

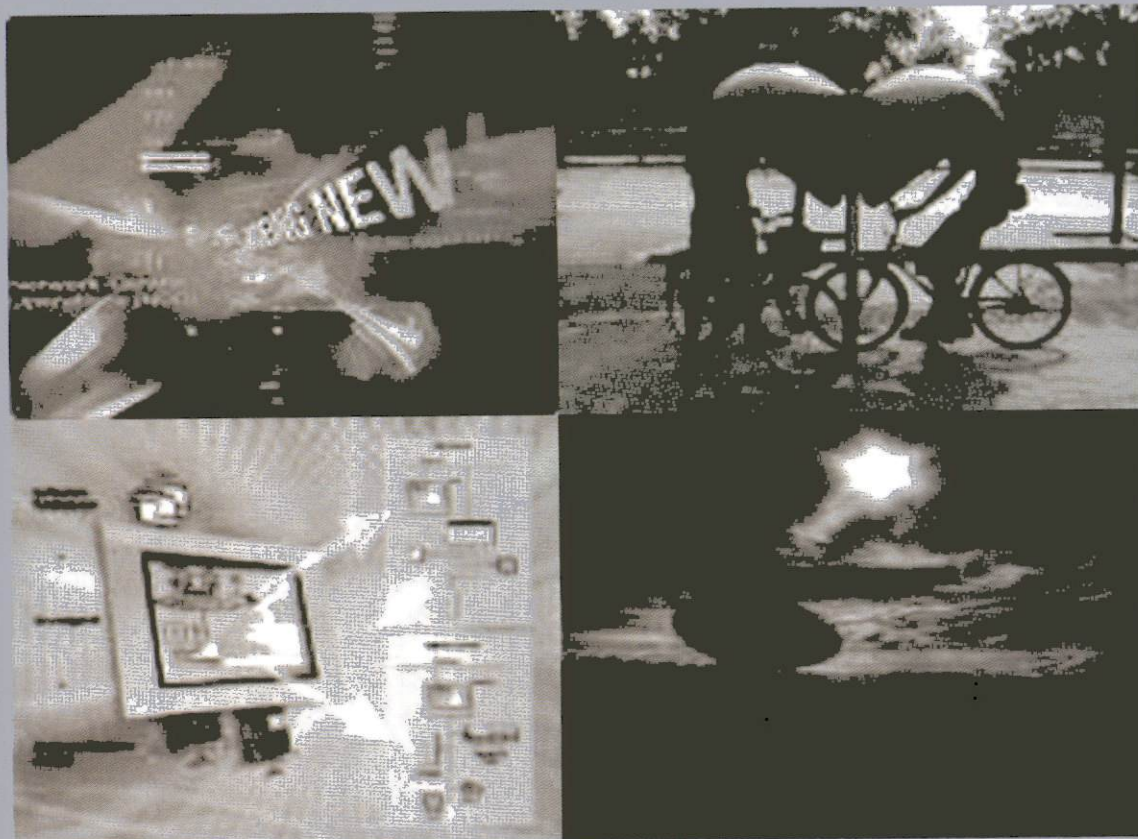


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KARNATAKA STATE OPEN UNIVERSITY
Manasagangotri, Mysore - 570 006

Final Year MA in
MASS COMMUNICATION AND JOURNALISM

SELF INSTRUCTIONAL MATERIAL



COURSE I: SPECIALIZED COMMUNICATION
BLOCK I: INTERNATIONAL COMMUNICATION

KSOU: A Pioneer in Open and Distance Education

The history of Karnataka State Open University dates back to 1969 in which the erstwhile Institute of Correspondence Course and Continuing Education (ICC&E) was established under the patronage of the University of Mysore. KSOU in the present form of Open and Distance Learning system took its birth in 1996 as eight such open university in the country. Today the KSOU is one of the well established and highly reputed open university, generating human resources through innovative academic programmes.

Located amidst pristine surroundings of the Manasagangotri campus in Mysore, the cultural capital of Karnataka, KSOU is committed to provide access to higher education in general and knowledge information in particular to the masses, with innovative methods of teaching. The university has successfully completed ten years of existence and has served the educational needs of half a million students from all over the Indian subcontinent. KSOU as a prime university is committed to remove the disparities and bring about much needed corrections in the higher education system. The Karnataka State Open University thrives and is in the forefront to fulfill the constitutional obligations in terms of access, quality, equity and equality with the motto of **Higher Education to Everyone, Everywhere.**

Karnataka State Open University's innovative steps in certain areas have been recognized as the long strides in open and Distance education thus finding a coveted place for itself in the area of ODL. Since switching over to ODL in 1996, the university has served more than three lakh students in various academic disciplines. The University offers 56 academic programmes leading to Certificate, Diploma, Degree and Post Graduate Degrees.









The number of students enrolling to various programmes of the university is expected to grow considerably in the coming years and the institution is gearing up to meet the new challenges. The Degrees, Diplomas and Certificates offered by KSOU are widely recognized and are on par with those awarded by any other University in the country and abroad. The university truly believes and tirelessly strides towards the concept of **Student First but Quality Foremost.**

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KSOU Objectives

-  To provide access and equity through open - flexible learning, which is relevant to learners, at their doorsteps.
-  To create individualized virtual learning spaces to the needs of the new age learners and to enable universal knowledge resource sharing through innovative pedagogy.
-  Better quality assurance and excellence through institutional collaboration and accessibility.
-  To ensure institutional determination towards emancipatory learning.
-  To create environment and knowledge media of first choice for learners and professionals worldwide.
-  To keep pace with the new age requirement and encourage proactive convergence of media and technology for teaching and learning.
-  To innovate, explore and practice new avenues in knowledge management and sharing for positive social intervention.
-  To ensure sustained efforts to interpret and operationalise learner's needs to develop new skills through collaborative learning.



Karnataka State Open University
Manasagangotri,
Mysore-570006

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Code: MCJ 21

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UNIT I : INTERNATIONAL NEWS FLOW

Structure

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- 1.1 Introduction**
- 1.2 One Way Flow**
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1.0 Objectives

After the World War II, many countries in Asia, Africa and Latin America gained political independence. Some countries had an identifiable communication infrastructure, while most countries were not even that much fortunate. As their economies were in a shambles, these nations could afford very little for the development of communication sector. The technological advancements made the situation further difficult for them.

By 1970s the disparity between the West and the developing countries attracted the attention of experts the world over. International communication is now a subject to reckon with. With media globalization, the study of international communication has assumed greater significance than ever before. The new digital technology in particular has created a border-less world without time zones. New issues and areas of study have emerged and made the study of international communication more interesting.

The present unit will enable you to :

- Understand the nature and scope of international communication.
- Know the different dimensions of international information flow.
- Analyse the role and functions of international news agencies in international news flow, and
- Find out the reasons for the lopsided flow of information in the global context.

1.1 Introduction

Communication is a social activity deeply imbedded in human civilization. It is the capacity to communicate that has made the humankind different from other species in the world. From individual to global level, the historical growth of communication is fascinating. Today the McLuhanesque statement of global village is a reality despite different cultures and different languages, the electronic media in particular have changed the global mediascape. Of course, the global media philosophies are diverse. The two main aspects of these philosophies are freedom and responsibility. How much and to what extent are the questions repeatedly asked and debated.

The Western thinkers, especially in the twentieth century stressed on the libertarian notion of media freedom because they thought both journalism and civil society survived on it. It is also possible to have freedom and responsibility, an ideally balanced media system. A globalized media system at the end of the day has its focus well fixed on news. For a long time, media analysts and media sociologists tried to dissect the concept of news. "The approaches range from the functional to the critical, from the biblical (the four apostles being the first

great journalists of the present era) to the Marxist . (News is produced by the boar goalie to ensnare the proletariat)”. Some scholars believed that news is manufactured, especially for international communication according to schudson news is discovered for gains or was decided upon. While Epstein said it was selected, for Boorstin , news was nothing but the reflection or the image of pseudo event. It is also said that journalists try to familiarize themselves with the concepts of news, newsworthiness and news values through a process of osmosis or newsroom socialization.

