**GLOBAL MEDIA: AN OVERVIEW**
**Sixth Semester**
**BA (JMC)**

**Dr Sheel Nidhi Tripathi**
**Asociate Professor**
**BAJMC**

## Objectives of the Course

On completion of this course, the student should be able to:

1. Describe the global communication system post World War II
2. Explain the changing trends in global information flow
3. Utilize knowledge gained to analyse major media concerns for India

## Unit I:

**[Global Communication: Struggle for Balance of Information Flow]**

1. Global Communication: North-South Divide
2. Domination of Transnational News Agencies: BBC, AP, AFP, Reuters, ITTAR-TASS & UPI
3. Barriers to the flow of News and Information
4. MacBride Commission: Recommendations for NWICO

## Media Globalisation in Sociology

1. Media Globalisation is the universal integration of media through the multicultural exchange of ideas.
2. Global Media includes all forms of mass communication that reach every corner across the globe - television, newspapers, radio, and social media (Facebook, YouTube, Twitter, etc.).
3. Cultural Globalisation refers to the transformation and exchange of values, ideas, attitudes, and cultural products across the globe.

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## The Great North – South Divide

The North–South divide is a socio-economic and political division that exists between the wealthy developed countries, known collectively as "the north", and the poorer developing countries (least developed countries), or "the south."

Although most nations comprising the "North" are in fact located in the Northern Hemisphere (with the notable exceptions of Australia and New Zealand), the divide is not wholly defined by geography.

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## The Great North – South Divide

The North is home to four of the five permanent members of the United Nations Security Council and all members of the G8. "The North" mostly covers the West and the First World, with much of the Second World. The expression "north–south divide" is still in common use, but the terms "North" and "South" are already somewhat outdated.

As nations become economically developed, they may become part of the "North", regardless of geographical location, while any other nations which do not qualify for "developed" status are in effect deemed to be part of the "South".

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## The Great North – South Divide

The idea of categorizing countries by their economic and developmental status began during the Cold War with the classifications of East and West.

The Soviet Union and China represented the developing East, and the United States and their allies represented the more developed West.

Out of this paradigm of development surged the division of the First World [the west] and the Second World [the east] with the even less developed countries constituting the Third World. As some Second World countries joined the First World, and others joined the Third World, a new and simpler classification was needed. The First World became the "North" and the Third World became the "South

## Digital Divide

The global digital divide is often characterised as corresponding to the north–south divide; however, Internet use, and especially broadband access, is now soaring in Asia compared with other continents. This phenomenon is partially explained by the ability of many countries in Asia to bypass older Internet technology and infrastructure, coupled with booming economies which allow vastly more people to get online.

## Digital Divide

Brazil, in particular, has been noted for its high levels of aid ($1 billion annually - ahead of many traditional donors) and the ability to use its own experiences to provide high levels of expertise and knowledge transfer.

This has been described as a 'global model in waiting'.

## Lesson: 2

### Domination of Transnational News Agencies

1. In the world, Domination or hegemony is exercised by 5 largest transnational news agencies.
2. AP UPI, Rueters ,AFP , ITAR-TAS (information telegraph agency of Russia - telegraph agency of the soviet) 80% of 15 great news media corporations dominate the production of radio sets, TV sets and print media sets including printing devices, radio and TV communication satellite, paper ink and other elements of mass media technological infrastructure.
3. The statistics provide the details of disparities that exists, and the dominance of North in the field of information.

Thus making the South depend on North

## Domination of Transnational
### News Agencies

**Eg.1** During the British war with Argentina, over their claim on falklands islands, several developing countries supported the Argentinian claim, but their newspapers were receiving the stories put out by the transnational news agencies, which were biased in favor of Britain. The newspapers in the developing countries could not afford to send their own correspondents to cover the war.

**Eg. 2** The gulf war provides dependency for news on the west can destroy the content of third world media. During the gulf war, India's language dailies did not have the capacity to cover war events with their own correspondents. Almost all the newspapers depended upon the news originating from the western news agencies. The usage of words in the news dispatches became a form of psychological warfare during the so called gulf war.

## AP: Associated Press

The Associated Press is an American not-for-profit news agency headquartered in New York City. Founded in 1846, it operates as a cooperative, unincorporated association, and produces news reports that are distributed to its members, major U.S. daily newspapers and radio and television broadcasters.

## AP: Associated Press

- AP is one of the largest and most trusted sources of independent newsgathering, supplying a steady stream of news to its members, international subscribers and commercial customers.
- AP is neither privately owned nor government-funded; instead, as a not-for-profit news cooperative owned by its American newspaper and broadcast members, it can maintain its single-minded focus on newsgathering and its commitment to the highest standards of objective, accurate journalism.
- AP's commitment to independent, comprehensive journalism has deep roots. Founded in 1846, AP has covered all the major news events of the past 165 years, providing high-quality, informed reporting of everything from wars and elections to championship games and royal weddings.

