in culture through music, movies, books, and other media. One element of the Cold War often seen relates directly or indirectly to the threat of nuclear war. Another is the conflict between the superpowers in terms of espionage. Many works use the Cold War as a backdrop, or directly take part in fictional conflict between the U.S. and the U.S.S.R. The period-1962 saw Cold War themes first enter mainstream culture as a public preoccupation.

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The Cold War was also reflected in the attitudes of people in their everyday lives. In the United States, the Hollywood blacklist determined who would create, work on, and star in motion pictures; in politics the House Un-American Activities Committee questioned those thought to be communist sympathizers.

Cold War is the period of ideological, economical confrontation and military competition between USSR and USA and their allies had lasted from the middle of 1940s to the end 1980s.

The official date of beginning of Cold War can be considered March 5, 1946 when Prime Minister of Great Britain Winston Churchill gave his famous "The Sinews of Peace" speech in Westminster College, Fulton, Missouri. This phrase "Iron Curtain," became the basic of future ideological world division that had lied between Capitalist countries: the USA and its allies: Britain, Japan, France, West Germany and Canada; and Communist bloc: USSR, some countries of Eastern Europe, Cuba and China.

The term "Cold war," has well known since 1947 thanks to American journalist, Walter Lippmann who used this term to describe confrontation without factual warfare, between USSR and USA, and their allies in the set of articles in New York Herald Tribune and the book "The Cold War, a Study in U.S. Foreign Policy".

Owing to absence of the real war between USSR and USA that was undesirable because could led to nuclear war, this period was noted by numerous of proxy wars around the world (Greek Civil War (1946-1949), Korean War (1950-1953), Vietnam War (1959-1975), Soviet-Afghan War (1978-1989) and wide scaled international ideological propaganda from both sides: USSR and USA. The main method of transmission was radio because radio waves could easily reach countries around the world, radio became cheaper and cheaper every year, and it was very difficult to the ordinary citizen to identify a radio station.

Soviet propaganda characterized by such features as glorifying of soviet society, working class, and state military achievements and describing of Western countries as imperialistic and exploiting. For these purposes Soviet Union used such sources of information as Radio Moscow, Radio Peace and Progress, TASS and the Novosti Press Agency that were monitored by the Ideology Department.

TASS news agency was one of the main tools of spreading of propaganda. It was the main news provider to Radio Moscow and the Soviet version of the Voice of America. Furthermore, TASS made steps to increase Soviet news providing in

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African countries, in 1963 it presented Kenya news agency free equipment to receive TASS news, nevertheless, Kenyan journalists used to get Reuters news bulletin because they came earlier than TASS.

USSR had several international radio stations that actually located in the Soviet Republic and provided its point of view in the news. The main USA tool of international broadcasting and propaganda during cold war also was radio because it was the most accessible source of information.

USA made its best to reach and attract international audience and promote capitalist values. Especially, the United States spent a lot of money on running of Voice of America. For instance, in 1948 budget of VOA was equal to about \$10,000,000.

Very often, Western mass media presented information earlier than Soviet. This practice helped them to easy influence on public opinion because citizens often tried to find access to Western news sources in order to more about event that did not reported in Soviet press.

For instance, on February 25, 1956, the First Secretary of the Communist Party Soviet Union Nikita Khrushchev gave one of the most famous speeches that are called the Personality Cult and its Consequences that criticized regime of Joseph Stalin. Soviet newspaper Pravda published it only in 1989, but in Western press it appeared in the beginning of March 1956 thanks to journalist of Reuters John Rettie. In 2007, this speech was declared by Guardian as one of the greatest speech of the 20th century.

The media was the major source of information for Americans during the Second World. In addition, the media created the image of Adolf Hitler as it was perceived by the average American during that time. News about the war was generally received from such sources as radio, newspapers, magazines, and newsreels. These media were all responsible for selling Hitler to the American public. In a way, they acted as propaganda for stirring up American support for the war effort in Europe. The news presentations of Hitler, particularly after the start of World War II, usually showed him as a threat to world peace. The clear message was that Hitler needed to be stopped in order for democracy and freedom to be preserved. K.R. M. Short, editor of the Historical Journal of Film, Radio and Television, has noted that newsreels, for example, served the purpose of "informing the people about the progress of the war, while continually stressing the importance of home front commitment and morale in achieving victory". Although Short refers specifically to newsreels in the movie theater, it can be seen that the same elements were stressed in the coverage of the other news media as well.

Furthermore, in 1983, when USSR brought down the Korean airline, Western radio stations were the first, which reported about the accident. Soviet version of this event appeared in their press only in one week. Moreover, in 1986 information about the Chernobyl nuclear plant disaster was broadcasted by Western radios in two days earlier.

In conclusion, during the Cold War mass media was one of the main tools of international propaganda that equally were used by USSR and USA.

1.4. The Non Aligned block and its relevance

Independent countries, who chose not to join any of Cold War blocs, were also known as non aligned nations. The term "non alignment" itself was coined by Indian Prime Minister Nehru during his speech in 1954 in Colombo, Sri Lanka. In this speech, Nehru described the five pillars to be used as a guide for Indian relations which were first put forth by Chinese Premier Zhou Enlai. Called Panchsheel (five restraints), these principles would later serve as the basis of the Non Aligned Movement.

The five principles were:

- Mutual respect for each other's territorial integrity and sovereignty
- Mutual non aggression
- Mutual non interference in domestic affairs
- Equality and mutual benefit
- Peaceful coexistence

A significant milestone in the development of the Non Aligned movement was the 1955 Bandung Conference a conference of Asian and African states hosted by Indonesian president Sukarno. Sukarno has given a significant contribution to promote this movement. The attending nations declared their desire not to become involved in the Cold War and adopted a "declaration on promotion of world peace and cooperation", which included Nehru's five principles. Six years after Bandung, an initiative of Yugoslav president Tito led to the first official Non Aligned Movement Summit, which was held in September 1961 in Belgrade.

At the Lusaka Conference in September 1970, the member nations added as aims of the movement the peaceful resolution of disputes and the abstention from the big power military alliances and pacts. Another added aim was opposition to stationing of military bases in foreign countries. The founding fathers of the Non

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aligned movement were Sukarno of Indonesia, Nehru of India, and Josip Broz Tito of Yugoslavia, Gamal Abdel Nasser of Egypt, and Kwame Nkrumah of Ghana. Their actions were known as 'The Initiative of Five'.

The **Non-Aligned Movement (NAM)** is an intergovernmental organization of states considering themselves not aligned formally with or against any major power bloc. As of 2010, the organization has 118 members and 18 observer countries. Generally speaking (as of 2010), Non-Aligned Movement members can be described as all of those countries which belong to the Group of 77 (along with Belarus and Uzbekistan), but which are not observers in the Non-Aligned Movement and are not Oceanian (with the exception of Papua New Guinea and Vanuatu).

The organization was founded in Belgrade in 1961, and was largely the brainchild of Indonesia's first President, Sukarno, India's first Prime Minister, Jawaharlal Nehru, Egypt's second President, Gamal Abdel Nasser, and Yugoslavia's first President, Josip Broz Tito. All four leaders were prominent advocates of a middle course for states in the Developing World between the Western and Eastern blocs in the Cold War.

The purpose of the organization as stated in the Havana Declaration of 1979 is to ensure "the national independence, sovereignty, territorial integrity and security of non-aligned countries" in their "struggle against imperialism, colonialism, neo-colonialism, racism, and all forms of foreign aggression, occupation, domination, interference or hegemony as well as against great power and bloc politics." They represent nearly two-thirds of the United Nations' members and 55% of the world population, particularly countries considered to be developing or part of the third world.

Members have, at various times, included: Yugoslavia, Argentina, SWAPO, Cyprus, and Malta. Brazil has never been a formal member of the movement, but shares many of the aims of Non Aligned Movement and frequently sends observers to the -Aligned Movement's summits. While the organization was intended to be as close an alliance as NATO (1949) or the Warsaw Pact (1955), it has little cohesion and many of its members were actually quite closely aligned with one or another of the great powers. Additionally, some members were involved in serious conflicts with other members (e.g. India and Pakistan, Iran and Iraq). The movement fractured from its own internal contradictions when Soviet Union invaded Afghanistan in 1979. While the Soviet allies supported the invasion, other members of the movement (particularly predominantly Muslim states) condemned it.

Because the Non Aligned Movement was formed as an attempt to thwart the Cold War, it has struggled to find relevance since the Cold War ended. After the breakup of Yugoslavia, a founding member, its membership was suspended in 1992 at the regular Ministerial Meeting of the Movement, held in New York during the regular yearly session of General Assembly of the United Nations. At the Summit of the Movement in Jakarta, Indonesia (September 1, 1992 - September 6, 1992) Yugoslavia was suspended or expelled from the Movement. The successor states of SFR Yugoslavia have expressed little interest in membership, though some have observer status. In

2004, Malta and Cyprus ceased to be members and joined the European Union. Belarus remains the sole member of the Movement Europe. Turkmenistan, Belarus and Dominican Republic are the most recent entrants. The application of Bosnia and Herzegovina, and Costa Rica were rejected in 1995 and 1998. Serbia has been suspended since 1992 due to the Serbian Government's involvement in the Bosnian War (officially as the Government of the Federal Republic of Yugoslavia at the time).

1.5. Emergence of the Third World

After World War II, there was a dramatic change in the political composition of nations. Most of the colonized countries became independent, some through violent means, the rest peacefully. The First and Second Worlds were waging undeclared war, and the newly independent ones were caught in between. The Third World had no proper infrastructure, no industry, no food, no medicine and, above all, no capital but a huge population to feed, clothe and provide shelter for. Disease, hunger, and death were their only companions.

The leaders of these newly independent countries had very bitter experiences of exploitation by the colonial powers. They were aware of the danger of going back to these imperialist powers for aid to feed their people, to build infrastructure, to set up industries, etc. on the other hand they were suspicious about the communist countries. Thus, the newly independent countries were in a precarious situation. They had to ask for aid from their former colonial masters, on their terms and conditions, or play into the hands of socialists and communist countries. Faced with this choice a few countries succumbed to the temptation and joined one or the other group. Regional and international alliances like SEATO, NATO, WARSAW PACT, and COMECON, came into being.

However, a few of the Third World Countries decided to form their own group called the Nonaligned Movement (NAM). India, along with Egypt, Yugoslavia (formerly) and Ghana between the two camps, could gain from both for their economic development.

Sincere efforts were made by many NAM countries to develop their information networks. India stands out in this Endeavour. It had the Press Trust of India (PTI) and United News of India (UNI) two major national news agencies. Not many countries were as fortunate. With political instability, corruption, economic backwardness, ethnic conflicts, religion wars, foreign debt servicing, etc, hindered growth in the field of information and communication.

Unit 2. COLONIZATION OF COMMUNICATION

2.0 Global Broadcasting

Broadcasting beyond national boundaries has been a parallel activity for many countries along with the development of their domestic systems. **The external services or international broadcasting by different countries are aimed at serving their people settled in other countries, and also to propagated the policies of the respective countries.** Since broadcasting developed in the colonial era, the colonial powers sought through the radio to build stronger ties between themselves and the peoples they ruled around the world. England and Holland were the first to think along these lines. However, it was Adolf Hitler of Germany who saw the potential use of the domestic and international radio for purposes of propaganda. During World War II, the international shortwave radio was a weapon to conquer people's minds. Some of the leading broadcasting organizations are:

2.1. British Broadcasting Corporation (BBC): Authors interested in broadcasting suggests that the British were adept in using, international radio. Broadcasting in the United Kingdom has undergone phenomenal changes since then. Yet, the British Broadcasting Corporation (BBC) occupies a central place in terms of its international reach and influence. The 'BBC World Service' has, always fascinated us in India and now through satellites, we have the benefit of watching the BBC TV.