‘The theoretical study of news therefore often becomes quite esoteric, leaving journalists without credible criteria with which to define the concept of news. As a result, although the planning, gathering, processing, distributing, and need for news as a specific variety of information have evolved on high level over the past few decades, especially on a technical practical level, academic journalism and the scientific analysis of the fundamental mechanisms of news still need to come to pass’

The arrival of the information age, as predicted by Alvin Toffler, affected the whole system of international communication. News supply became a global commercial venture. The West has large resources at its command. As a result, the news flow in the world is one way, flowing from the developed to the developing countries. The MacBride report also mentions the concepts of freedom of information , free flow of information, balanced flow of information and free access to media. Freedom is considered as an individual right while freedom of information is both individual and collective. In other words, freedom of information is broader in nature. As per the UN charter, every individual has the right to freedom of opinion and expression. The Universal Declaration of Human Rights makes it clear when it states everyone has the right to freedom of opinion and expression. These rights include freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.

The MacBride commission pointed out that the rights to seek and to impart information were totally neglected. It said that too much emphasis was there on the right to receive information, which was the reflection of the very nature of the days societies. In turn, this reflected in the media structures. Finally, the problem of free flow of information is reduced to the defending media from official assaults.

The barriers to free flow of information are countless. They vary from one country to another. These (a) evident obstacles and (b) non-evident obstacles. Some of the obstacles are :

I. Physical violence and intimidations

- II. Repressive legislation
- III. Censorship
- IV. Blacklisting of journalists
- V. Banning of books
- VI. Monopolies
- VII. Bureaucratic obstructions
- VIII. Judicial obstructions
- IX. Parliamentary privileges and
- X. Restrictive professional practices

However, the absence of these obstacles does not guarantee full freedom of information. Other obstacles are social and economic constraints and pressures, public, private or transnational monopolies and inadequate infrastructure besides shortage of trained and experienced professionals. Cultural attitudes and taboos also affect the free flow of information. The world over, several governments impose rigid restrictions on the media when it comes to the diffusion of news. The legal and administrative measures adopted by them to control the collection and dissemination of news vary from one country to another.

The laws of defamation are often rigid even in democratic societies, much to the detriment of media professionals. Similar are the laws related to contempt court. Of all the restrictions, the laws related official secrets are harsh and penal. Media professionals are barred from collecting information because of restriction under the guise of official secrets, classified information and national defense and security. Nobody can question the right of a state not to divulge the information affecting national security. However, such laws are misused even to cover the political or technical or industrial information. Often media professionals are forced to opt for self-censorship.

In the name of censorship of pornography, obscenity, violence, religious harmony, relations with foreign countries, foreign dignitaries, protection of young children, governments prohibit the circulation of information affecting those who are in power. Censorship can be based on laws in force or new laws can be enforced or discretionary powers can be used. The coercive methods are :

- I. Pre-censorship where material has to be submitted for approval by a censor before publication and distribution.
- II. Post-publishing, but pre-distribution censorship.
- III. Post-distribution censorship.

- IV. Government instructions to slant stories.
- V. Lists of stories or subjects prohibited.
- VI. Prei-dispatch review of stories of foreign correspondents.
- VII. Ban,seizuere and deletion of imported publications, printing or broadcasting facilities
- VIII. Boycott of authors or their works.
- IX. Preparing an index of proscribed publications.
- X. Expulsion of individual from professional organization, which would lead to the deprivation of opportunities to publish.

All these can extend to the theatre, music, films, broadcast entertainment and areas of culture.

By restricting access to sources of information, people, places and records, governments control the diffusion of information . The other methods include denying of visas to media persons, restriction on their movements, withdrawal of accreditation or expulsion from the country. Not only the public institutions control the flow of information, but also by private monopolies. Media monopoly is another area of concern that forbids free flow of information. The issue becomes more complicated when these is a single source of information or many sources are controlled by the same monopolistic media ownership. It is observed that media monopoly can lead to the same restrictions. The other issue is standardization of reporting, editing, and presentation, that restricts the information flow to the people. Commercial or industrial interests may also affect the free flow of information.

The commercials influence on the media is a question of never-ending debates. Especially private and government advertisers can and do influence the selection of news. They can also compel journalists to opt for self-censorship of news contents and opinions thus endangering the media freedom. The goodwill of advertisers is necessary for financial survival and as such the news contents may get diluted. It can also be done for the sake of mass readership or broadcast ratings. Ultimately, in the process of attracting and retaining advertisers, the media will appeal to the lowest common denominator. The restricted flow of information will also affect the linguistic and ethnic minorities. The media may ignore their cultural traditions. This happens when the majority groups dominate the media. The reason may be indifference, over-centralization or lack of professional manpower.

Of late, the industrial disputes have affected the media function. The introduction of new technological processes, particularly computerization has enraged the trade unions. Workers feel that their jobs are threatened and should not accept the new technology. The recent outsourcing by American media in India has created a flutter in the United States. Automati-

cally, such disputes hinder the free flow of information. While one can understand the justifiable demands for higher wages and improved working conditions and protection from unemployment, the cessation work can affect the diversity of opinions and flow of information. High costs of materials and transmission flow and rising paper costs over the years have hit the newspaper industry very hard. It has also severely affected the textbook industry.

The McBride commission rightly observed when it said:

Obstacles to freedom and distortions of democracy are dangerous symptoms in every society. It is sometimes argued that such criticism constitute an interference in the legal or political affairs of nations, or in the natural processes of private enterprises, but such abuses of state power or monopolistic practices are still serious impediments to the free flow of information. Certainly, there is a margin in almost all systems to improve the existing situation and decrease restrictive measures to a minimum. There are ways, means and forces in each society to overcome and eliminate restrictions on the freedom of information. What is basically needed is the political will.

Those who have greater communication resources will get benefited by the free flow of information. The rich and advanced countries have better technology, big organization and monopoly control over global flow of information. Quite often, the free flow concept is used as an economic and ideological weapon by these rich countries and to the disadvantage of the less developed countries. People now find defects in this free flow ideology. As a result, it is necessary to make a distinction between freedom of information and the free flow of information in real terms. The critics from the developing countries point out the domination of industrialized countries in all the core sectors of developing countries. This is exceptionally true in the communication sector. Naturally, conditions have to be created for true free flow of information both at national and international levels.

Another disturbing fact is the monopoly of the developed countries in areas like scientific and technical information, industrial, commercial, banking and trading data information on natural resources or climatic conditions collected by orbiting satellites. Much of the information is monopolized and guarded by governments, large research organizations and national or transnational corporations. They refuse to share the information with the developing countries.

The champions of free flow of information present a paradoxical picture when it comes to transfer of information to the developing world. They do not want to share scientific and technological information with others, by stating that they would prefer bilateral exchange arrangements than multilateral. They also express their helplessness in influencing their own private organizations that possess such information. The reason advanced is that their governments do not have control over them. Patents, new products information, market analyses research findings and all others are made available only to a few.

1.2 One way flow

Naturally, an imbalance has resulted in the flow of data, messages, media programmes and cultural products. The flow is one-way, from bigger to smaller nations, from the developed to the developing countries, and at the national level, from the power center to the grassroots. The one way flow is largely due to historical, cultural and linguistic reasons. The example of Europe is given here, where a few powerful countries dominate the media and communication scenario. Some small countries are prosperous, but their achievements find little attention from the dominant media. Colonial links also play a role. An Indian reader knows more about Great Britain than France or Germany. The news flow from the industrialized north to the impoverished south is a serious and excessive imbalance.