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## AFP

- Agence France-Presse (AFP) is a French news agency, the oldest one in the world, and one of the three largest with Associated Press and Reuters. It is also the largest French news agency.
- AFP is headquartered in Paris, with regional offices in Hong Kong, Nicosia, Montevideo, São Paulo, and Washington, D.C., and bureaus in 110 countries. It transmits news in French, English, Arabic, Spanish, German, and Portuguese. Agence France-Presse (AFP) is an international news agency headquartered in Paris, France. Founded in 1835 as Havas, it is the world's oldest news agency.

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## AFP

- Agence France-Presse is a French international news agency headquartered in Paris, France. Founded in 1835 as Havas, it is the world's oldest news agency. With 2,400 employees of 100 nationalities, AFP has an editorial presence in 260 cities across 151 countries.

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## BBC

- The British Broadcasting Corporation (BBC) is a public service broadcaster, headquartered at Broadcasting House in Westminster, London.
- It is the world's oldest national broadcaster, and the largest broadcaster in the world by number of employees, employing over 22,000 staff in total, of whom more than 16,000 are in public sector broadcasting.
- The total number of BBC staff amounts to 35,402 including part-time, flexible, and fixed-contract staff.

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## BBC

- The BBC is established under a Royal Charter and operates under its Agreement with the Secretary of State for Digital, Culture, Media and Sport.
- Its work is funded principally by an annual television license fee which is charged to all British households, companies, and organisations using any type of equipment to receive or record live television broadcasts and iPlayer catch-up.
- Around a quarter of BBC's revenue comes from its commercial subsidiary BBC Studios (formerly BBC Worldwide), which sells BBC programmes and services internationally and also distributes the BBC's international 24-hour English-language news services BBC

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## REUTERS

- Reuters is an International News organization owned by Thomson Reuters.
- It employs around 2,500 journalists and 600 Photojournalists in about 200 locations worldwide.
- Reuters is one of the largest news agencies in the world. The agency was established in London in 1851 by the German-born Paul Reuter.
- It was acquired by the Thomson Corporation in 2008 and now makes up the media division of Thomson Reuters.

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# UPI

- United Press International (UPI) is an International News Agency whose newswires, photo, news film, and audio services provided news material to thousands of newspapers, magazines, radio and television stations for most of the 20th century.
- At its peak, it had more than 6,000 media subscribers.
- Formally named United Press Associations for incorporation and legal purposes, but publicly known and identified as United Press or UP, the news agency was created by the 1907 uniting of three smaller news syndicates by the Midwest newspaper publisher E. W. Scripps.
- It was headed by Hugh Baillie (1890–1966) from 1935 to 1955. At the time of his retirement, UP had 2,900 clients in the United States, and 1,500 abroad.
- In 1958, it became United Press International after absorbing the International News Service (INS) in May.

# UPI

- As either UP or UPI, the agency was among the largest newswire services in the world, competing domestically for about 90 years with the Associated Press (AP) and internationally with AP, Reuters and Agence France-Presse (AFP).
- At its peak, UPI had more than 2,000 full-time employees; and 200 news bureaus in 92 countries; it had more than 6,000 media subscribers.
- With the rising popularity of television news, the business of UPI began to decline as the circulation of afternoon newspapers, its chief client category, began to fall. Its decline accelerated after the 1982 sale of UPI by the Scripps

# ITAR-TASS

- In January 1992, following the dissolution of the Soviet Union, a Presidential Decree signed by Boris Yeltsin re-defined status of TASS and renamed it the Information Telegraph Agency of Russia.
- In May 1994 The Russian Government adopted a resolution "On approval of the Charter of the Information Telegraph Agency of Russia", under which it operates as a central government news agency.
- The TASS acronym was, by this point, well-recognized around the world and so was retained after being redefined as the Telegraph agency of communication and messages.
- The agency as a whole was referred to as "ITAR-TASS". In September 2014 the agency regained its former name as Russian News Agency TASS

## Global News and Information Flow

**The Flip Side**

- 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 developing nations have been raging 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.

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## Global News and Information Flow

- One that may readily comes to mind is the UNESCO meetings in 1969, 1974, 1976, 1980 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, 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 counter-charge 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.

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## Lesson : 3

### Barriers to the Flow of News and Information

- "Free flow of information" is a western term which means that any person or persons and/or any organization can own and operate any media or information agency, gather any information and disseminate the same, if they so 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 dissemination should be unhindered.

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## Barriers : Flow of News and Information

- But this philosophy resulted in the consolidation of the centers of information gathering and dissemination in the western countries.
- For developing countries, it was only one-way flow , i.e from North to South. Thus there were many barriers in the way of free and balanced flow of information for developing countries-
- Due to their lacking at the financial front, they could not establish their media and information infrastructure at domestic as well as at abroad level.
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## Barriers : Flow of News and Information

Since they did not have that much power and say in the International organisations as the Western countries had, their demands were boycotted by nations of the global North.

Due to the unity of colonial powers and differences among nations of the south, for example India –Pakistan, India-Bangladesh, India-China etc. Mutual co-operation could not be established between all of these.

Due to geo-political expansion during the colonial era, the Western nations spread their media network and resources in large part of the World which gave them a readymade monopoly over the collection and transmission of news and information among and between the nations.

## Barriers : Flow of News and Information

- Significant happenings in the developing countries were paid scant attention, and wherever done, those were half-truths colored by the Western perceptions.