BBC is a central institution in the broadcasting system of the United Kingdom. In 1922, several radio manufacturers established the British Broadcasting Company. In 1926, it became a public corporation. It currently operates two national color television networks (BBC and BBGII) and four national radio networks.

BBC draws international news from its correspondents. BBC's international character is based on the fact that it is the forefront of the United Kingdom's international broadcasting operations. The operations are not commercial, and finance is provided in the form of a special grant approved by the British Parliament. Consequently, the government is directly involved in international broadcasting system.

The scope, nature and character of BBC External Services were affected during the Falkland crisis. It was also the target of criticism during the Iranian Revolution and

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the recent Gulf War. However, contemporary developments indicate that international broadcasting is here to stay.

2.2. Voice of America (VOA): Another country, which has systematically used and realized the potential of the radio and television in international affairs, is the United States of America

This realization is traced to the year 1941, when the USA entered World War II. Given the private nature of broadcasting within the country, the Government did not have any broadcasting outlet of its own. However, the private companies had short wave transmitters, which the Government procured on a lease basis. Two government organizations, the Office of War Information and the Council of Inter American Affairs were responsible for international broadcasts during the period. The private US broadcast corporations did the programme titled Voice of America on a contractual basis.

After the war ended, VOA would have closed down, had it not been for the dawn of a cold war between the USA and the USSR. Therefore, when the United States Information Agency (USIA) was established, in 1953, VOA became one of its divisions. At a time when many countries did not have their own local stations, VOA and BBC could command huge audience bases. When local stations developed, VOA directed its programmes to the political ally.

Although VOA has grown and expanded considerably, its influence is debatable. Critics argue that the disapproval of the US politics in many lands had its impact on VOA's operation and its influence. On many fronts, the Vietnam War, and the Gulf Conflict, VOA has been criticized.

2.3. VISNEWS: It is related to the international broadcasting service in the supply of audiovisual material similar to the news agency services. One of the major suppliers of visuals for the TV networks around the world is VISNEWS.

VISNEWS is a London based international TV news film agency owned by a consortium of the BBC, Reuters, Canadian Broadcasting Corporation, Australian Broadcasting Corporation, and New Zealand TV. The service has over 170 subscribers in 95 countries and the largest contributor to the daily Eurovision exchange programme.

2.4. Role of the Global Organizations

2.4.1. UNESCO

UNESCO is an agency of the United Nations. All UN member states have a right to belong to it. It describes itself as an international organization. In November 1945, representatives of forty-four nations met in London, in a quest for peace. The then Prime Minister of UK, Clement Atlee, and the American poet, Archibald Macleish together coined the striking message:

€Since wars begin in the minds of men, it is in the minds of men that the defenses of peace must be constructed•

This is in the forefront of UNESCO's constitution, and it is also the key to UNESCO's activities, from its early days. UNESCO has been concerned with the development of the media and also the development works in the Third World Countries.

For UNESCO, it is necessary to understand that the purpose of the organization is to contribute to peace and security by promoting collaboration among the nations through education, science and culture. To realize this purpose, UNESCO has sought to collaborate in the work of advancing mutual knowledge and understanding of peoples, through all means of mass communication, and to that end recommend such international agreements as may be necessary to promote the free flow of ideas by word and image.

UNESCO plays an important role in the introduction and expansion of mass media, especially the television, in many developing countries. Over the years, UNESCO's activities in communication have changed from what has been described as an ad hoc attempt to develop mass communication media to integrated programmes in which the communication package is regarded as a whole approach. Efforts in this direction are the preparation of national models and establishing documentation infrastructures.

The role of UNESCO became more significant in the context of the demand by many developing countries for a better deal from the developed countries. The first step in this direction was a call for the establishment of a New International Economic Order (NIEO). It was realized that the NIEO couldn't be independent from sociocultural factors, apart from political and economic factors. The fifth conference of the Heads of State or Government of the nonaligned countries and General Conference of UNESCO crystallized the idea of a New International Information and Communication Order (NIICO). The report of the international commission for the study of communication problems, **many voices one world** better known as the **Mac bride Report**, is a landmark document in this direction.

2.5. The Mac bride Report

The most important outcome of the NWICO debates of the 1970s was the formation of the international Commission for the study of Communication Problems as per the decision of the 1976 general conference of UNESCO. The 16 member commission comprised experts representing world's diverse ideological, political, economical and geographical zones.

Popularly known as the MacBride commission, it met eight times at the UNESCO headquarters in Paris for facilitating discussion among its members. In addition, it organized four round table discussions in Sweden, Yugoslavia, India and Mexico, received some one hundred background papers from professionals and scholars around the world, and investigated the new order issues thoroughly than any previous forum had done.

Its final report, published in **Many Voices, One World**, stands out as a complete source of information on communication in today's and tomorrow's world:

- The commission viewed communication as a basic social need of individuals, communities and nations with an inseparable relationship with politics, as an economic force, with decisive influence on development, as

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an educational tool, and as an integral part of culture. Thus, any change in any aspect of communication within and among nations would call for changes in all these aspects of communications,

- The issues of imbalance and inequalities were fully recognized by the commission. Attributing the imbalance to a historical process of unequal growth of nations and complex political, economic and social realities, the commission supported the view that 'free flow' was nothing more than 'one-way free flow' and also that the principle, on which was based, should be restated so as to guarantee 'free and balanced flow'. It identified imbalances in flow between the developed and developing countries.
- The commission took note of imbalance in the flow of news through the instruments of technology. The developed world, which have access to modern technology, have had both positive and negative influence on the political, economic, Socio-cultural fabric of their home regions and other nations, which have come to depend on them for their news foundation needs.
- Cultural imperialism was being practiced through control of communication infrastructure, news circulation, cultural products, educational software, books, films, equipment and training.
- The commission concluded that the primary factor to imbalance and inequalities was an economic one. It said that the one-way in communication is basically a reflection of the world's dominant political and economic structures, which tend to maintain or reinforce the dependence of the poor countries on the rich nations.

2.6. International Telecommunication Union (ITU)

ITU was founded in Paris, in 1865, as the International Telegraphic Union to coordinate and monitor the development of the telegraph, which was a new invention. With the development of the other systems, particularly the wireless radio, the name was changed to its present, the International Telecommunications Union.

In 1947, ITU entered into an agreement with the United Nations (UN) and thereby became a specialized agency for telecommunications. The ITU Secretariat is in Geneva, and works at various levels. The supreme body in ITU is the Plenipotentiary Conference. Basically, through various administrative conferences ITU makes decisions regarding its various functions. The four permanent

organizations of ITU and the General Secretariat, the International Frequency Registration Board (IFRB), The International Telegraph and Telephone Consultative Committee, and the International Radio Consultative Committee

2.6.1. The main functions of ITU are to:

1. Allocate frequencies to avoid interference
2. Co-ordinate efforts to eliminate interference
3. Foster the creation of telecommunication in newly independent or developing countries
4. Undertake studies in the area of telecommunications

On one hand, ITU has to promote telecommunications development taking into account a host of factors, political, technological and economical. On the other hand it has to manage a vital resource, the electromagnetic spectrum.

2.7. Global News Agencies

Reuters: This news agency takes its name after its founder, **Paul Julius Reuter**. As the employee of the Havas agency and through his friendship with a well-known physicist of his time, Carl Fredrich Gausess, he came to know the advantage of the electric telegraph.

Around 1850, he set up a ~~ria~~ pigeon service. When he moved to the UK, in 1851, he opened a telegraph office near the London Stock Exchange. Initially, his services were confined to commercial information. When he was able to persuade more newspapers to subscribe to his service, diversified into other areas. Historians suggest that his first major breakthrough came in 1859, when he sent a dispatch for shadowing a war in Italy. Since then the agency has expanded and is regarded as a global news agency.

Reuters supplies news to its media clients such as other news agencies, newspapers, the radio and television stations under various categories. These include general and economic news, news pictures and the TV news. Information is collected from around 160 exchanges and markets and a network of about 1200 journalists, photographers and cameramen, who operate through 100 bureaus in different parts of the world.

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Reuter's agency built a reputation in Europe for being the first to report news scoops from abroad, such as Abraham Lincoln's assassination. Almost every major news outlet in the world now subscribes to Reuters' services, which operates in over 200 cities in 94 countries in about 20 languages. The last surviving member of the Reuters family founder, Marguerite, Baroness de Reuter, died at age 96 on 25 January 2009, after having suffered a series of strokes.

2.7.2. Associated Press (AP): The impetus to provide speedy transmission of news was given by the telegraph invented by Samuel F.B. Morse, in

1844. The telegraph enabled many small town newspapers in the US to get their news. It is in this context that the meeting of the leading New York publishers, in 1848, gains significance. Although a decision was made to start a news agency, the name, Associated Press, was not used till about 1860. It is said that the newspapers, which formed the Associated Press, were able to demonstrate their enterprise during the Mexican War.

Associated Press has since expanded its operations to include economic and financial international news service called **AP-DJ** (Dow Jones). This service is run in conjunction with Dow Jones Inc, publisher of **Wall Street Journal** and with **TeleRate** a major US computer based financial data service.

Associated Press took a concrete form, in 1900, as a news gathering association. In 1848, six leading newspapers of New York City launched a cooperative effort through the creation of the Associated Press of New York. It was founded by the newspapers to share the cost of telegraphing the news brought by ship to different ports in the US. Competition and rivalry was very much evident in the formative years, which was overcome by AP. Yet, AP was unhappy that its news exchange contracts of 1893 with European news agencies had restricted its entry into the British Empire area. Reuters was controlling the area, with Havas (French Agency) and Wolf (German) controlling other areas. Although it was unable to establish foreign bureaus before World War I, it could not sell news abroad. The long struggle, which ended in 1934, resulted in the creation of the AP World Service, in 1946. Kent Cooper, as the AP traffic chief, is credited with establishing AP as a world service.

AP with its wide communications network using advanced technology has bureaus in more than 100 countries. Its 5000 plus correspondents and a host of stringers cater to about 1300 newspapers, 3400 broadcasters in the US and 1000 private subscribers.

2.7.3. United Press International (UPI): The growth of AP spurred the rise of competitors. ~~Edw~~ Willis Scripps, the founder of the famous Scripps chain of newspapers in the US, formed the United Press Association, in 1907. One of the reasons for starting this association was the closed membership policy of the ,Associated Press•. Scripps is ~~ocore~~ in trusting AP over all others. Further, AP was interested in serving the big morning newspapers, while Scripps was publishing the evening newspapers. Running his own news service was therefore, attractive.

Initially, Scripps started two regional ~~we~~ services to cater to his own newspapers. At the same time, there was another association, the Publishers• Press Association formed in 1898 by the ~~not~~ AP eastern newspapers. In 1907, Scripps merged his United Press Association with the Publishers• ~~Assoc~~ Association to form the United Press Association. This association could enter areas, which AP could not due to contractual limitations. Therefore, UPA•s influence grew.

UPI claims to have an overseas electronic strength of about 200 journalists overseas distributed in Europe, Latin America, Asia and Australia. Unlike the AP and the Reuters, UPI has not diversified much into specialized economic services. However, its broadcast related services are considered to be a specialization.

2.7.4. Agence France Presse:

AFP is a postwar successor to the Agence Havas founded in 1835. The French newspapers control the agency by having the maximum representation on its board of directors. Although AFP is described as an unsubsidized autonomous organization, in ~~effect~~, the

French government and various agencies under its control subscribed to AFP, and

provided good support. Through a wide network of bureaus within the country and abroad, AFP is regarded as one of the major global news agencies. AFP is important in another sense, and that is its history. As already mentioned, it was a successor of Havas; it grew out of a translation agency, which sold the translations to various newspapers. Two of its employees, Paul Julius Reuter and Bernard Wolff, started news agencies in the UK and Germany. All the three countries, France, UK and Germany were leading European empires. Accordingly, the news agencies, Havas, Reuters and the Wolff took control of large segments of the world for news coverage. Many writers argue that this laid the foundation for a close relationship between communication and empire building.