The exist low level infrastructure has made the developing countries heavily depend upon the developed nations. The massive infrastructure and operations by transnational agencies have produced a monopoly in the collection and dissemination news. More than 80 per cent of global news originates from New York, London and Paris. In addition, these news agencies diffuse of less than 30 percent of their news to developing countries. The one-way flow has also created further imbalance within both developed and developing countries. In developed countries, the local and regional media do not go beyond the borders of their countries. The popular media devote very less space and time for foreign news. It is because of the international news agencies which have their own parameters of news selection. Their choice of subjects and value judgments are used to select news and style of presentation. On the other hand, the editors and publishers in the developing countries are responsible for the selection of such news stories for publication. The same is the case with radio television networks. These days, they have recognized the seriousness of the issue. In developing countries, communication facilities, material and professional resources are scarce. Newspapers are small . News agencies and news collection systems are also too small. Mostly they have to depend upon foreign news agencies or governmental agencies for international news. In some countries,

foreign news is distributed by government controlled agencies or news agencies. The impact of imbalance in information flow is quite visible in the media products of the developing countries. Both the qualitative and quantitative imbalances are substantial in the political, social and cultural aspects of the information flow.

Some experts argue that the imbalance in information flow has its origin in the developing countries themselves. There exists a wide gap between the elites and teeming masses. It is also true between the rich minorities and poor majorities. The information market is characterized by social divisions which in turn limits the free circulation of information. The one-way flow of communication is a mirror reflection of the dominant political and economic structure of the world. This compels the poor countries to depend upon the rich countries in every sphere of human activity. In the information sector, even the interpretation and analysis aspects are one-sided, favorable to the dominating countries. More over, the news presentation is a distorted picture of realities. Only bad sides of the events such as coups, disasters, violent incidents are presented, not the process of development. For a better coverage of events from various regions of the globe, certain measures suggested are :

1. Increased role of journalists from developing countries.
2. They should have facilities for the coverage and distribution of reports regarding their own countries.
3. They should also counter the bias in Western perceptions of their countries.
4. They should also have more opportunities to report and interpret internal mal events from their own angles.

The international flow of communication is not horizontal but vertical. It is from the top to the bottom. This naturally affects the style of work by professional communicators. The emphasis on the skill to attract the audience attention will definitely affect the objective of promoting participatory communications and access by the public. The professional skill and the improved techniques are aimed to offer added resources to the producers and senders of the messages. This makes the communication flow inevitably vertical. The situation is particularly true in developed countries. In genuine democracies, there is scope for local initiatives, self-reliance plurality of sources and horizontal flow of information. Vertical flow of communication is the characteristic of societies that have social stratification, hierarchy and elitism. The vertical flow of communication may help efficient and smooth functioning of a society for a limited period. However, in the long run, it may lead to social dispute. Social harmony can be achieved only by free response and free exchange of genuine and humane communication.

Even in advanced societies, the vertical flow produces a great volume of information. If offered indiscriminately, it will lead to what is called information overload. The information overload may result in confusion, alienation and passivity.

But now it is increasingly seen that people need to inform others as well as to receive information, to exchange messages to engage in dialogue and interaction to intervene in communication through access and participation. Hence, there is more and more agitation for change. Individuals, dissidents, reformers, consumer advocates, professional communication analysts, civic organizations even some who now control the direction and sources of information are calling for new structures and new concepts to change the present flow of information. These include means and paths for flow from bottom to top people are seeking new expanded ways to inform their governments of their opinions, needs and grievances.

The commercialisation of communication activities like the press, magazines, books, recordings, films, telecommunications and broadcasting has its own impact on the flow of information. The content of communication, whether information or entertainment, or their mixture is treated as a commodity saleable in the market. The marketisation of communication is an economic reality which has reduced the social service aspect of communication to the minimum. The technological innovations have also contributed for the commoditisation of information in terms of data processing, data transmission and data retrieval. Advertising is another area of concern for schools analyzing free flow of information.

1.3 News agencies

News agencies have been in existence for more than 170 years. Their growth constitutes a contrasting aspects of journalism. For all practical purposes, the news agencies are considered the oldest of electronic media. They were the real contributor for the process of globalization in the mid-nineteenth century. Normally, news agencies are classified into national and global. A small number of news agencies operated at global scale while several news agencies confined themselves to their national territories. Of course, some of them also operated globally. The German news agency DPA and the Spanish agency EFE can be included in this category. They constitute the second tier, between global and national news agencies.

In the nineteenth century, the cartel system existed. An international news agency used to sell cartel news exclusively to a national news agency. On its turn, the national news agency would give national news on an exclusive basis to the international news agency either without charge or at a nominal price. Later, national agencies subscribed to a wide range of international agencies and sold their national news to one or more international news agencies.

The structure of global news exchange system remained the same till 1970s. The balance of power tilted in favor of international agencies by the end of the twentieth century with the collapse of some national news agencies. Other national news agencies were struggling for survival. This reflected the process of removal of barriers to trade and investment flows, regional concentrations of political identity (like the European Union) and the compulsive concentration of interests of OECD (Organization for Economic co-operation and Development) countries and others behind the United States Leadership from the late 1990s to the early twentieth century, the global news exchange system became less systemic and less predictable. Even the bigger global players appeared facing crisis.

The industrial interests divided between news wholesalers and retailers, and the factor of interdependence between them were affected with the appearance of Cable News Network (CNN). It gathered news from client broadcasters and sold news to them. At the same time it operated as broadcast news stations and was directly available to the audience through cable television or satellite. Now its websites are directly accessible and does not change for individual users all over the world. The press syndication was not global in the real sense of the term to pose threat to the news agency system.

The web adds new sources of competition besides affecting the established principles of news value and organization because of 'new, multimedia and hyper-linked modes of news presentation.

The press syndication did not have the advantage of the new technology, Internet. This has made the agency news directly available to the public without the need for retailers of news or broadcast media. The Internet opened up new markets for the news agencies. The new markets may replace the older markets and also challenge the system by establishing new and unique brand identity. In earlier years, the news collection and distribution were orderly, systemic and comprehensive. Today, only a few global news agencies collect news on their own mainly catering to the western demands and sell news to other news media wholesale, which included news related websites, and incorporating the same within their news products for their audiences. This is retailing of news. The global news agencies may or may not have news exchange agreements with their clients. The same is the case with many national and regional news agencies.

The number of global agencies has decreased over a period of time. They were the big Five, to include Agency France-Press (AFP), Associated Press (AP), Reuters, TASS, and United Press

International (UPI). By 1990s, there remained only two powerful agencies remained as global. The AP was operating under a heavy loss and Reuters also faced a business crisis period. The third one was the AFP. Both TASS and UPI had decreased their operations. In the field of television news coverage, by 1998, only two major operators, Reuters Television News and Associated Press Television news were operating. The globalization process, in other words, has increased the inequalities and concentration of power. The international news agency system has been divided into four developmental periods by well-known scholars.

They are :

1. The hegemony of the European news cartel - 1870-1917
2. The dissolution of European news cartel -1918-1934
3. The hegemony of the Big Five- 1940- 1980
4. The dissolution of the Big five- 1980s

Let us concentrate the last two periods. Just before the World War II, the expansion of the US news agencies had started. It picked up pace after the war as they used the market opportunities in the war destroyed Europe. Agence France Presse was founded as a co-operative agency, “managed by a board of media, government, state broadcasting and staff representatives, and whose most important and wealthiest clients were ministries and other departments of state at home and in French overseas territories”.

The Soviet news agency TASS also spread its wings in the communist block of Eastern Europe. National news agencies appeared in different countries when several countries achieved political independence. By 1970s more than one hundred countries had national news agencies. The dissension between the developed and the developing countries was with regard to the unequal global media system and imbalance in the flow of information. Alarmed by the critical attitude of the developing countries, the Western powers withdraw support to the UNESCO, which raised its voice against media imperialism.