- Their struggles to make the lives of their people better went unreported and never appreciated, whereas their weaknesses, shortcomings and failures get prominence in the World media. Since, the Third World nations did not have resources to counter the domination of the Western Media , they had no choice but to consume what was being disseminated.

## Lesson : 3

**The MacBride Commission**

- The International Commission for the Study of Communication Problems was set up in 1977 by the director of UNESCO under suggestion by the USA delegation.
- Based in Paris, France and has over 50 offices around the world, It was agreed that the commission would be chaired by Sean MacBride from Ireland and representatives from 15 other countries, invited due to their roles in National and International Communication activities and picked among media activists, journalists, scholars, and media executives.

## MacBride Report

- Many Voices One World, also known as the MacBride report, was a written in 1980 by United Nations Educational Scientific and Cultural Organization UNESCO which reports to its International Commission for the Study of Communication Problems.
- Based in Paris, France, the main goal of UNESCO is to end the world's poverty through collaboration and the exchange of scientific, cultural objects and education between nations. The book MacBride report was named after peace and human rights activist, Irish, Nobel laureate Sean MacBride.

## MacBride Report

- As of January 2019, The Organization has 193 members and 11 Associate Members. Task include analyze communication problems in modern societies, particularly relating to mass media and news, consider the emergence of new technologies, and to suggest a kind of communication order (New World Information and Communication Order) to diminish these problems to further peace and human development.
- Among the problems the report identified were concentration of the media, commercialization of the media, and unequal access to information and communication.

## MacBride Report

- The commission called for democratization of communication and strengthening of national media to avoid dependence on external sources, among others. Subsequently,
- Internet-based technologies considered in the work of the Commission, served as a means for furthering MacBride's visions. In the 1970's and 80's, major changes in media and communication were happening thanks to the MacBride report.
- They promoted policies directed at the liberalization of the Telecommunication market, monopoly powers as well as the comparative advantage, or dominance, of broadcasting and communication

## NWICO

The New World Information and Communication Order (NWICO) is the result of a political proposal concerning media and communication issues emerging from international debates in the late 1970s.

The term originated in discussions within the Non Aligned Movement (NAM), following the proposal for a "new international economic order," and became the expression of the aspirations of many countries in the global south to democratize the international communication system and rebalance information flows worldwide.

## NWICO

- UNESCO played a major role in fostering the debate until the early 1980s, especially through the work of an independent commission chaired by Irish diplomat Sean MacBride.
- The commission's report, Many voices, one world (MacBride Commission 2004), outlined the main international problems in communication and summarized NWICO's basic philosophical thrust.
- It was adopted at the twenty-first general conference of UNESCO in Belgrade (1980) and still remains a milestone in the history of global debates around communication issues.

## Key Issues: NWICO

1. From imbalances in information flows, summarized in the one-way flow formula (indicating the univocal direction of news and cultural flows from the north to the south).

2. Communication systems were accused of serving the industrialized countries' interests instead of helping developing countries, whose national communication infrastructures were poorly developed.

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## UNESCO and The Macbride Commission

Attempts were made to define NWICO as "an international exchange of information in which states, which develop their cultural systems in an autonomous way and with complete sovereign control of resources, fully and effectively participate as independent members of the international community" (Hamelink 1979).

The commission produced a final report, Many voices, one world (2004), where data and analysis were accompanied by 82 concluding recommendations arranged in thematic chapters.

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## UNESCO and The Macbride Commission

Throughout the text a comprehensive vision of communication prevailed, linking media institutions, organizations, and audiences with a strong development perspective that resonated with the NAM proposal.

The report can be considered as the highest point in the NWICO debate; it created awareness, consolidated existing knowledge, and influenced the academic field of international communication.

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## Recommendations for NWICO

1. Elimination of the imbalances and inequalities which characterize the present situation;
2. Elimination of the negative effects of certain monopolies, public or private, and excessive concentrations;
3. Removal of the internal and external obstacles to a free flow and wider and better balanced dissemination of information and ideas;
4. Plurality of sources and channels of information;
5. Freedom of the press and information;
6. The freedom of journalists and all professionals in the communication media, a freedom inseparable from responsibility;

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## Recommendations for NWICO

7. The capacity of developing countries to achieve improvement of their own situations, notably by providing their own equipment, by training their personnel, by improving their infrastructures and by making their information and communication media suitable to their needs and aspirations.

8. The sincere will of developed countries to help them attain these objectives;

9. Respect for each people's cultural identity and for the right of each nation to inform the world public about its interests, its aspirations and its social and cultural values;

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## Recommendations for NWICO

Respect for the right of all peoples to participate in international exchanges of information on the basis of equality, justice and mutual benefit;

11. Respect for the right of the public, of ethnic and social groups and of individuals to have access to information sources and to participate actively in the communication process.

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## Recommendations for NWICO

12. This new world information and communication order should be based on the fundamental principles of international law, as laid down in the Charter of the United Nations.

13. Diverse solutions to information and communication problems are required because social, political, cultural and economic problems differ from one country to another and, within a given country, from one group to another.