AFP has more than 10,000 newspaper and 70 agencies as its subscribers. Its operations are in more than 150 countries with a network of 110 foreign bureaus. Its daily output is about 3,350,000 words contributed by 170 full time correspondents and more than 500 stringers.

UNIT 3. INTEGRATION BETWEEN INFORMATION AND ARMAMENT: (Close encounters between information & armament, media & military)

3.0. Information as Wealth & Power

Information can be defined as facts about an event, a place, a person, or whatever is communicated, by a person or persons to another person or persons. Information can also be considered as a raw material. As and when this raw material is put the proper context with other facts or activities, the human mind is able to understand and analyze the situation and respond to it. This can be called knowledge. Mere facts do not generate knowledge. The human mind in interaction with facts produces knowledge. This knowledge has helped and is helping the human race generation after generation. Knowledge is wealth, and when this wealth is used properly, it brings power.

3.1. Information-rich West

The developed countries situated in the Western Hemisphere are simply as West, that is, countries of the Western Europe and North America, since the 15th century, undertook various expeditions to know the world beyond the seas. The traders undertook long voyages to expand their business. Kings conquered other countries to enlarge their kingdoms and bring new nations under their rule. All these activities helped the European countries to gather information, constantly, to create knowledge for their own economical and political benefits. Take the example of

the Great Britain, there was a time when it was said, 'the sun never sets on the British Empire'. It was information alone that helped the British to exploit its colonies for centuries. As science progressed, the instruments, to gather information became more sophisticated. As a result, the West always remained years ahead of the underdeveloped countries in the information technology.

The Reuters of Britain, Agence France Presse (AFP) of France, the United Press international (UPI), Associated Press (AP) of the USA, and ITAR-TASS of Russia, have complex networks to gather information and feed the world with hundreds of stories every day. These global agencies make money through subscriptions and are sustained by multinational corporations of newspapers, the government and the corporate sector, with perhaps the sole exception of ITAR TASS. Apart from the news agencies, the western countries have information agencies to gather facts or data, and disseminate the same after proper packaging.

3.2. Information Poverty in the Underdeveloped Countries

A completely opposite state of information network is in existence in the underdeveloped nations, particularly in Africa, is so weak that it takes days for information to travel from the place of origin to other corners of the country. Even the telephone systems are old and dilapidated. The existing news agencies in most of the countries of the Third World have a very weak network, and work with the old technology left over from the colonial times. Only a few countries like India, Bangladesh, Malaysia, Indonesia, Brazil, Nigeria and Kenya are able to afford news agencies, and are slowly getting into the information business. Above all, qualified and competent people shun away from this business of information. Thus, both in terms of hardware and software, the situation is deplorable. Most of the underdeveloped countries are in utter poverty. One important point has to be made here, some of the underdeveloped countries have made some progress in the field of information, but this progress, when compared to the existing situation in the developed countries, looks so small and inadequate.

Thus, unlike the developed world, the underdeveloped countries have failed to use information to create knowledge, which, as and when applied, would produce wealth and power, hence, as far as information is concerned, the West has information in abundance, while the underdeveloped countries, caught in the vicious cycle of poverty and illiteracy have not capitalized on information technology.

3.3. Advantageous position of the First World Countries

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Most of the European countries started expanding beyond their shores from the 15th century, for various reasons, political, economic and religious. They reached Africa, Asia and Latin America, the raw materials of which attracted more traders from the West. But once these countries were politically subjugated, their control over economic affairs was absolute. Thus, the western countries maximized their economic gains through the control of political machinery.

The nations Britain, France, Spain, Portugal, and Netherlands which built empires in Asia, Africa and Latin America invested all their profit, extracted from these colonies in their own countries. Therefore, the capital formation was at a tremendous pace and in unimaginable quantity. Whereas, in these colonies, there was no investment, the capital formation was absolutely nil. This continued for centuries. In the meantime, because of unprecedented capital formation, at the center, the colonial powers ventured into new areas for economic gains. Education, health, research, technology, and other areas got improved in these countries because of the economical advantages that these countries acquired by colonization.

New thinking and research to improve the mode of production got a tremendous boost. These brought a revolution in different fields. We talk about the industrial revolution in Europe. But this revolution did not happen in isolation. The whole socio-economic environment was prepared for and created that revolution. Many such minor revolutions were taking place in the European society. An unstoppable momentum of change, evolution, and growth continued there.

Such influence could come about due to the strong economic base of the West, built from the wealth of the colonies. Information played a crucial role for them to hold on to their advantageous position. They used a huge amount of capital to set up a complex and efficient information network. Today's major communication instruments, such as the telephone, telefax, and satellite, etc., exist because of the efforts put in for centuries. These efforts were largely undisturbed and without any resistance. As a result, these countries have radio stations with high transmission facilities, like the Voice of America, British Broadcasting Corporation, Deutch Welle and Radio Japan. The television networks are hooked up with a satellite to cater to the whole world, like CNN, NBC, BBC and Star TV. The five giant news agencies of the United Press International, Associated Press, Agence France Presse, ITASS and Reuters have totally wired the world. These historical developments of the infrastructure have given the West a position of dominance and preeminence.

3.4. Closed Situation in Socialist Countries

The fall of the Czar and the Bolshevik Revolution in Russia, in 1917, has radically changed the equations among nations. Armed with the Communist Manifesto of Karl Marx, the revolutionaries, led by Lenin, ushered in a new era for the working class the proletariat in Russia. The state owned everything, private property was abolished and everything belonged to the commune to be used for the common good. However, the communist regimes established in Eastern Europe before and after World War II converted their own secluded world. China followed Russia, and under the leadership of Mao-Dong captured power and ushered in communism.

The communist countries centralized all their activities, especially information, which was put under heavy censorship. Secret service agencies, such as KGB, were created to neutralize any non-communist effort to sabotage the effort of the communist regimes. This was largely on the lines of the CIA and the Communist forces, which launched an anti-communist drive in the CIA during the early 50s. The communication and information networks in socialist countries were all pervading. The news agencies like TASS, the radio networks like Radio Moscow and Radio Beijing were there to gather information for the decision makers, and used by them to disseminate any information which they thought would promote communism. These communication networks were also used to propagate communist ideologies and counter the propaganda of the Western capitalist countries. Thus, during the cold war period, 'information' and 'disinformation' had become synonymous in the light of the activities of these two giant polarized camps.

The communist countries used their information campaigns to have an effective hold on their own population as well as influence the newly independent countries of the Third World. Actually, the whole period of cold war could be termed as the era of 'information war'. To win this war, both the West as well as the socialist countries invested a lot of money to develop information propagating instruments. The latest developments are the satellite technology were a result of this race to win the information war.

The dramatic collapse of the East European countries, and the disintegration of the 'Soviet Union' in 1989-91, brought an end to this ever-increasing tension of the undeclared 'information war'. But, then, one can only look back and say that it

helped communication technology, and the process of the dissemination of information leaped decades as never before.

UNIT 4

4.1. STRUGGLE FOR NEWS BETWEEN DEVELOPING & DEVELOPED COUNTRIES

The free flow of information is a Western concept, by which almost all Western countries rationalize the operations of their media and information agencies, both in their own countries and abroad. The term means that any person or persons and/or any organization or organizations can own and operate any media or information agency, gather any information, and disseminate the same, if they so desire, to any target audience, where and whenever they want. Further, the ownership of the media or information agencies should be restricted to a certain category, the gathering of the news, facts and information, and their dissemination should be unhindered. The concept is basic to the history, culture and life of the liberal capitalist Western society. Any challenge to this concept is rejected on grounds that it is undemocratic, inhuman, and even uncivilized.

The philosophy of free flow resulted in the consolidation of the centres of information gathering and dissemination in the Western countries. The Socialist and the Third World countries could see that they were not being represented objectively in the Western media. Significant happenings in their countries were paid scant attention, and whenever done, those were only half truths coloured by the Western perceptions. Thus, a very awkward situation developed in the world due to the concept of the free flow and operations of the international networks in the Third World countries. Slowly, this situation got concretized, and the leaders of the Third World countries endured the situation as they were unable to take steps to change the situation. The Third World countries had no infrastructure or active network to make a difference.

4.1.1. Debate & Struggle of Developing and Developed countries over Information/News

Information is power and the most critically sought commodity in today's world. Those that control the information are usually seemed to be the most powerful in our contemporary society. Therefore, for the past thirty years, there has been a controversy resulting from accusation and counter accusation of imbalance flow of information from the west to south. The purported victims which are the

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developing nations have been arguing bitterly over the news coverage of events in their continent and have denounced western newspapers, journals, and television outlets for their alleged sensationalism and anti-development bias. Due to this controversy, on several accounts, developing nations have attempted to engage the western nations through different channels to address the issue of global information inequality. One that may readily come to mind is the UNESCO meetings in 1969 consecutively, where the UNESCO group of experts on mass communication and society noted in its disturbing but revealing report that: "What has come to be known as the free flow of information at the present time is often in fact a 'one way' rather than a true exchange of information."

In retaliation, the western world has equally charged the developing world of seeking to obstruct the free flow of information and insist to make no change in the information flow which they regard as a threat to the freedom to report, to print, and to broadcast news. This charge and countercharge is far from abating and in fact is gathering momentum as it persists in many developing countries as they are well aware of the value of information in speeding material development and in maintaining power.

The concept of imbalance in the media coverage and controversy over the international flow of news had been an important starting point in many of the deliberations concerning the national and international flow of information, culture and news. However, the significance of this controversy can be understood only by grasping the extent of the revolutionary changes that have been eroding the international system for the last thirty years.

Taking cognizance of the fact that in recent days, the world communication technology and the management of world information resources are clearly in the favor of the industrialized countries, Colin Legum and John Cornwell in their compiled report argues that western domination was actually the cause of disparity in both the economic and information world which they believed started after the World War II as described as the post imperial era. It was during this period that new ideas and forces took shape and power shifted decisively to the west. They recounted that before the World War II, that western nations has no political power to impose their will on the non-western world and that the great power struggles of the European imperial era were all fought among western nations themselves making it impossible for the west to dominate. However, they believed that "The industrial revolution had given the west a head start over the rest of the world in creating new wealth and accumulating great military power, which in turn resulted both in the expansion of European imperialism and the rise of the united

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state,, But one thing that stood very obvious within those period was also subsequent rapid growth of emerging powers like Soviet Union and China. These duos also become players in the center stage making the technological advances of the industrial revolution not remain exclusive to western possession.

Consequently, more events continue to unfold, developing countries began gradually to assume role in the central stage as major factor in world affairs. Suffice to note that the developing nation's first encounter in dealing with the western world was recorded to be hostile, as they experienced the western domination on almost every international affairs which Roger Tatarian, former vice-president of United Press International (UPI), acknowledged the stating that the imbalance in economic and information order is due to the military, economic and political power distribution in the western world. As things unfold, it becomes more clearer to the developing world that the western domination and control of information is not beneficial but later unhealthy to their growth given that this oneway flow of information inevitably reflects only the point of view, mentality, values and interests of these developed nations

Most importantly, they saw also represent of the western world where the major western media tend to treat the cultures of the industrialized nations as superior and place them at the top of this imaginary hierarchy, while the cultures of the developing nations are placed at the bottom of the hierarchy. For instance, we always see the journalist lump together the 53 nations of African continent as one while the continent is often portrayed as a crocodile infested dark continent where jungle life has perpetually eluded civilization,, These gross misrepresentations and imbalance in the international news flow was a big concern to the developing countries, therefore there was a burning desire for a radical overhaul of the present international information system to a new information order where flow of information will be equitable and balanced. They wanted the world communication system to reflect the diversity and equality of all human races more just and more beneficial to the whole community of mankind against this background, the New World Information and communication order (NWICO) debate was born. It was the greatest debates in the field of international communication in the 1970s and 1980s. From documented report of several media experts, they all noted that the fundamental objective of NWICO debate was to seek for transnational flow of information, to resolve inequality in information resources, to promote cultural and commercial values of information and maintain fairness in the news distribution

It was indeed a hot debate as made up by different sources. According to one document compiled by one German scholar on this NWICO debate, He wrote that

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There was a consensus from the participants resulting in adopting the resolution at the 19th General Conference of UNESCO in Nairobi 1976 and at the 31st United Nations General Assembly which was aimed in promotion of the development of national communication systems in the developing countries

From the documents emanating from the debate, we assume that the case of the developing world was well presented; noting that some major powers were complacent but not completely satisfied of the decision made in the meeting which we believe was among the reasons that made the realization of the demands a tall dream.