The next period began in the early part of 1980s. This era labelled as the post- NWICO era was characterized by neo-liberal economics of media de-regulation, conglomeration and convergence, digitization, commercialization and “competitization”. The process of conglomeration was speeded up. The UPI reduced its operations. TASS become ITAR-TASS and more a national. Agency the demise of communism saw the weakening of East European news agencies. The three major agencies survived weathering all completion. The deregulation process hit the state run broadcast institutions very hard. The Internet changed the whole competitive environment.

Reuters and AP have survived because of their historical roots beside the AFP. Reuters was the leading news agency of the world at the beginning of the twentieth century. Today it does not display its British identity. It is said that by 1980s, its staff represented 160 nationalities. Reuters was earning more revenue from its overseas operation than the domestic. It became independent of media to have strong financial base. In 1997, 93 per cent of its revenues came from its financial operations. From its media and professional products it earned 202 million British pounds sterling (\$), 828 million from transaction products and 1852 million from information products. Fortunately, it did not have to compete for its domestic clients. Besides, its major source of revenue was the scale of general and financial news that had inter-dependence. Some scholars suspected that it deliberately ignored the traditional media market to encourage Associated Press to survive.

Today the AP claims that it is the leading global news agency for media as against Reuters. It is also an information agency for non-media clients. In order to meet its financial exigencies, the Reuters reduced the staff size that was the result of competition from Bloomberg and recessionary trends. On the other hand, the Associated Press experienced financial stress with a loss of \$ 25.8 million in 1995. With newspapers facing reduced circulations and revenue in the US, the AP had to face a tough situation. The UPI limited itself to certain focus areas. The other news agency, the AFP was behind the AP in every aspect. It also had the characteristics of an international news agency. It is the only non-Anglo American news agency and devotes a significant portion of coverage to Asia, Latin America and Africa.

The three global agencies have their own different strategies to earn revenue and survive. The Reuters has now focused more on providing financial information to non-media clients. The AP is focused on the domestic market in the United States. The AFP is heavily dependent upon the financial support from the state for its foreign coverage. On the other side, most national news agencies all over the world are experiencing hard time. Even the Scandinavian news agencies that operate in prosperous media markets have faced financial problems in 1990s. These agencies could not find new sources of revenue 'where news agencies have been customarily supported by media co-operatives, tendencies toward concentration of ownership and the conglomerisation of newspaper groups to withdraw support and to compile alternative, more competitive, and sometimes cheaper group news services'.

1.4 Barriers

The barriers to global news flow have already been listed. These barriers can be classified under physical, cultural, economic, political, media, and technological barriers.

The physical barriers are geographical in nature. Climate, distance and time zones play a

vital role affecting the news flow both globally and within national boundaries. Cultural barriers include social norms, taboos, values and religion. Illiteracy is a major cultural barriers. multilingualism, reliance on inter-personal communication, religious beliefs and fear of negative media influence are the other cultural barriers.

The cost of infrastructure development and investment in national media are tough economic barriers. The concentration of media ownership and control by multinationals will seriously threaten diverse flow of the information. As noted earlier, the governments all over the world tend to control news flow by various means from political violence to legal actions. Media barriers include untrained media persons, lack of objectivity and credibility besides self censorship. Technology is another barrier in the sense it is not only costly, but also widens the gap between the developed and developing countries. Because the latter cannot afford the latest technology which is directly related to a country's economy as well as its politics and culture.

1.5 Let Us Sum Up

Communication is a social activity. Mass Media have made the world a global village. In the process they are also getting globalized. The arrival of information age as predicted by Alvin Toffees has affected whole system of international communication. News supply has become a global commercial venture. The Western countries with large economic and professional resources control the information flow at the global level. Consequently, the global news is one-way, from the developed countries to the developing countries. The Mac Bride report mentions the concepts of freedom of information and free access to media. The obstacles to free flow of information are generally classified into evident and non-evident. They range from physical violence to legal and judicial abstractions. However, the absence of these obstacles do not guarantee complete freedom of information. Other obstacles are social and economic constraints and pressures. These can emanate from public or private or transnational monopolies. Inadequate infrastructure and shortage of trained personnel also affect the free flow of information. Censorship of information can be in the form of pre-censorship, post publication and self regulatory. The commercial influence on the media is debated upon day-in and day-out. Those who have greater communication resources get the benefit of free flow of information. The developed countries have monopolized scientific and technical information, industrial, commercial, banking and trading data, information on natural resources or climatic conditions collected by orbiting satellites.

The one-way flow of information is largely due to historical, cultural and linguistic reasons. It is a reflection of the dominant political and economic structures of the world. The impact of imbalance in information flow is quite visible in the media products of the countries.

News agencies have been in existence for more than 170 years. Their growth is a contrasting aspect of journalism. The news agencies were the real contributor for globalization in the mid-nineteenth century. The three global agencies today are the Associated Press, the Reuters and the Agency France Press. The Reuters has shifted its core area of operation to financial news. The Associated Press faced extreme financial difficulties in 1995, with the arrival of new entrants like Bloomberg. The national news agencies the world over are also in the dock due to financial stress. It is the case even with Scandinavian news agencies which operate in rich media markets. Less said the better of news agencies of the developing countries that depend upon government or other state agencies. The barriers for free flow of news can be physical, economic, political, cultural, media and technological.

1.7 Check Your Progress

1. Analyze the importance of free flow of information in a modern society.
2. Identify the issues in free flow of information.
3. Present a picture of news agencies role in information flow.
4. Explain the barriers to free flow of information.

1.8 For Further Readings

1. Many Voices, One World
- Mac Bride Report
2. International and Development Communication – Bella Mody (Ed)
3. Global Journalism
- Arnold S. de beer, John C. Merrill
4. Whose News?
- Rose Mary Wrighter

Structure

- 2.1 Objectives**
- 2.2 Introduction**
- 2.3. Entertainment**
- 2.4. Communication Right**
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2.1 Objectives

Communication is a natural human activity. Man is superior to other species because he can communicate with other fellow beings with both verbal and non-verbal methods. The role of communication in a modern society is unparalleled in the sense all human activities are based on communication whether it is education or business or entertainment.

The present unit will focus its attention on :

- The expanding infrastructures of communication
- The role of various participants in communication
- The areas of communication as a human right and
- The link between communication and public opinion

Let us examine the focus areas in detail.

2.2 Introduction

The collection and storage of information concern all of us. There are many problems connected with these. The modern world produces huge amounts of information. How much of these is utilitarian is the question. In addition, there should be a continuous supply of relevant information. Individuals, organizations, media schools and institutions of learning need information, by governments and other agencies almost everyday. Modern technology has made the information collection, storage and retrieval possible.

For decade's libraries and documentation centers classified and stored information as well as knowledge. A country's library system is an indicator of its progress. The number of books held by the libraries all over the world is estimated to be well over 160 million. The USA, Russia and European countries account for more than half of the volumes. The uneven distribution of this system is a disturbing phenomenon. To start with libraries were collection and distribution centers of books and journals. Today they have become service centers for the general publics or specialized publics.

Now libraries play an important role in the social, educational and cultural life of every community. They have become reference centers for both students and researchers, and also documentation centers for specialized areas like science, arts, engineering and others. Not all the countries have created proper facilities to supply and store important data. Social and technological changes have transformed the traditional role of the library. The new technology of electronic storage and retrieval has affected the functioning of libraries. For everyday supply and storage of information and news to a good number of public, private, primary and second-

ary consumers, news agencies have developed their own networks. They have grown in number and size. They not only supply everyday news and photo groups, but also specialized information such as business and commercial data, stock quotations, and travel information, weather and sports reports. Even backgrounders of current events, complete articles, comments and other types of write-ups prepared by professionals are supplied. The demand for visual news has led to diversification of news collection with some agencies specializing in it. There have been astonishing technological innovations that have made the collection, editing and transmission of enormous amounts of data at an astonishing speed possible. Computerized databanks have helped in storing and updating of huge amounts of data possible.

Data have become sine qua non for a variety of users like public institutions, news agencies, mass media, business and industrial organizations, universities, libraries, research institutions and others. The utility of databanks depends upon various factors. Centralized databank systems are used in banking, weather forecasting, transport reservations and medical diagnosis.

In third world countries, the density of telephone is a cause of concern. However, the mobile telephone revolution has bridged the gap a bit-India is a fine example of this revolution. The developed countries have used telephone for interpersonal communication. It is observed that telephone has contributed for urban development in many countries. Telephone has occupied a vital place in the modern industrial societies. It has contributed for development in countries with different political systems. Satellites are used for expansion of telecommunication services and videophone systems. The MacBride commission observed:

Given the obvious importance of the telephone, many countries appear to have erred in neglecting to build adequate telephone networks unlike the rising costs of some postal services, the decreasing costs for some newer technologies, such as the telephone and electronic data transmittal, will undoubtedly force changes in telecommunication strategies. International and national development assistance institutions will have to consider upgrading the low priority, which has hitherto been given to telecommunication projects. Hence, policy decisions on the development and financing of communication services are today a priority for all governments, professional communicators, and the public at large.

Periodical journalism is another area of specialized communication. There have been ups and downs in its growth the world over. While mass circulation periodicals have seen a decline in the recent past, special interest periodicals catering to a specific readership have progressed.

They range from politics, literature, arts, business and commerce, natural and life science. To technology, communication, sports, agriculture, rural development and a host of others. Many countries use short wave radio to reach audiences in other countries, especially the neighboring countries. Some of them are located in foreign countries. For example, the United States has a station of voice of America in Sri Lanka to reach the audiences in East and South-East Asia. The Fm broadcasting for local audiences is also becoming popular in developing countries. The external broadcasting is totally funded by the state. Some countries use external broadcasting for propaganda purposes. Normally the main intention behind external broadcasting is to portray national image for international audience. The United States and Russia lead in external broadcasting.

The number of radio stations and television channels has increased manifold. To increase the transmission capacities, broadcasters have opted for higher frequencies like short wave, VHF and UHF for both national and international broadcasting. The cinema is a major medium of entertainment. The cinema has been described as a complex, aesthetic, psychological and social phenomenon. It has played a multitask role, combining information, drama and music. In some countries, the cinema has on informative role. Newsreels were the earliest forms of information purveyors. Documentaries, educational and training films are produced in large numbers every year for both formal and non-formal education in addition to feature films.

Today television and cinema combined have become the major media of entertainment. Films are also produced for television audiences. The MacBride report stated:

Thus the newer medium is giving new life to the older one, and films remain a major resource for information, education, entertainment and culture. Both media, which had and still have in many countries separate life and competitive attitudes, might benefit from a comprehensive development policy and co-ordinate activities and resources. In addition, interaction between different cultures if television broadcasters in industrialized countries would show more films in developing countries.

The show business has become a worldwide mass medium. Other mass media have encroached upon for a slice in the mass market. These media are publishing, radio, television and recordings.

2.3. Entertainment

The Mac Bride commission identified three trends in the sector of leisure and entertainment. They are:

1. The enormous expansion of entertainment facilities globally. Every medium provides some form of entertainment or other.
2. Technological improvements leading to more and more “do-it-yourself” communication and
3. The development of a big industry which provides scope for the dissemination of cultural and artistic performances and achievements.

Print and broadcast media are responsive to the audience expectations in terms of culture and entertainment.

The leisure industry is a big business. The leisure activities and products include photography and amateur filmmaking. The manufacturing of communication products is a global business. Technology has brought in mass production of pocket size radios portable color TV sets, sophisticated cameras, hi-fi equipment, video desks, CDS, DVDs, and also satellites for transmission of entertainment tools. The growth of leisure or entertainment industry is notable.

An international market, influenced particularly by a few countries and a few transnational companies, has been created, where not only manufactured goods, but cultural and light entertainment programmes, aesthetic values, ethical norms, foreign models and so on are being circulated.

With global advancements in technology and science, information has become indispensable to communications. Digital communications will rule the world for a long time to come. The linkage between computers and telecommunication has transformed the entire world. The range of informatics in communication includes government administration, company management, marketing, banking, insurance, education and home data processing. Data processing is applied to fields like science, technology, education, agriculture, medicine, hydrology, meteorology, mathematical models and automation of industrial process. Informatics has improved the work efficiency of newspapers, news agencies, broadcasters in the collection, processing storage and use of news and other data.

Remote sensing technology has enormous international implications. The planetary resources are identified with this technology for their efficient use. Microwave applications have also improved the data collection methods. Microwave passive sensor data can be utilized to preserve water resources, land resources, environment and for the prediction of weather and climatic changes to detect, quantify and monitor water and atmospheric pollution. Even global agricultural conditions. Crop forecasts, soil erosions and others can be assessed and valuable data can be provided to local, national and international agencies, besides governments, public

and private organization. However, developing countries are dependent on advanced countries for the application of remote sensed data.

Communication is a process in which a number of people participate. The active participants can be 'individuals, social groups, private interests, public authorities, transnational corporations, and international organizations'. Primary communication is for personal relationships when it becomes a planned social process, the role of individual becomes two-dimensional. He communicates on his own and receives the communications sent by others. In most cases, he is simply the receiver of communication and not the communicator. The worst part is he does not know whether the communication relevant to his needs. He is treated simply as a 'mere consumer of a product whose content is the name of his business'. These messages are of information and persuasion. They are diffused to everyone in the society, from the educated to the uneducated and from the manufacturers of products to consumers. The motive may be a mix of goodwill, idealism, integrity and generosity when such a process takes place. In communication there always exists a possibility of treating people as malleable material, who can be manipulated according to one's own whims and fancies. Here the term 'social engineering' becomes manipulative and dangerous.

When modern mass communication tools are used for these purposes, manipulation becomes formidable. A healthy development against this trend is the emergence of alternative communication channels that operate horizontally. These emphasize the active role of individuals in the communication process. Perfect obstacles, creative minds, especially the social groups, young and marginal people have taken initiatives to liberate the shackled minds. The print media, local radio, amateur films, citizens band radio, cable TV, and blogs can be the effective tools of alternative communication. Now arise the basic questions of the right of the individuals in the enlarging field of communication.

2.4. Communication Right

The communication rights of the individuals are :

1. The right to know : this is to seek and give the information an individual derives, especially when it has a profound impact on his life and work. If the information needed is withheld deliberately or when false or distorted information is disseminated, his right to know is collated.
2. The right to import : This is to give to other people the truth the individual sees especially with regard to his living conditions, aspirations, needs and grievances. This right is infringed when he is silenced by force or punishment, or denied access to the channels of communication.
3. The right to discuss : No doubt that 'communication should be an open-ended process of response, reflection and debate'. This right is very important to get and agreement on collective action. It also helps individuals to influence the decisions of the people in power.

These are considered basic human rights of communication. To these can be added the right to privacy. Individual privacy is valuable. He should be protected from invasion of personal life, an invasion against which he is helpless when such an intrusion is supported by modern technology. Databanks contain many facts of privacy. Census information is a social obligation. But the disturbing aspects are:

When (a) the intimately personal information is to be given, which may violate the right to privacy of an individual.

(b) Information is filed without the knowledge of the concerned person.

(c) Because of the clandestine filing, the individual has no opportunity to challenge or correct the information which may be inaccurate and based on hearsay.

(d) Trivial information beyond its justifiable relevance and

(e) Information is transferred from one databank to another.

Media agencies and professionals consider individual and collective entities, or even provide people direct access to media and direct responsibility in management and utilization. Sometimes media and communication systems are managed in hierarchical and authoritarian manner whether it is public or private ownership. Phone in programmes and letters to the editor are informal methods of individual rights to communicate. Interviews over radio and television also provide individuals to share their views with others. Thus mass media are trying to become two-way communication channels.