Aside this unsatisfactory disposition of the west, some other issues cast doubt on the realization of the decision for example, within the framework of the resolution, there were some questions unanswered. Firstly, there was no proper definition of how the implementation process of the NWICO debate was to be carried. Secondly, the censorship and media accountability clauses in NWICO were too ambiguous

Furthermore, there was underground quibbles and grumbling among the attendants from the west that, the NWICO demands were seen as purely the sole views of South's elites. Immediately after the release of the resolution to the public, U.S. press reacted with rage, panic and considerable bias. Even the U.S. newspapers accused UNESCO of encouraging censorship, state control of the press, licensing of journalists by the state, and, in general, of being the enemy of freedom of the press. This confusion reinvigorates the western nations suppressive desire to lead, who are already fearing that the hegemonic and monopolistic ownership and control of international communication systems and patterns of information flow were about to be destabilized and disestablished. This fear prompted the infamous speech by Ronald Reagan the President of United States who spoke as quoted in the New York Times of September 22, 1987 saying "We cannot permit attempts to control the media and promote censorship under the ruse of a so-called 'New World Information Order', therefore confusion broke and Britain and the United States revoked their membership of the UNESCO and then walked out of the NWICO debate. Their withdrawal immediately weakens the organization political and financial strength as both countries are the largest financiers of the UNESCO.

On this account, the NWICO debate offered a big blow. Although UK later joined back to UNESCO in 1996 while US rejoined the organization in 2003, in a practical sense, some media expert claimed that the NWICO debate was a failure.

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But on paper, it was a success. Owing to the fact that all outlets restored to status quo, seeing this development, it was clear that it will not be acceptable by the developing countries. Therefore, the debate was far from over, considering the crystal evidence/facts that the Western media never deviated from their distortion of news and use of the pejorative adjectives and stereotypes, when reporting news from developing world.

With the heat and attention generated by the NWICO debate, one may think that the western mass media may surrender to the pressure and at least engage the developing countries in a more acceptable standard, but on the contrary the Western media made no concrete effort to present the developing countries in its full flower.

Before rushing to a conclusion that the western mass media indeed been above reproach in their handling of sensitive international issues, one would like to seek for more justification of the claim and know exactly what is meant when talk about improving the free flow of information and what impact it will make in the developing world. Therefore it will be more logical to argue in the line of the importance of balance and free flow of information. On this point one should bear in mind that media has enormous influence in shaping the public perception and imagination of the situation in or around the world. So ignoring these facts will always cause a serious impediment to the international cooperation. It is noticed that developing countries are not seeking for patronizing information to be disseminated about them but rather they seek for a balance and free flow of information where both good and bad sides of their stories are reflected in the information shared to the public.

It is a fact that the world's communications system is dominated by western institutions. The reason for this imbalance as mentioned above is partly because those with greater power tend to exercise greater influence. Today, developing worlds are attempting to redress the balance in the flow of information. And the stronger the developing world grows, the greater will be its ability to achieve essential changes in the international communication system. It is not enough to say the Third World must wait patiently until it is strong enough to compel change. More serious attempt should be made to improve the situation without waiting for the balance in world power to change. Therefore, a more renewed effort should be in place to help redress the balance in the flow of information because the present system is unjust, and those who are champion of freedom must equally be champion of justice and therefore it becomes a necessity that they should lead in helping to reduce manifest inequalities in information flow.

Furthermore, it is obvious that we cannot afford to continue to ignore ~~each~~ that the present imbalance in the flow of information is a serious impediment to international harmony and cooperation so every effort must be made to see that these disputes is resolved in a manner that will be helpful to both participants.

4.2. Concept of Imbalance

It is very clear that there is an imbalance in the flow of information between the developed West and the developing Third World countries, which cannot have any say on the mechanism of gathering information as they do not own and ~~control~~ technology of the giant information agencies of the West. Moreover, ~~the~~ Third World countries, knowing full well that the information disseminated from these agencies does not represent all the truths about them, consume them, as they do not have any other sources. This imbalance is, in terms of volume of information, flowing into the Third World countries, when compared to the volume of information flowing out from them. There is imbalance also in terms of ownership and control, in terms of areas ~~and~~ items covered by these agencies.

The Third World countries argue that their struggle to make the living conditions better for the teeming millions go unnoticed by these transnational news agencies. They are mostly misreported, and never appreciated, ~~as the~~ shortcomings, weaknesses, and failures get prominence in the Western media. They argue that volumes of information about the merit, comfort, and goodness of their lifestyle, their produce and irrelevant items are fed to them through the Western ~~a~~ media channels. Therefore, an information imbalance, biased against the Third World, and tilted towards the West, exists today.

4.3. Start of the Struggle/Imbalance

The root of the problem goes back to the late 1950s and 1960s, when the concept of 'Development Communication' was born. The communication specialist thought that when the socio-economic development projects were aided by communication inputs, such as the radio and television programmes, the undeveloped and traditional societies could be ~~speci~~ally transformed into the developed, dynamic, and modern societies. They thoughts that what the West achieved in centuries, the Third World could achieve the same in a matter of decades if aided by the mass media. Two eminent Western scholars were in the forefront to suggest this theory. Daniel Lerner in his famous ~~The~~ **Passing of Traditional Society: Modernizing the Middle East** described that a small isolated village called Balgat in Turkey was changing as it came in contact with

Ankara. And, he elaborated how this small village could be transformed through the help of the mass media, particularly the radio. It could increase the rate of literacy, promote good health, and create new aspirations for the people to work for higher earnings. So, also Wilbur Schramm, in 1964, wrote **Mass Media and National Development** for the UNESCO, in which he described two families, one in Central Africa, the **ife** family and another in South Asia, the **Bvani** family. He described the development and growth of the Bvani family and how their aspirations could be raised through the mass media, especially the radio.

Daniel Lerner and Wilbur Schramm were accepted as prophets of the New Age. Their theories were tried and implemented vigorously in many Third World countries.

Development during this time meant creation of a stable and sustainable democratic nation, and replacing the authoritarian regimes with democratic governments, and implementing projects and programmes to uplift the living conditions of the common man in society. It was assumed that the mass media, used for these purposes, would transform the developing societies into modern vibrant, and stable societies.

However, a decade later, it was found that despite all these efforts, most of the social problems remained **unsolved**. Instead, more problems were created as a result of the rising aspirations and expectations of the millions. Thus, political instability, poverty, illiteracy, unemployment and corruption became the salient features of a developing society. These **negative** developments were heavily focused by the Western media organizations. Some other experts and scholars pointed out that the focus of the development communication was very limited. It focused on persons without taking the social, political and economic **situations** into consideration. And thus, development communication did not bring about the expected results. On the contrary, it created more problems than solutions.

In such a situation, an American author, Herbert Schiller articulated something very **new**. He argued that the **„American Information Empire“**, through Multinational Corporations (MNC) and Transnational Corporations (TNC), were serving the American economy. The old colonialism remained intact, but was operating with more refined instruments. **The** colonial centres remained as they were earlier, the outflow of capital also was in the same direction as before. The demands for the economical and cultural produce were created, in the periphery through the forces of MNCs and TNCs.

Any attempt to regulate the flow of information beyond borders is seen as a threat to the Western economies. Thus, it is termed as interference with the basic human right. Hence, the concept of 'information imbalance' is an economic issue, and the international flow of information is just another fact of this issue.

4.4. News Flow Controversies

Most of the scholars trace the origin of the demand for new international information and communication order to the cold war era, and the emergence of the Third World consciousness in the 1950s. Some of the contentions and problems aired now by the Third World that a handful of media rich countries determined the nature and kind of news and information flow between nations, that the international news and information business operations benefited the media rich nations, and that such operations are detrimental to the interest of media poor countries, were as fundamental to the media controversies of the early decades of the 20th century as to the 1970s new order debates.

Ever since the birth of the international news agencies, the monopolistic practices in the international news business have been in evidence. First, their home regions came under their monopoly. Subsequently, through the cartel agreements of the 1870s, the European agencies extended their monopoly in regions under the influence of their home countries.

But, in several aspects, the relationship among the cartel members was unequal. In terms of territory, Britain's Reuters had an area as vast as the British Empire, spread across Africa, Asia, America, Australia and Europe, covering almost one fifth of the globe. In terms of influence too, it was the Reuters that mattered. Its extensive network supported by Britain's control of the world's transoceanic cables, helped it to become the most powerful agency in the world.

The monopoly of the international news business by the European triumvirate was not to continue unchallenged in the fast changing political climate of the 20th century. Much of the resistance to the European agencies came from the US, which, by the end of the World War I, was switching its role from an international debtor to that of a major creditor. Its increasing control over transoceanic cable and an expanding media at home provided the much needed muscle to empower agencies to challenge the European cartel. Many in the US had come to realize the advantage that would accrue out of the international news business. At this juncture, the AP synthesized its commercial interest with diplomatic interest of the US by stressing how the Reuters, through European news cartel, controlled all

foreign news sent into the US, and all American news to the rest of the world, and how such practices promoted Britain's interests while affecting the interests of both the US and the AP.

Finally, the AP ceded from the cartel, in 1934, and independently went into the business of news collection and distribution around the world, heralding the impending domination of the US in the coming years.

4.5. DEMAND FOR A NEW INFORMATION ORDER BY DEVELOPING COUNTRIES

There were quite a few people who took up the issue of the international news flow in various international forums. Schiller's early work spoke about the Dependency Model, a Marxist approach to analyze the international information and the state of imbalance emanating from it. His Dependency theories stated that the imperial powers of the West would like to have economic centres in their own country, and control all the economic activities in the periphery through the modern instruments of mass communication.

Mustapha Masmoudi, Secretary of Information of Tunisia, and later on its ambassador to the United Nations, attacked the West with such venom and strength that his counterparts of the West were baffled and puzzled.

He argued in various international forums on the following lines:

- The Western Countries had monopolized the flow of the international information. They decided on what news items/information must be consumed by the people of the developing countries.
- Through these international information networks, the West had retained their hegemonic power over the Third World. Even after decades of Independence, they still dominate and rule over (indirectly) the Third World countries.
- The information set up in the international arena reflects a very strong political, economic and cultural colonialism opposed to the aspirations of the people of the developing countries.
- The mass media have replaced the armies of the colonial powers in this era.

There were arguments. Chaudhary Iqbal, a Pakistani Development Official, said at the East-West center, Hawaii that the leaders of the Third World countries could not make the West responsible so long as they copied the western model of

development. He also accused the leaders of finding a genuine definition and model of developments for the Third World.

The outcome of these arguments was to have a New World Economic and Information Order (NWEIO).

The points of the NWEIO, voiced by its representatives, were the following:

- Ø The West must transfer wealth to the Third World to set up suitable information centres.
- Ø There should be a balance in the flow of information from the Third World to the First World
- Ø The advanced technology should be transferred to the developing states from the West.
- Ø **Development News** should be promoted, and it should include everything from literacy and health to agricultural practices, from family planning to environment.
- Ø Political News, such as **Protocol News**, should be given prominence. These news items would depict pictures of good harmonious relations among nations.
- Ø The communication networks among the Third World countries should be developed.

4.6. BILATERAL, MULTI-LATERAL & REGIONAL INFORMATION CORPORATION

International development cooperation can be bilateral or multilateral. Bilateral cooperation is cooperation between one country and another. Multilateral cooperation is financed jointly by a large number of states, and multilateral activities are directed towards most developing countries.

Much multilateral cooperation is channeled through UN agencies such as UNDP, UNICEF and WHO. Sweden also contributes to the activities of the World Bank and the joint development cooperation activities of the member states of the EU.

Southeast Asian countries have tended to focus on bilateral relations since the end of the cold war. However, non-traditional security problems ranging from regional environmental haze to arms trafficking and terrorism, are not confined to borders and are multinational in nature.

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After the Second World War the victors, having drawn experience from the failure of the League of Nations, created the United Nations in 1945 with a structure intended to address the weaknesses of the previous body. Unlike the League, the UN had the active participation of the United States and the Soviet Union, the world's two greatest contemporary powers. Along with the political institutions of the UN the postwar years also saw a wide array of other multilateral organizations such as the General Agreement on Tariffs and Trade (GATT) (now the World Trade Organization), the World Bank (so-called 'Breton Woods' institutions) and the World Health Organization develop. The collective multilateral framework played an important role in maintaining world peace in the Cold War. Moreover, United Nations peacekeepers stationed around the world became one of the most visible symbols of multilateralism in recent decades.

Today there are myriad multilateral institutions of varying scope and subject matter, ranging from the International Telecommunications Union (ITU) to the World Intellectual Property Organization (WIPO) and Organization for the Prohibition of Chemical Weapons (OPCW); although many such organizations were founded or are supported by the UN, by no means are they maintained within the UN system.

4.6.1. Bilateralism comprises the political and cultural relations between two states. Most international diplomacy is done bilaterally. Examples of this include treaties between two countries, exchange of ambassadors, and state visits. The alternatives to bilateral relations are multilateral relations, which involve many states, and unilateralism, when one state acts on its own.

There has long been a debate on the merits of bilateralism versus multilateralism. The first rejection of bilateralism came after the First World War when many politicians concluded that the complex web of bilateral treaties had made war inevitable. This led to the creation of the multilateral League of Nations.

A similar reaction against bilateral trade agreements occurred during the Great Depression when it was argued that such agreements helped to produce a cycle of rising tariffs that deepened the economic downturn. Thus, after the Second World War, the West turned to multilateral agreements such as the General Agreement on Tariffs and Trade (GATT).

Despite the high profile of modern multilateral systems such as the United Nations and the World Trade Organization, most diplomacy is still done at the bilateral level. Bilateralism has a flexibility and ease that is lacking in most compromise

dependent multilateral systems. In addition, disparities in power, resources, money, armament, or technology are more easily exploitable by the stronger side in bilateral diplomacy, which powerful states might consider a positive aspect of it, compared to the more consensus-driven multilateral form of diplomacy, where the one state one vote rule applies.

4.6.2. International Multilateral Organizations

- . United Nations (UN)
- . International Labour Organization (ILO)
- . Food and Agriculture Organization of the United Nations (FAO)
- . United Nations Educational, Scientific and Cultural Organization (UNESCO)
- . World Health Organization (WHO)
- . International Bank for Reconstruction and Development (IBRD)
- . International Monetary Fund (IMF)
- . International Civil Aviation Organization (ICAO)
- . Universal Postal Union (UPU)
- . International Telecommunication Union (ITU)
- . World Meteorological Organization (WMO)
- . International Maritime Organization (IMO)
- . International Fund for Agricultural Development (IFAD)
- . United Nations Industrial Development Organization (UNIDO)
- . International Atomic Energy Agency (IAEA)
- . World Trade Organization (WTO)

Multilateral organizations play a wide range of roles in the world that can be summarized in three categories: normative, developmental and humanitarian. They help set the rules for the governance of the world economy and in areas such as health, agriculture, human rights, peace and security and humanitarian assistance. They influence the development agenda, set international objectives like the Millennium Development Goals (MDGs), and help catalyze funding for humanitarian disasters and for global development challenges for HIV-AIDS for example.

Multilateral organizations monitor progress on the ground and limit the number of "aid orphans" by playing a significant role in countries where bilateral donors do not want to engage. And they provide economies of scale and of scope, allowing individuals donors like Canada to help many more countries than they could effectively help on their own. They are termed "multilateral" organizations because they are supported by many countries.

4.7. Inter-Regional Cooperation

The essence of any interregional cooperation in the field of information is to bring about a new sense of common destiny, and unite news agencies operating under different levels of development. The UNESCO played the role of more than a catalyst in fostering interregional cooperation in the field of information.

The fundamental problem in the interregional news networks and cooperation is that the participating news agencies in the networks being, essentially, domestic agencies are geared to serve purely national needs in their news coverage. This has often been quoted as reason for the descript coverage of the Pool News.

Another area is about the issue of relevance. Most of them are editorially ill equipped to produce copy for the consumption of the other agencies in the region. They are mostly irrelevant to each other needs.

Further, in most of the networks, almost all agencies are, in principle, committed to producing a regional file containing news reports and features, especially prepared for the consumption of the readers outside their national frontiers. However, the tendency that persists is to move copy originally written for domestic readership for the network transmission without necessary rewriting. A great deal of information may be missing in such reports for the readers abroad, or much more than necessary is included. For instance, proper designation of a politician in the story, the conversion of local currency into internationally known monetary units, is absolutely essential when the story is disseminated abroad. But, criticism on several agencies, which are part of such networks, is that they do not make amendments and changes in the news reports, keeping in view the requirements of the readers abroad.

Another severe criticism is that a large majority of reports transmitted in these networks are hard news, which rarely attracts the attention of the editors in other countries. On the other hand, the transnational news agencies with their speedy transmission and professionally more competent stories and spicy writing,

obviously overwhelm the interregional networks. Especially in the case of spot news, the networks lag behind the transnational agencies like the AP, UPI, or Reuters, etc.

When we look at the small degree of success of the Pool and similar such efforts, we see that inadequate facilities and improper planning continue to be an impediment in strengthening interregional cooperation. Several countries, though involved in such regional bodies articulate their resolve to strengthen mutual cooperation, but hardly take any steps to achieve their goals. Mutual distrust continues to remain a major obstruction, in addition to the allurements dangled before these poor countries by the advanced and developed countries in the shape of aid and help. For instance, can any meaningful exchange of news or other information be possible between the media of Pakistan and India, when there is a tension between the two countries with both being tempted by the rich Western powers to tilt towards them? Under such conditions and relations that exist among different countries in the same region, any interregional cooperation will, at best, prove to be a mechanical exchange of information rather than a media of one country enjoying the confidence and credibility of the media of another. Suppose, the Pakistani news agency, the Associated Press of Pakistan (APP), sends a report on the situation in Sindh, and the Press Trust of India (PTI), as a nodal agency in the interregional cooperation among the SAARC nations, and disseminates that news report fed by the APP to all Indian newspapers. What will happen to that news item?

4.8. THE NEW INFORMATION AGE & NON-ALIGNED NEWS POOL

The postsecond world war era was marked by revolutionary technological advancement in the field of the telecommunications. The information explosion provided the impetus for this technology to disseminate news and information across national boundaries. The electronic and computer systems have vast potential for information storage, retrieval and delivery. Naturally, it revolutionized the media in the developed world in Europe, North America and Japan. With the introduction of the communication satellites in outer space, the TV, and the transistor, the impact of information revolution could be felt in the remotest villages in the Himalayas and the Sahara. The scientific and technological revolution led to the borderless outflow of information to the Third World countries, and the advanced industrialized nations, grasping the scope of this technological advancement, have set up controls over information flows.

4.8.1. The Dominance Syndrome :(10% population dominating 90% of global news agencies, the news syndicates and mammoth TV network. Why?)

The countries of North and South are separated by an enormous gap in their respective communication capacities. The developed countries continue to exercise considerable political, economic and technological control on information flows.

Over 5.5 billion people on this planet own over a billion radio receivers and 500 million television sets. The world receives information from 150 major news agencies, 30,000 radio and television stations, and 8,200 daily newspapers with a total run of 446 million copies a day. This global picture hides a regional imbalance. For instance, there are only 4.5 newspapers per 100, and one TV set for 3,000 Africans. This is several times less than the corresponding figures for the European and Americans. What is worse is that eight African countries publish no newspaper at all, 113 have only one each. As a rule, the print order of the largest of these newspapers does not exceed 16,000 in Africa. The television system exists in nearly 30 Asian, African Latin American nations. Further, 18 African and 16 Asian nations have no news agencies of their own. Asia, Africa and Latin America, where about two-thirds of the world population lives, account for only 5% of the world television sets, and 12.5% of world's newspapers. The hegemony is also exercised through the publication of encyclopedias and other reference books, which interpret the experience and the history of the Third World countries in a deliberately biased and distorted way so that it serves the interests of the richer or technologically advanced countries.

Nearly 80% of the information disseminated in the world originates from five largest transnational news agencies i.e., the AP, UPI, Reuters, AFP and ITAR TASS. About 15 great media corporations dominate the production of the radio sets, television sets and printing equipment including printing devices, radio, and television communication satellite, paper inks, and other elements of mass media technological infrastructure, ten of these corporations belong to the United States of America.

The statistical details cited might have changed to some extent, but one should try to see the truth beyond the facts. These figures are noted to provide you of the disparities that exist, and the dominance of the North in the field of information, thus making the countries in the South dependent on them.

4.8.2. Consequences of Dominance & Dependence

You may wonder what happens if there is Western dominance. Some might say that anyhow, we are getting news and information, which, otherwise, we in the developing countries could not aspire to, given the limited capacity of our media systems. Of course, like could be true, if we did not understand the polemics behind it. Due to our dependence on the media delivery systems of the West, we also become dependent on the West. To understand this, we shall now discuss various forms of dominance in the information flow with a couple of concrete examples.

Example 1: During the British War with Argentina over their claim on the Falklands Island, several developing countries supported the Argentinean claim, but their newspapers were receiving the stories put out by the transnational news agencies, which were biased in favour of Britain. The newspapers in these developing countries could not afford to send their own correspondents over the Falklands war.

Example 2: The Gulf War provides a classic example of how dependence on the West for news and information can destroy the news content of the Third World media.

During the Gulf War, India's language dailies had no capacity over the war events through their own correspondents. Almost all the newspapers depended upon the news originating from the Western news agencies. Interestingly, the usage of words in the news dispatches became a form of psychological warfare during the so-called 'Gulf War'. To build up the image of the US led multinational forces, the label 'Allied Forces', was used, a reminder of the Second World War. The Indian dailies published all these news items. The control over news flow in the Indian print media could be shown by citing the example of the news of 600 Iraqi soldiers, buried under the sand by the tanks of the Allied Forces, which was suppressed by the Western media. No Indian newspaper carried the news item.

How the big agencies take the Third World press for granted can be understood by looking at the coverage of the incidents at Tiananmen Square in China.

Even in covering the incidents in a neighboring country and on the issues the coverage of which in all possibility might be distorted by the Western agencies, the

Indian Press did not take an independent stand, but, instead, toed the line of the Western monopolistic agencies.

A recent study revealed that newspapers in Asian countries published 76.4% of news on the Third World supplied by the four news agencies. This survey was done by the Bangladesh Press Institute of Newspapers of six South Asian countries.

Similar studies, done elsewhere in other developing countries, also revealed that the media of these nations were still highly dependent on the foreign especially the Western, news agencies for news and information about the other countries including their own neighbors.