Another level of communication is the activities of social groups, voluntary organizations and non-governmental institutions, which have common interests, opinions and purposes. It is another form of socialization. Many of them are permanent groups. For example, political parties, trade unions, churches, religious communities, women's or youth organizations or professional associations. Many of these groups offer alternative ideas and provide a platform to discuss and debate on contemporary issues. Minority opinions on issues relevant to the society often ignored by the mainstream mass media are publicized. These groups create their modes of expression by publishing their own journals. The underground and alternative press in 1960s in Western countries was a new style of journalism. These were frank and fearless in their opinion. It is a support system of the democratization of the communication process.

Interaction between two sets of communication is an essential component of democratized media systems. All communities exist because there are different types of communication that converge at a point. In reality, all of them are inter-linked. Communication is important to promote and develop a

national entity. Exchange of information is needed to persuade people to accept social norms and political rules. It makes them pursue agreed objectives and live with others in peace. Communication is used by community organizations to solve social problems that include development, public health and sanitation, adult literacy, women and child welfare in a decentralized way. Here the communication process is many sided and continuous. Creating viable communication resources is the responsibility of local communities, governments, private organizations as well as non- governmental organizations.

Creation of communication content and strategy and the methods to meet communication needs vary. Rarely full expression of opinion or interests of the people is allowed. Irrespective of the political or social system, communities and individuals need more facilities and rights to make the best use of communication. Governments, corporations, political and labor groups, non-governmental organizations and other institutions use institutionalized communication with all their means and resources. Institutional communication is developing at a great speed in both public and sectors. Communication systems are used to influence public opinion.

The situation, as already noted, varies from country to country. No democratic country can ignore its strength. Political parties, ministries of information, networks of village level workers in developing societies, workers and farmers groups or associations supply information to influence opinions of the people on issues concerning the various publics. Public relation is another method of persuasion. Over the years, it has grown into a powerful institution. Lobbying is part of public relations activity, mainly designed to protect the economic interests of groups like farmers, consumers groups, manufacturers and others. Lobbying is legal in the United States. Eventhough in India it is legally and officially prohibited, it exists unofficially.

As communication technology improves, the need for professional communicators becomes important. Their number is growing along with the communication industry. Specialization is becoming the characteristic of communication. Naturally, communication professionals have become specialists in news collection and dissemination, data storage and selection through mass media and new communication infrastructure. Simultaneously, qualifications for these professionals are also improving. The news reporting or for that matter mediated communication has become a complex task, demanding professional skills and background knowledge. Standards and professional training have become improved and recognized for employment. Others supplement their work like politicians writing on politics, sportspersons writing on sports, lawyers writing on law and so on. This expansion of human resource is beneficial to journalism as a whole.

2.5. Private Ownership

Private ownership of communication media has the advantage of large financial resources. The private media organizations wield enormous power and it is exercised in several ways :

1. Ownership of media and other communication means, or investment in telecommunication channels.
2. Software production and distribution of different types of programmes and contents.
3. Advertising and marketing.
4. Various indirect methods of influencing the message production.

In developed countries, private media institutions have the following characteristics

1. Unlimited expansion
2. Concentration or integration, both vertically and horizontally.
3. Links between the manufacturing industries and information industries.
4. Importance of advertising .
5. Establishment of multi purpose corporations and
6. Concentration of distribution.

The importance and impact of transnational corporations and their power are a new phenomenon in the communication industry. The transnational corporations do not prefer to own media in the developing countries. They instead exert influence 'through programme sales, technology, professional models, marketing patterns, flow of entertainment materials, etc'. In fact, the transnational corporations prefer joint ventures between international capital and local resources which they consider advantageous.

The right to communicate of individuals is dictated more by the state. It is playing a vital role in 'orienting, controlling, organizing and dispensing communication activities'. The governments discharge their responsibilities:

1. By legislative regulation of rights and responsibility in different sectors of communication.
2. Allocation of resources for communication in overall planning.
3. Control of conditions that govern the media ownership and communication. Activities.
4. Distribution of frequencies for telecommunication.
5. Control of communication channels.
6. Direct public ownership of media and other means or communication.
7. Direct participation in communication activities through the creation of national, regional and local public bodies.

8. Initiatives and measures to prevent distorted views and the abuse of communication practices and
9. Restricting imported contents and messages.

The increased involvement of the state in all communication activities is backed by certain reasons like: (a) Ideological and political- since the governmental responsibilities have increased in all other fields of public life, communication cannot be an exception.

(b) Economic and financial- mounting costs and the need for public investment in communication, and

(c) Moral- because of the impact of information, culture, education, and entertainment, on the nation as a whole.

However, the direct control of mass media by the state is a controversial issue. In some countries, even the basic human right to a free exchange of communication is restricted by rigid rules, censorship and discrimination, besides severe measures to restrict the scope of communication and communicators. When communication content is controlled, it is difficult to promote individuals rights, especially the right to dissent and debate. The international organizations have also played a vital role in protecting communication as a human right. The United Nations and UNESCO have provided for a for debates and discussion on communication issues. The International telecommunications Union, the Universal Postal Union, the FAO, the UNIDO, the ILO, the WIPOC World Intellectual Property Organization, the WMOC World Meteorological Organization, the World Bank and other agencies have also contributed their mite to the cause of communication as a human right, and to establish an equitable human society.

2.6 Public Opinion

The definition of public opinion depends upon the ideological and social factors of a society. There will not be one public, but many publics in a society. We have been more concerned with the media public here. A public is not merely a number of individual but a collective group of people who share certain experiences, 'certain memories and traditions, and certain conditions of life'. At the same time, it has variations of social class, economic interest, religious, political and ideological affiliations. The impact of media and the public feedback are essential for effective communication. For media personnel, publics are vast anonymous masses. However, media persons as well as political and social leaders think that they are to reach out to a homogeneous public. Public opinion and individual's social nature are intertwined. Public opinion was responsible for

the democratization of many dictatorial regimes. It was the bedrock of anti colonial and anti imperialist struggles the world over. Many popular movements reflected the public opinion historically. Public Opinion is the will of the people with roots in their social and cultural structures. Of course, it is not merely the expression of the will of the people. It is not the imposition by the majority nor is an ideology. Public opinion is not a body of knowledge even though it cannot exist without concepts, which are products of experiences. It is outside the decision making process, outside the power centers and different from that of the people who are responsible for taking decisions.

In some countries, public opinion is ignored and mass media may become partners in this process. In dictatorial countries, public opinion virtually becomes a tool of the government instead of source of information. Their public opinion can be manipulated or artificially moulded. Masses can also be immature, passive and indifferent to public issues. Their political incompetence can lead to the control of governance by an elite or oligarchy. Television is used to establish telecracies where dialogue as a communication system is absent.

Mass media are expected to promote thinking, discussion, judgment and participation for the survival of democracy. There are many methods to discover and test public opinion, especially during the time of elections. The Indian constitution makes a specific mention of the role of public opinion. In many other countries, legislative texts contain references to public opinion. In countries like the United States, Politicians do canvass for favorable public opinion, make use of surges of political leaders and their parties, besides market research and studies of consumer behavior. The Gallup and Harris polls are well established.

As the democratic traditions of governance become stronger and stronger, the role of public opinion also gets strengthened. The link between global politics and public opinion at the national level will also affect world public opinion. Not many people are sure of world public opinion. The Mac Bride report avers that global public opinion is built around national problems like under development, hunger, and malnutrition. Social inequalities, energy crises, youth problems or general questions of international scope such as co-operation for development, general disarmament, establishment of new economic order and a host of others preservation of peace through international pacts is the primary concern of world public opinion. It is opposed to the violation of human rights including communication. It is also opposed to domination based on race or colour. The mass media have a moral and political responsibility to take into accounts the public attitudes and opinions. They must diffuse different opinions objectively to help people form independent opinions.