4.9. Need for Self-Reliance

- Self-reliance in news and information distribution, both in disseminating news to the outside world, or in setting news and information from various places in the world, for internal consumption, is essential for the following reasons:
- To provide the media a national identity and personality
- To facilitate better understanding of the world ~~esent~~ from the perspective of the West but from the national perspective
- To foster better understanding among the developing countries, this is far more essential now than ever before
- To prevent the unwarranted entry of foreign and alien ideas, cultures, a life-styles, that always tend to contribute to shaping public opinion in favour of foreign countries, particularly of the West
- To provide an objective account of the news and developments those were considered newsworthy by the indigenous media.

4.10 The Role of NAM

The first important step towards achieving some ~~self~~ self-reliance in news collection and dissemination was the efforts made by some of the ~~aligned~~ non-aligned nations.

First, the call for New World Economic Order was articulated from the non-aligned centers as a reflection of the movement's general antipathy to the former colonials. This was evident from the first statement on information endorsed by the forth summit of the Movement in Algiers, in 1973, and there could be no doubt

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about such an orientation in the documents on information endorsed by the fifth summit in Colombo, in 1976.

Ultimately, it was the New Delhi declaration of NAM which said:

- 1) The present global information flows are marked with inadequacy and imbalance. The means of communicating information are concentrated in a few centers. The majority of countries are reduced to be passive recipients of information, which is disseminated from a few centres.
- 2) This situation perpetuates the colonial era of dependence and domination. It confines judgments and decisions on what should be known, and how it should be made known to a few.
- 3) Just as political and economic dependence are legacies of the era of colonialism, so is the case of dependence in the field of information, which, in turn retards the achievements of political and economic growth.
- 4) In a situation where the means of information are dominated and monopolized by a few, the freedom of information really comes to mean the freedom of these few to propagate information in the manner of their choosing and the virtual denial to the rest, and of the right to inform and being informed objectively and accurately. The enunciation of the Non aligned Movement's New Delhi Declaration is perhaps the running thread that continues in all the NAM documents on information. These statements are precisely the philosophy of the Non aligned Movement regarding information flows. Its efforts to combat the existing information imbalances emerge from this understanding.

Since the end of the Cold War and the formal end of colonialism, the Non aligned movement has been forced to redefine itself and reinvent its purpose in the current world system. A major question has been whether many of its foundational ideologies, principally national independence, territorial integrity, and the struggle against colonialism and imperialism, can be applied to contemporary issues. The movement has emphasized its principles of multilateralism, equality, and mutual non-aggression in attempting to become a stronger voice for the South, and an instrument that can be utilized to promote the needs of member nations at the international level and strengthen their political leverage when negotiating with developed nations. In its efforts to advance Southern interests, the movement has stressed the importance of cooperation and unity amongst member states; in the past, cohesion remains a problem since the size of the organization and the divergence of agendas and allegiances present the ongoing potential for fragmentation.

While agreement on basic principles has been smooth, taking definitive action vis-à-vis particular international issues has been rare, with the movement preferring to assert its criticism or support rather than pass-lined resolutions. The movement continues to see a role for itself, as in its view, the world's poorest nations remain exploited and marginalized, no longer by opposing superpowers, but rather in a uni-polar world, and it is Western hegemony and colonialism that that the movement has reallye-aligned itself against. It opposes foreign occupation, interference in internal affairs, and aggressive unilateral measures, but it has also shifted to focus on the socioeconomic challenges facing member states, especially the inequalities manifested by globalization and the implications of neoliberal policies. The nonaligned movement has identified economic underdevelopment, poverty, and social injustices as growing threats to peace and security.

4.10.1. FORMATION OF NON-ALIGNED NEWS POOL

As per the directives of the UNESCO to establish a news pool or consortium of news agencies, the Pool of news agencies of the aligned countries was formally launched in July, 1976, at the New Delhi Conference of Information Ministers and Representatives of the news agencies of the nonaligned countries. According to a statement of the Conference, the objective of the Pool is to expand the mutual exchange of information among the aligned countries in a spirit of collective self-reliance. The former Prime Minister of India, the late Mrs. Indira Gandhi, in her address to the Conference, called upon the aligned countries to know one another directly, not through the eyes and ears of the Western Media.

The Nonaligned News Pool is not a transnational news agency, but a system of exchange of agency information, based on cooperation and coordination among individual news agencies taking part in these activities. There are over eight participatory news agencies. The Pool is not based on any formal membership. National news agencies can join in its activities by forming one of the Pool's distribution centres. They send news to it, and from there it is distributed to their participants. The Pool has no single directing centre or staff or employee, nor does it have its own budget. Each of the national news agencies pays the cost linked to the transmission of its own news to the centre and the service received from it.

Besides the creation of optimum possibilities for the exchange of information, the tasks of the Pool, as formulated at its General Conferences in Belgrade, in 1979, were mainly a programme for training the journalists working in this service, and

also the creation of bilateral regional and national communications systems and their linkup to the overall creation of a communication network of the non-aligned countries is one of the main long term aims of the Pool.

4.11. BARRIERS TO THE FLOW OF NEWS

The biggest obstacle to the broad development of information and news exchanges among the non-aligned countries through the Pool have been:

- 1) **Communication Restraints:** Many of the developing countries do not have an extensive and elaborate telecommunication network. For some other countries, the high tariffs are major barriers. Hence, it is clear the development of the communication systems in the aligned countries is imperative to their overall development. It should also be understood that the optimum information exchange also depend on the level of development of communication systems in the individual nonaligned countries. It is worth noting here the statements of the former Director General of the UNESCO, Arthur M. Bow, who said: 'The creation of the widespread communication system of the nonaligned countries is intrinsically linked to the overall development of these states.
- 2) **News Flow:** According to a study by J.S. Yadava, a few years ago, about 85% of the news items received by PTI from the pool partners, were spiked. The reasons for this were given as delay in news reception, poor quality news value, or propaganda material.
- 3) **Lack of Training:** The lack of proper training among the nonaligned journalists and their inability to match the professional standards of the journalists of the transnational news agencies, are the reasons for the poor quality of material put out by the Nonaligned News Agencies Pool.
- 4) **Political Constraints:** Due to the totalitarian and despotic governments in many nonaligned countries, the news agencies are under the strict control of the government in these countries. The first casualty of such a situation is the objectivity of the news and information put out by their agencies. For instance, the news agencies in Pakistan or Sri Lanka, which are the partners of the Pool, hardly provide any objective news, either about their own news events, issues, and problems, or those of other countries. Even the coverage of the movement for democracy in their own countries lack objectivity, and are highly lopsided and biased.
- 5) **The Media's Lukewarm Attitude:** The editors of private-owned newspapers in the democratic countries like India, either are not convinced of the need for such an international cooperation or they do not respect the news converge of several agencies, which are participants of the Pool.

4.11.1. Other Barriers to flow of news will be:

Lack of communication prevents an organization from forming practical strategies, successfully conducting operations and building relationships with clients. Therefore removing the barriers to effective communication plays a role in establishing a solid organization. However before organizations can remove barriers, they must first know what those barriers are. Unless a special effort is made, large corporations run the risk of having poor communication.

People are more likely to effectively communicate with people in their inner circle while ignoring the other staff members. Differences in values, motivations and cultural upbringing affect how communication is delivered and received. The wide range of communication styles can prevent those within the news organization from fully understanding each other. These personality differences risk forming communication divisions, which create a fragmented organization and inhibits a free flow of effective communication. Over time, the lack of professional relationships within the organization fosters a lapse in communication.

- Communication barriers worsen when staff members who would benefit from a close proximity are located on a separate floor or department. This builds invisible barriers around those who should be communicating about significant projects and decreases the frequency of valuable communication. The distance further hinders people from learning about one another's roles and from knowing who to turn to for specific information or assistance.
- There needs to be multiple forms of communication to fit everyone's preferred method of communication. If an organization lacks the necessary forms of communication, they risk losing full participation of the organization. Varied methods of communication within the news organization include newsletters, presentations, meetings, email and bulletins. Outdated technology hinders the efficient transmission of information.
- Internal mismanagement is very harmful for any news organization. Distrust, power struggles and defensiveness may prevent staff members from expressing their ideas or listening to others with whom they have personal issues. Some conflicts even split an organization, creating two separate realms of communication. A significant barrier in communication occurs with conflict between the administration and its employees. Managers may

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ignore messages from employees and the employees may avoid communicating with management.

- Humans often filter out what they don't wish to hear, eliminating the unpleasant information and/or disregarding information that clashes with our beliefs. The selective hearing obstructs actively listening, which is a key step in communication.
- Staff members who are afraid of delivering negative messages, who do not listen to harsh criticism or are not confident in the ideas may hesitate to articulate honestly. If staff members are anxious about the reaction of management or influential staff members, he may lower his efforts to disclose important details. Too much information or too many insignificant messages can encourage anxiety and cause him to block out the communication to maintain order. A hostile environment and abusive coworkers may push employees to withdraw or communicate a negative manner.
- Stressful events outside of work can affect a staff member's ability to communicate. Feelings of not being appreciated, lack of motivation and dissatisfaction at the news organization can prevent staff members from participating in communication to reach company goals. In business situations where layoffs are frequent, workloads become heavy and staff shortages are common, staff members may grow reluctant to communicate.

UNIT 5.

5.1. THE GANDHIAN APPROACH

The sole aim of journalism should be service. -M. K. Gandhi

The true function of journalism is to educate the public mind, not to stock it with wanted and unwanted impressions. -M. K. Gandhi

The newspapers should be read for the study of facts. They should not be allowed to kill the habit of independent thinking. -M. K. Gandhi

The government takeover transformed Indian broadcasting into a political instrument, highly centralized and controlled. Rural development programmes were broadcast in the local languages, and community sets installed in rural areas, but the main thrust of broadcasting was political. The World War and the need to

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counteract enemy propaganda and to hold in check the rising nationalist aspirations under the leadership of Mahatma Gandhi necessitated further expansion of broadcasting and of stricter control. At independence there were nine AIR stations and a few independent native stations, but providing no access to the leaders of the freedom struggle. Mahatma Gandhi spoke just once over radio, and that was three months prior to his assassination. Yet he was able to mobilize the masses (even in the remotest areas) who themselves had little access to the mass media.

Gandhiji did make good use of the nationalist press and his own journals Young India, Navjivan, Indian Opinion and Harijan, but these were restricted in influence to the urban literates of the country. But he knew that the secret of reaching out to the hearts of the millions in the rural areas was the age-old oral tradition, and the padyatra. There was no substitute for direct, nonmediated communication through meetings and discussions, through song and prayer, and through the folk media.

Gandhi was probably the greatest journalist of all time, and the weeklies he ran and edited were probably the greatest weeklies the world has known. He published no advertisement; at the same time he did not want his newspapers to run at a loss. He had gained considerable experience in South Africa, where he had taken over in 1904 the editorship of the 'Indian Opinion' and published it in English, Tamil and Gujarati, sometimes running the press himself.

'Young India' and 'Harijan' became powerful vehicles of his views on all subjects. He wrote on all subjects. He wrote simply and clearly but forcefully, with passion and burning indignation. One of the objects of a newspaper, he said, is to understand the popular feeling and give expression to it; another is to arouse among the people certain desirable sentiments, and the third is fearlessly to expose popular defects.

Gandhiji's papers published no advertisements. They enjoyed wide circulation. His approach to journalism was totally devoid of ambitions. To him it was not a vocation to earn his livelihood; it was a means to serve the public. In the 'Young

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India' of 2 July 1925, he wrote: "I have taken up journalism not for its sake but merely as an aid to what I have conceived to be my mission in life. My mission is to teach by example and present under severe restraint the use of the matchless weapon of satyagraha which is a direct corollary of non-violence."