The Mac Bride commission categorically stated:

There will always be a need for news from reliable and knowledgeable sources. But if this one-way flow were to cease being the dominant, indeed virtually unique pattern, and if it could be

combined with horizontal forms of information distribution, then communication might become more humane and democratic and the public might shake of its passivity, becoming an active social force. The problems facing modern societies do become increasingly complex their solution calls for a citizenry possess a high level of skill and understanding. If one wishes to achieve the provisions of the universal declaration of human rights and of the international covenant of civil and political rights that prod claim citizens right to take part in public affairs, it is vital to encourage transformation of the passive publics mastered by ruling forces and media into a true community, sharing a common system of values and rallied around unifying endeavors, indeed of publics which are much more than passive social spectators and witnesses of somebody else's performance.

The right to reply and the right to correction are the other two crucial sectors of human rights. Many countries have recognized these rights and guaranteed them through legal provisions. True these two rights are different from each other. Mass media cannot always provide space for every reply given to a public article. The importance of the issue, the amount of public interest and availability of space or time will have to be taken into account. On the other hand inaccurate and untruthful statements must be corrected immediately. These rights are enforced by different agencies in different countries. Press councils, codes of ethics, legislations and voluntary redresseals are the generally accepted modes of correction.

The convention on the international Wright of correction was adopted by the United Nations General Assembly in 1952, but till date only a countable few of the countries have ratified it. Because many countries consider it as an 'ineffective instrument'. The equalrights of women are important for any country. Women are a minority group, disadvantaged group and powerless. Women should have free access on equal terms to education, social participation and communication if they are to share rightfully in solving the problems of their societies. But this access is impeded by traditions, by prejudices based on social customs or sometimes on religion, by discriminatory laws in certain countries, and also by imposing on women a disproportionate share of the responsibility for care of the home and work on the land'. The global communication sector reflects the gender inequality. The Mac Bride commission made a relevant statement that full equality for women is a matter of justice and human rights. Communication decision should reflect this.

2.4 Let Us Sum Up

Communication is a natural human activity. The collection, storage and dissemination of information is an international industry. The world produces so much of information, but how much of it is of utilization is the moot question. It should be continuous in supply. People, organizations, media, educational institutions, governments and other agencies everyday require information. Modern technology has made the information collection; storage and retrieval possible. For decades, libraries and documentation centers classified and stored both information and knowledge. The number of volumes contained in the libraries all over the world is estimated to be over 160 million. The United States, Russia and European countries account for more than half of these volumes. Today libraries have become service centers for the general or specialized publics on their own. News agencies have developed their own networks to supply everyday news and photographs in addition to specialized information such as business and commercial data, stock quotations, travel information, weather and sport reports. Databanks have added a new dimension to information transmission. Telephone is a device of development. The mobile telephone revolution in India is a classic example of changing global scenario. Today satellites are used to expand telecommunication networks and electronic data transmission. Remote sensing technology has facilitated the detection and efficient use of natural resources.

Periodical journalism, especially specialized publications, have made an impressive progress while the readership of general interest magazines has declined due to the stiff competition from the electronic media as well as the Internet. Radio has re-emerged as a segmented medium. The Fm channels have devoted themselves for music. Radio is also a medium of international communication. While television has an immense impact on its audience, cinema is basically a medium of entertainment. They have also been used for dissemination of news and developmental information. The show business has encroached upon the mass-market cutting into the share of mass media.

Communication is a process in which a number of people participate. The active participants are individuals, social groups, public authorities, transnational corporations, and international organizations. So also in international communication.

The communication rights of the individuals are:

1. The right to know.
2. The right to impart and
3. The right to discuss.

To these can be added the right to privacy. Several countries have legislations to protect the privacy rights of individuals. People participating in media management and the production of media contents are a new trend. The underground or alternative press appeared in the West in 1960s. Issues often ignored by the mainstream media were highlighted. Phone in programmes and letters to the editor are informal methods of the individuals right to communicate. Creating viable communication resources is the responsibility of local communities, governments, private organizations and NGOs.

As communication technology develops, the number of professional communicators is also growing. With specialization creeping in, communication professionals are also becoming specialists. Private ownership of communication media has the advantage of large financial resources. The importance and impact of transnational corporations in the communication industry are enormous and growing day-by-day. The right to communicate these days is more and more dictated by the state. The reasons are ideological, political financial and moral.

Several international organizations have also played a key role in protecting communication as a human right. National public opinion is essential for democratic development. Public opinion has its roots in the social and cultural structures of a people. Mass media are expected to promote rational thinking, discussion, judgment for the survival of democracy. Public opinion polls are a common phenomenon during the election time. Women, most ignored in the world need empowerment. Communication sector also reflects their status and position in the society. Right to reply is ideal, but media are constrained by the issue, amount of public interest and the availability of space and time. Of course, the right to correction when statements or news are incorrect is universally accepted.

2.8 Check Your Progress

1. Describe the expansion aspect of communication infrastructure.
2. Communication is part of the process of the right to know and impart discuss.
3. Examine the relationship between communication and public opinion
4. Communication is participatory – explain

2.9 For Further Reading

1. Many Voices, One World
 - Mac Bride Report
2. International and Development Communication – Bella Mody (Ed)
3. Global Journalism
 - Arnold S. de beer, John C. Merrill
4. Whose News?
 - Rose Mary Wrighter

Notes

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Structure

- 3.0 Objectives**
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- 3.7 For Further Reading**

3.0 Objectives

The emergence of the third world after the World War II and its use of communication media for national development has already been discussed. The communication revolution that has taken place has also created great divides among the nations of the world in terms of communication flow and also the infrastructure. The debate on two major aspects of international political structure is considered important, i.e., the new international economic order and also the new international information order. The United States and its Western European allies have the upper hand in both sectors while more than 100 nations of the world are struggling to achieve even the minimum standard of living for their people. In the context of such a situation, the place and role of international agencies assume importance. The present unit will help you to :

- Gain a historical perspective of the debate on new international information and communication order;
- Identify the place and role of the UNESCO in this debate :
- Have an assessment of the recent issues, trends and solutions and
- Have an overall picture of the efforts in the direction of establishing a new international information and communication order.

3.1 Introduction

It is pointed out that the United States is a massive producer and supplier of communication products to the entire world. However, when it comes to its own consumption, the US uses very little of foreign products. Its Requirements of International News is supplied by its own news agencies, the Associated Press and the United Press International. It is the same case with radio, television and films. The US stranglehold on news is unbelievable. The very situation of the success of private media has limited its perception of the outside world.

While the number of countries in the world has inched up to 200, encompassing more than two-thirds of global population. The communication distribution is disparate. The third world countries are ideologically diverse, but they are all united in their voice against inequality and imbalance in the global economic and information orders. Their problems of poverty, hunger and development are acute.

“Most third world nations lack the broad economic base (mass markets for advertising, sources of private capital) that would enable private media to serve broad social needs. The vast expansion of broadcasting in Asia and Africa has been largely government initiated and is therefore responsible not only for stimulating the expression of ideas, but also for contributing to national development and to the maintenance of public order.

However, the emergence of the univocal world and the casement globalization and liberalization in the economic sphere changed the situation drastically especially after the collapse of the Soviet Union and the eastern socialist block. One discernible factor to be noticed is the US insistence on the imposition of its economic and concomitant communication models on the rest of the world. The US and its West European allies have a number of models for public control of broadcasting and telecommunication. Of course, all these fall within their own conceptions of free speech and democracy. The insistence on the American model to be followed has turned the global opinion against the United States.

The issue of the new information and communication order may affect, it is feared, the us interests on the long run because of its huge investments in the international communication sector. Not only that, the US bullies and defiance also depend upon this. The US says that in order to promote democracy, pluralizing and diversity in international communication it finances the projects Of UNCTAD, UNESCO and OAS. The AID and USIA communication programmers are also continued. But there is no concrete measure taken by the United States to correct the global imbalance in the communication sector.