Gandhi looked upon journalism as a means to serve the people. He said in his autobiography: "The sole aim of journalism should be service. The newspaper is a great power, but just as an unchained torrent of water submerges whole countryside and devastates crops, even so an uncontrolled pen serves but to destroy. If the control is from without, it proves more poisonous than want of control. It can be profitable only when exercised from within. If this line of reasoning is correct, how many journals of the world would stand the test? But who would stop those that are useless? And who should be the judge? The useful and the useless must, like good and evil go on together, and man must make his choice."

Apart from being a national leader and social reformer, Gandhiji was a great communicator. More than anyone else, he recognized that communication is the most effective tool to shape opinion and mobilize popular support. He was successful because he had a latent skill in communication that he used in South Africa where he had gone initially to set up practice as a lawyer. The practice of communication started by him in South Africa gave him the clue to rally millions of his countrymen when he returned to India.

Gandhiji was associated with journals, for two of which he was the editor. His first paper, 'Indian Opinion' was started in South Africa. In order to ventilate the grievances of Indians and mobilize public opinion in their favour, Gandhiji started writing and giving interviews to newspapers. He focused on open letters and Letters to Editor, but soon realized that occasional writings and the hospitality of newspapers were inadequate for the political campaign he had launched. He needed a mouthpiece to reach out to the people; so in 1903 he launched Indian Opinion. It served the purpose of a weekly newsletter which disseminated the news of the week among the Indian community. It became an important instrument of education. Through the columns of the newspaper Gandhiji tried to educate the readers about sanitation, discipline and good citizenship. How important the journal was to Gandhiji is seen from his own statement in his biography, My Experiments with Truth:

"Indian Opinion... was a part of my life. Week after week I poured my soul in its columns and expounded the principles and practice of satyagraha as I

understood it. During 10 years that is until 1914 accepting the intervals of my enforced rest in prison there was hardly an issue of 'Indian Opinion' without an article from me. I cannot recall a word in these articles set down without thought or deliberation or word of conscious exaggeration, or anything merely to please. Indeed the journal became for me training in self restraint and for friends a medium through which to keep in touch with my thoughts.,,

5.2. INTERNATIONAL PRACTICES ON VISUAL COVERAGE & REGULATION IN MEDIA EXCHANGE

With the end of the cold war between the Soviet Union and the United States of America, there seems to be a new, more relaxed and cooperative environment prevailing in the world politics. But this situation is very deceptive. Developments in the US on the domestic front, and their balance of payment positions, and in Russia, on the political and economic front, have dampened the dominant outlook presented at the beginning of the current decade. The fight to influence the developing countries has ended. Most of the communist countries are now desperately trying to get aid and cooperation possible for restructuring their own countries.

In India, the new economic policy has been formulated and is being implemented now. The economy is opening up for the participation of the foreign companies. But this is not shaping up as planned, and already there are misgivings, internally and fears expressed about the stability of the country by the foreign investors. Ironically, in such a fluid situation, the experts from both the West and Third world Countries, like India, are discussing such issues like environment protection, AIDS, NPT, etc, to save mankind from being wiped off from the face of the earth. This contradiction needs to be resolved before any meaningful effort could be made to reverse the trend in the Third World.

All these issues are reflected in the television and radio programmes. Satellite communication has wired the whole earth. People sitting in any town in any country can hook their TV sets to the satellite and watch programmes of their choice. Due to the speed with which things are happening, decades or even centuries could be compressed in a few years time.

In the Third world, there is a sharp decline in autocratic and dictatorial rules. The military-led regimes in South American, African and Asian countries have gone back to the barracks. The popular governments are taking the reins of running their countries. There is a marked visibility of people at the grassroots level

participating in government. What we are witnessing is a phase of maturity in the former colonies of the imperialist powers.

The media of the Third World does realize this change in the national and international political and economical spheres. Exchanges of the TV programmes, especially educational programmes, are quite frequent, though the flow is still imbalanced, because more western programmes are seen on the TV screens of the Third World countries. In the recently concluded International Film Festival in New Delhi, the quality of the movies from the West left much to be desired. This revealed the status the West still gives to such an important country like India.

Thus, despite the large scale changes brought about by technology, imbalance persists in the media and coverage of the developed West vis-à-vis the developing countries of the Third World.

5.3. UN RESOLUTIONS ON MEDIA RELATED ISSUES

A major factor that helped the growth of US agencies was the wireless transmission technology, perfected at home, which reversed the world communication imbalance to the overall advantage of the American interest. Yet another factor responsible for the growth of the US communication network abroad was a general realization in the US of the advantages that world communication control bestowed on foreign trade and commerce.

Following such realizations, ideas on unrestricted flow of communication between nations began to crystallize in the US. First, the American Society of Newspaper Editors adopted a resolution urging the political parties to support freedom of information and unrestricted flow of communication throughout the world. Subsequently, with the Democrats and Republicans adopting these aims, the free flow doctrine became an integral part of the US political ideology and foreign policy. The UN too came under its influence. Its declaration on Freedom of Information (United Nations General Assembly Resolutions) issued in 1946, made the first reference to the free flow of information:

,All states should proclaim policies under which the free flow of information, within countries and across frontiers, will be protected. The right to sell and transmit information should be insured in order to enable the public to ascertain facts and appraise events.

The US was also successful in incorporating some of its viewpoints in the Universal Declaration of Human Rights, which was passed by the UN General Assembly in 1948. Article of the declaration reflects the American concept of free flow. It reads:

„Everyone has the right to freedom of opinion and expression; the right **includes freedom to hold opinions and to seek, receive and impart information and ideas through** any media regardless of frontiers“.

THE NEW INFORMATION AGE

These different media interact with each other to constitute the communication environment. Different media interact differently with people across the world. Advanced telecommunications and the worldwide expansion of media markets create an urgent need to understand our emerging „global media culture“, the crosspollination of national and international cultural traditions, and the new styles and genres developing in this context.

We can also recognize that the same media technologies operate differently in different national contexts, as they get absorbed into different cultural traditions, economic contexts, and political structures. Thus, it is important to reflect upon the interplay between globalizing and localizing forces in defining the contemporary and historic media landscape.

The emerging digital landscape poses significant challenge for those concerned with the notion of global culture. On one hand, these new technologies potentially accelerate longstanding trends towards the world culture, insuring access to international markets. It continuously erodes traditional national identities and cultural values.

On the other hand, the multidirectional character of digital communication in mass media may open the global community to more diverse influences, enabling people to maintain stronger ties to their countries and encouraging stronger global consciousness.

It is really amazing that how the radio, the television, and the newspaper all the information, facts and figures from far flung corners of the World? How could all the newspapers, in a very short span of time, gather information? This is where the whole system of news and information gathering and dissemination activities operates

Production and distribution of information has become a very complicated and competitive business. News agencies have performed this role for many years. Since the material is distributed and used by many media establishments, there is concern about the power of these agencies.

Significant changes in communications have occurred in the recent past. These changes have implications for both national and international communication flows. These flows have advantages as well as disadvantages. They also raised a number of issues concerning politics, economy, and culture in different countries, and prompted them to evolve a framework of communication of their own in keeping with their own needs. It is, therefore, necessary to understand the nature and content of communication flows between and among nations and the organizations that are involved in these tasks.

There are hundreds of agencies, which are in the business of supplying information to the mass media. These agencies are referred to as news agencies, feature agencies, and syndicates. The news agencies supply material to suit the print as well as the audiovisual media. The impact of these agencies on what we read and see is quite significant. Therefore, an essential requisite for a student of communication is to understand the background of some of these agencies.

New media technology is any type of application meant to transfer information via digital techniques, computerized systems or data networks. First established in the 20th century, new media technology is most readily associated with information transfers meant to be manipulated in some way. Most forms of this technology are interactive and contain compressed data designed to be accessed in a variety of markets. The most prominent examples of new media technologies include Internet-based concepts like websites or digital mediums such as CD-ROMs and DVDs. Anything that is considered old media such as television, film or paper-based products, are not part of new media.

The concept for new media technology got its start in the 1960s. With the rise of modern computer technology, the idea of information exchange through the medium became a powerful application. Artists and designers worked to bring new concepts to fruition such as digital-based artwork and video games. These technologies became highly prevalent in the 1980s, slowly replacing traditionally media primarily through the implementation of personal computers and video game systems. This was also supported by publishing

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methods that allowed for easier image manipulation techniques and online publications.

According to newmediatechnology standards, certain commonalities exist between all types of modern mediums. Geographic distance is compromised due to the fact that the technology can be utilized in nearly every market around the world. The level and speed of communication is increased because of the ability of the newmediaarena to utilize the Internet. Additionally, the interactive level of information exchange allows users to adapt to new methodologies while supplying their own input. Also, previously isolated forms of communication, such as video and telephony, can be merged together using newmediatechnology.

Business has increased dramatically in certain markets due to the onset of **new media technology**. Two-way dialogue about products, facilitated by the technology, helps marketers and producers find ways to better offer consumers what they want. Ideas such as interactive advertising promote new venues for products to reach a wider marketplace. For example, certain companies utilize social networking sites to seek out and target possible clientele. In addition, public relations can take advantage of what newmediatechnology offers to provide direct interaction.

The exponential rate of technological change that has transformed media and communication structures globally is reflected in the degree of attention paid to the convergent media nexus by the international community. With the rapid growth of new media technology including the Internet, interactive television networks, and multimedia information services, many proponents emphasize their potential to increase interactive mass media, entertainment, commerce, and education.

Pundits and policy makers also predict that free speech and privacy will be preserved and our democratic institutions will be strengthened by new communication opportunities enhanced by digital media. This is because access to and use of digital media technologies such as PCs, the Internet, computer games, mobile telephones, etc., have become a normal aspect of everyday life in the world community country.

Media experts also recognize that there is a revolution in media industry everywhere in the world brought by new media technology or **convergent media** that changes the way of communication in society.

5.4. MEDIA MAGNATES WHO DOMINATE THE GLOBAL MEDIA ORGANIZATIONS

Nothing symbolizes the success of Capitalism more than its mass media. The media today has arguably penetrated every household in the world, in one form or another. Journalists across the Western world pride themselves in reporting objectively on global events and regard an independent media as one of the pillars of a democratic society which accounts the state.

The Western world has argued for decades that a critical aspect of a functioning democracy and a developed nation is for society to be informed in order to participate effectively in that democracy. One of the most important ways that many people are informed of affairs, whether global, national or local, is through their respective mainstream media. In a world of increasing globalization, the media has become even more important as it has the possibility of spreading information to places where in the past it has been difficult to project diverse views in.

Most people gather their view of the world from the media. It is, therefore, important that mainstream media be objective and present accurate and diverse representations of what happens around the world. However, in the last few decades, we have seen various factions across the world with interests that have been able to successfully manipulate the media for their advantage. This is a phenomenon encapsulated by former owner of The Washington Post, Katharine Graham, in a speech to the CIA: "We live in a dirty and dangerous world. There are some things the general public does not need to know about and shouldn't believe democracy flourishes when the government can take legitimate steps to keep its secrets and when the press can decide whether to print what it knows."

5.5. Reality of the Global Media

A closer examination of the global media illustrates that it is not one homogenous entity pursuing a uniform method in disseminating their views. On the contrary, there are a small number of large factions which compete with one another to increase their respective audiences and commercial gains. Since the 1980's, there have been numerous mergers and buyouts of media and entertainment companies. The global media has since become more concentrated in terms of ownership and, with this, the influences of advertisers and owning companies both have a powerful clout on how the media shapes itself and society. In 2007, there were only eight

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mega media companies dominating American media. It is from these that the majority of people received news and information. US media giants are also global players:

- Disney
- AOL-Time Warner
- Viacom
- General Electric
- News Corporation
- Yahoo!
- Microsoft
- Google

Yahoo!, Microsoft, and Google are more recent media companies compared to the other "traditional" five players. Most of these companies are in the global elite of media companies too. In 2007, nine corporations (mainly American) dominated the media world:

- AOL-Time Warner
- Disney
- Bertelsman
- Viacom
- News Corporation
- TCI
- General Electric (owner of NBC)
- Sony (owner of Columbia and TriStar Pictures and major recording interests),
- Seagram (owner of Universal film and music interests).

This monopoly over the world's media was aptly summed up in a review of the changes that took place in the media industry over the last decade.

" In 1983, fifty corporations dominated most of every mass medium and the biggest media merger in history was a \$340 million deal. In 1987, the fifty companies had shrunk to twenty-nine. In 1990, the twenty-nine had shrunk to twenty-three. In 1997, the biggest firms numbered ten and involved the \$19 billion DABG deal, at the time the biggest media merger ever. ... In 2000 AOL Time Warner's \$350 billion merged corporation was more than 1,000 times larger than the biggest deal of 1983"

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The global media is dominated by a small number of powerful, mostly US-based, transnational media corporations. This concentration of ownership has led to a system that works to advance the cause of the global free market and to promote commercial values. Such a system is a relatively recent development. Until the 1980's media systems were generally national in scope. Whilst there has always been the import of books, films, music and TV shows for decades, the basic broadcasting systems and newspaper industries were domestically owned and regulated. Beginning in the 1980's, pressure from the IMF, World Bank and US Government to deregulate and privatize media and communication systems coincided with new satellite and digital technologies, resulting in the rise of transnational media giants.

The two largest media firms in the world, Time Warner and Disney, generated around 15% of their income outside of the US in 1990. By 1997, this figure was increased, nearing the 30% mark. Both firms expect to conduct the majority of their businesses abroad within the next decade.

The global media system is now dominated by a first tier of nine giant firms. The five largest are:

- . Time Warner
- . Disney
- . Bertelsmann
- . Viacom
- . News Corporation

Besides needing global scope to compete, the rules of thumb for global media giants are twofold.

Firstly, expanding and becoming larger so that they dominate markets and render competitors incapable of buying them out. As an example, firms such as Disney and Time Warner have almost tripled in size this decade.

Secondly, to spread their firms interests in numerous media industries such as film production, book publishing, music, TV channels and networks, retail, amusement parks, magazines, newspapers etc. The overall profit for the global media giant can be vastly greater than the sum of its parts. A film, for example, would also generate a soundtrack, a book, and merchandise, and possibly spin-off TV shows, DVDs, video games and amusement park rides. Firms that do not have conglomerated media holdings simply cannot compete in this market.

The first tier in the list above is rounded out by TCI, the largest US cable company

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that also has US and global media holdings in scores of ventures. The other three, first-tier global media firms are all part of much larger, industrial corporate powerhouses such as General Electric, owner of NBC; Sony, owner of Columbia & TriStar Pictures and major recording interests, and Seagram, owner of Universal Film and music interests. The media holdings of these last four firms conduct between \$69 billion in business every year. While they are not as diverse as the media holdings of the first five global media giants, these firms have global distribution and production in areas where they compete. In addition to this, firms such as Sony and General Electric have the resources to make deals to rapidly expand if they so desire.

Behind these firms is a second tier of some three or four dozen media firms that conduct between \$8 billion per year in media-related businesses. These firms tend to have national or regional strongholds or to specialize in global niche markets. Approximately half of them originate from North America, including the likes of CBS, The New York Times Co., Hearst, Comcast and Gannett. The majority of the remainder originates from Europe, with but a handful based in East Asia and Latin America.

Below the global giants in the media food chain is a second tier of corporations that fill regional or niche markets. Some of these firms are as large as the smallest global companies, but lack their worldwide reach. A few second-tier companies may attempt, through aggressive mergers and acquisitions of smaller firms, to become full-blown first-tier global media giants; others will likely be swallowed by larger companies amassing ever greater empires.

U.S.

- . Westinghouse \$5 billion
- . Advance Publications \$4.9 billion
- . Gannett \$4.0 billion
- . Cox Enterprises \$3.8 billion
- . Times Mirror \$3.5 billion
- . Comcast \$3.4 billion
- . McGraw Hill \$3 billion
- . Reader's Digest \$3 billion
- . Knight-Ridder \$2.9 billion
- . Dow Jones \$2.5 billion
- . New York Times Co. \$2.5 billion
- . Tribune Co. \$2.2 billion
- . Hearst \$2 billion

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- . Washington Post Co \$1.8 billion
- . Cablevision \$1.1 billion
- . DirecTV (Owned by General Motors)
- . DreamWorks

Canada

- . Thomson \$7.3 billion
- . Rogers Communications \$2 billion
- . Hollinger

Latin America

- . Cisneros Group (Venezuela) \$3.2 billion
- . Globo (Brazil) \$2.2 billion
- . Clarin (Argentina) \$1.2 billion
- . Televisa (Mexico) \$1.2 billion

Europe

- . Havas (France) \$8.8 billion
- . Reed Elsevier (Britain/Netherlands) \$5.5 billion
- . EMI (Britain) \$5.4 billion
- . Hachette (France) \$5.3 billion
- . Reuters (Britain) \$4.1 billion
- . Kirch Group (Germany) \$4 billion
- . Granada Group (Britain) \$3.6 billion
- . BBC (Britain) \$3.5 billion
- . Axel Springer (Germany) \$3 billion
- . Canal Plus (France) \$3 billion
- . CLT (Luxembourg) \$3 billion
- . Pearson PLC (Britain) \$2.9 billion
- . United News & Media (Britain) \$2.9 billion
- . Carlton Communications (Britain) \$2.5 billion
- . Mediaset (Italy) \$2 billion
- . Kinnevik (Sweden) \$1.8 billion
- . Television Francais 1 (France) \$1.8 billion
- . Verlagsgruppe Bauer (Germany) \$1.7 billion
- . Wolters Kluwer (Netherlands) \$1.7 billion
- . RCS Editori Spa (Italy) \$1.6 billion

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- . VNU (Netherlands) \$1.4 billion
- . Prisa Group (Spain)
- . Antena 3 (Spain)
- . CEP Communications (France)

Asia/Pacific

- . NHK (Japan) \$5.6 billion
- . Fuji Television (Japan) \$2.6 billion
- . Nippon Television Network (Japan) \$2.2 billion
- . Cheil Jedang (Korea) \$2.1 billion
- . Tokyo Broadcasting System (Japan) \$2.1 billion
- . Modi (India) \$2 billion
- . Asahi National Broadcasting Co. (Japan) \$1.6 billion
- . Toho Company (Japan) \$1.6 billion
- . PBL (Australia) \$750 million
- . TVB International (China)
- . Chinese Entertainment Television (China)
- . Asia Broadcasting and Communications Network (Thailand)
- . ABS-CBN (Philippines)
- . Doordarshan (India)
- . Chinese Central Television (China)

SUMMARY

Independent countries, who chose not to join any of the War blocs, were also known as non aligned nations. The term "non alignment" itself was coined by Indian Prime Minister Nehru during his speech in 1954 in Colombo, Sri Lanka. In this speech, Nehru described the five pillars to be used as a guide for Indian relations, which were first put forth by Chinese Premier Zhou Enlai. Called Panchsheel (five restraints), these principles would later serve as the basis of the **Non-Aligned Movement**. The Non-Aligned Movement (NAM) is an intergovernmental organization of states considering themselves not aligned formally with or against any major power bloc.

Broadcasting beyond national boundaries has been a parallel activity for many countries along with the development of their domestic systems. **The external services or international broadcasting by different countries are aimed at serving their people settled in other countries, and also to propagated the policies of the respective countries.** Since broadcasting developed in the colonial

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era, the colonial powers sought through the radio to build stronger ties between themselves and the peoples they ruled around the world. England and Holland were the first to think along these lines. However, it was Adolf Hitler of Germany who saw the potential use of the domestic and international radio for purposes of propaganda. During World War II, the international short wave radio was a weapon to conquer people's minds.

Unlike the developed world, the underdeveloped countries have failed to use information to create knowledge, which, as and when applied, would produce wealth and power, hence, as far as information is concerned, the West has information in abundance, while the underdeveloped countries, caught in the vicious cycle of poverty and illiteracy have not capitalized on information technology.

The most important outcome of the NWICO debates of the 1970s was the formation of the international Commission for the study of Communication Problems as per the decision of the 1976 general conference of UNESCO. The 16 member commission comprised experts representing world's diverse ideological, political, economical and geographical zones. Popularly known as MacBride commission, it met eight times at the UNESCO headquarters in Paris for facilitating discussion among its members. In addition, it organized four round table discussions in Sweden, Yugoslavia, India and Mexico, received some one hundred background papers from professionals and scholars around the world, and investigated the new order issues thoroughly than any previous forum had done.

Information can be defined as facts about an event, a place, a person, or whatever is communicated, by a person or persons to another person or persons. Information can also be considered as a raw material. As and when this raw material is put in the proper context with other facts or activities, the human mind is able to understand and analyze the situation and respond to it. This can be called knowledge. Mere facts do not generate knowledge. The human minds in interaction with facts produce knowledge. This knowledge has helped and is helping the human race generation after generation. Knowledge is wealth, and when this wealth is used properly, it brings power.

€The free flow of information is a Western concept, by which almost all Western countries rationalize the operations of their media and information agencies, both in their own countries and abroad. The term means that any person or persons and/or any organization or organizations can own and operate any media or information agency, gather any information, and disseminate the same, if they so

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desire, to any target audience, wherever and whenever they want. Further, the ownership of the media or information agencies should be restricted to a certain category, the gathering of the news, facts and information, and their dissemination should be unhindered. The concept is basic to the history, culture and life of the liberal capitalist Western society. Any challenge to this concept is rejected on grounds that it is undemocratic, inhuman, and even uncivilized.

The Non-aligned News Pool is not a transnational news agency, but a system of exchange of agency information, based on cooperation and coordination among individual news agencies taking part in these activities. There are over eight participatory news agencies. The Pool is not based on any formal membership. The national news agencies can join in its activities by forming one of the Pool's distribution centres. They send news to it, and from there it is distributed to the other participants. The Pool has no single directing centre or staff or employee, nor does it have its own budget. Each of the national news agencies pays the cost linked to the transmission of its own news to the centre and the service received from it.

Nothing symbolizes the success of Capitalism more than its mass media. The media today has arguably penetrated every household in the world, in one form or another. Journalists across the Western world pride themselves in reporting objectively on global events and regard an independent media as one of the pillars of a democratic society which accounts the state.

QUESTIONS FOR PRACTICE

1. What is meant by colonization of communication?
2. Write a note on Gandhian approach.
3. Discuss the integration between media and military.
4. Write a note on use of media by super powers.
5. What is a new information order?
6. What is meant by bilateral information corporation?
7. What is Non-Aligned news pool?
8. Enumerate the barriers to the flow of news.
9. Discuss the regulation in media exchange.
10. Write a short note on news in developing countries.
11. How emergence of third world countries changed the media scene?
12. What is the relevance of Non-Aligned block in relation to media?
13. How did cold war days influence the world media scene?
14. Name the media magnates who dominate the global media organizations.

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15. A handful of people control majority of global media organizations. Does that indicate colonization of communication? Comment.
16. Trace the world media scenario since the World War II.
17. How have close encounters between information and armament affected the media scene?
18. The power blocks used media to their own ends. Comment to support or oppose the statement.
19. What is the role of developing countries in demanding new information order?
20. What are the objectives and importance of a unified news pool? What role does it play?
21. Discuss in detail the barriers to flow of information.
22. Write a critique on the struggle for news between developing and developed countries.
23. What are the UN resolutions on media related issues?
24. Comment on the new media scene in the new information age.
25. Give an account of bilateral, multilateral and regional information corporation.
26. What are the international practices on visual coverage?

SUGGESTED READING

1. Understanding Global Media by Terry Flew (Published by Macmillan)
2. Understanding global news: a critical introduction by Jaap van Ginneken
3. Bridging the gaps in global communication by Doug Newsom (Blackwell Publishing)