The United nations in its formative years supported the Western nations of free speech and freedom of information. However, in recent years the developing countries, under the leadership of India and Brazil, called G-77, have voiced concern over the Western domination in the information sector and sought immediate reforms. The US satellites also collect enormous data about earth resources which in turn affect the national security and sovereignty of other nations. Many of them expresses at the UN the need for prior consent from the states affected by these technologies.

The UNESCO was to look after the communication issues contributing the world on behalf of the UN. Initially, it advocated the free flow of information and communication infrastructure development in the developing countries. Now repeatedly under pressure from the developing countries it has started espousing the cause of free and balanced flow of information. The UNESCO also assists countries in the formulation of communication policies and planning. It also helped the non-aligned news pool for a good number of years in its functioning. Before its dismantle. The Soviet Union had proposed a declaration on mass media, which was opposed by the US considering it as being 'extractive sadist and contrary to US interests'

For a long time, the international Telecommunication Union was a technical body to coordinate telecommunication development all over the world. It was also dominated by the Western powers for a long time. Of late, the ITU has also started paying attention to the issue of 'equal access' to telecommunications raised by the developing countries,

In its 1979 World Administrative Radio Conference (WARC) several issues concerning the broadcasting at international level were discussed.

3.2. The United Nations

When the United Nations was setup the number of members was more 50. Today it has crossed 190. For quite a long time, the Western Ideology dominated. The debates and decisions emerged during the early years were a direct consequence of this ideological tilt. The UNESCO documents do not have the statutory backup, but possess moral and psychological strength in the eyes of policy makers around the world. To begin with the UN charter had incorporated the fundamental principles of human rights that also include the right to freedom of speech and information. Later, the United Nations further elaborated the concepts in other documents. The UN charter also stressed upon the need for national sovereignty for maintenance of peace and security in the world. In 1946, the UN declaration on freedom of information indirectly referred to the flow of information when it said :

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

In 1948, the United Nations organized a conference on freedom of information at Geneva, different views surfaced on “how freely” information should flow”. While the United States advocated ‘free and unrestricted flow’, the Soviet Union categorically stated that there cannot be any true freedom of communication as long as the means of communication in the West were controlled by a small group of rich people. A few others tried to toe a middle path and suggested that there was a need for a formula to control the flow of information in certain cases where the violation of national sovereignty was involved. Due to legal and ideological clashes, the draft convention on freedom of information was not agreed upon. In 1948, the UN general assembly adopted the Universal Declaration of Human Rights Article 39 of the character reads everyone has the right to freedom of opinion and expression. This right includes freedom to hold opinions. And to seek, receive and import information and ideas through any media and regardless of frontiers.”

The UN was keen on providing legal status to some of the principles of the universal declaration. The international covenant on civil and political rights was approved by the General Assembly in 1966, that too after several years of discussion. Article 39 of this covenant reiterates the rights of freedom of expression and opinion. However, these rights carry certain duties and respon-

sibilities. It stipulates that the rights of others should be respected besides protection to national security and order. Article 20 prohibited war propaganda and also 'any national or religious activities which are designed to incite conflict or violence'.

The launch of first space satellite brought before the UN new questions related to the use of outer space. In 1959, the Committee on the Peaceful Uses of Outer Space (COPUOS) was set up. It was to tackle the legal problems related to outer space activities. The COPUOS had two sub-committees, the scientific and technical sub-committee and the legal sub-committee. In 1960s, the United Nations prepared documents which could be the basis for space law. In 1963, the General Assembly approved the declaration of legal principles governing the activities of states in the exploration and use of outer space unanimously. The Outer Space Treaty of 1967 contained three vital principles.

- (a) Outer space should remain the 'province of all mankind' to which all nations must have equal access.
- (b) The exploration, use and scientific investigation should be done "in accordance with international law, includes the charter of the United Nations, in the interest of maintaining internal peace and security and promoting international co-operation and understanding".
- (c) Outer space, including the moon and other celestial bodies should not be used for any type of military purposes.

The coups had to deal with the issue of direct broadcast satellites in 1969. The then Soviet Union wanted a legal provision that broadcasting countries should seek prior consent from the receiving governments before broadcasting from outer space via satellites. Obviously the United States opposed the Soviet demand. Its contention was that the Soviet proposal was against the spirit of the article 39 of the Universal Declaration of Human Rights and an obstacle to the free flow of information. There was a joint Canadian and Swedish effort in 1969 and as a result, an ad-hoc working group on direct broadcast satellite was set up to examine the technical, legal and political dimensions of DBS. All the efforts to reach a consensus failed.

The other area of contention was remote sensing. The UN was concerned with the social, political and legal consequences of remote sensing technology. The global body remained divided on this issue also. However, every country agrees that the remote sensing technology is beneficial. The Soviet Union in 1973 presented a draft document for the regulation of Remote-sensing from outer space. It stressed the control of their natural resources by the sovereign states. An even more stricter proposal was later put forth by Latin American nations led by Argentina and Brazil. With the demise of the Soviet Union, the voice of the developing countries is now subdued.

3.3 Role Of UNESCO

The United Nations Educational, Scientific and Cultural Organization has been playing an active role with regard to communication issues. From its Pro-Western stand to the present day emphasis on new information and communication order, the UNESCO has traveled a long way it is the for all such debates. The role of UNESCO is multifarious on these issues. The biennial general conferences of UNESCO are attended by delegations .At the general conference, the members decide on the activities to be carried out by the UNESCO during the next two years. The activities includes research, field projects, meetings of experts, regional conferences and seminars. Those who participate in these activities represent the UNESCO secretarial, member states, acadcmia and different professional fields.

Article 3 of the UNESCO constitution makes it mandatory for the UNESCO to deal with the role of media in news and culture. It states that the UNESCO should Collaborate in the work of advancing the Mutual knowledge and understanding of peoples, through all means of mass communications and to that end, recommend such international agreements as may be necessary to promote the free flow of ideas by word or image.

As already noted, the UNESCO propagated the Western notions of free flow of information in its formative years, just like the UN. Added to this, the Soviet Union had boycotted the UNESCO till 1954. Initially in 1950, the UNESCO concentrated on offering technical assistance to the developing countries to build communication infrastructure. The major problem here was the wholesale transfer of Western models in non-Western settings, which were nonfunctional and also harmful to the adopters. Till 1960 its belief was that “more and more media are a good thing”. Because many Western scholars believed that exposure to mass media would make people accept modernization and development. In other words, communications content was given less importance and more emphasis was on the communications infrastructure.

The trend continued till 1970s. When the dependence on Western media models and products became a debatable issue, the whole strategy had to change.

However, there were signs of unrest in 1960s themselves. The UNESCO conducted its regional meeting on news and information at Bangkok (1960), Santiago (1963)and Paris (3962). In all these meetings, strong views were expressed on the issues of regional information flow. Again the problem was the discussion as to the quantity of news being disseminated, but not the quality of the information supplied. “All the three meetings recommended the establishment of regional news agencies. Yet, the basic objective of the UNESCO of free flow of information continued to hold sway in 1960s also .

The UNESCO declaration of principles of cultural co-operation in 1966 categorically as-

serted that "Broad dissemination of ideas and knowledge, based on the freest exchange and discussing on, is essential to create activity to the pursuit of truth and the development of the personality".

In 1969, at a UNESCO meeting of experts at Montreal, a reference was made to the idea of two-way circulation of news and the balanced circulation of news. These references became common at later meetings of the UNESCO. The theme was that there should be measures to promote flow of information from the third world to the Western countries and eliminate the obstacles for such a flow.

In 1970, the 36th general conference of the UNESCO authorized its Director General help the member states to formulate their mass communication policies. A group of members, led by India, expressed their concern at the problem of global imbalance in information flow. Similar concerns were expressed in 1970s at the UN on the possibility of direct TV broadcasting via satellites to home receivers. These were also echoed at the UNESCO meetings. Many third world countries feared that the US would use media power and technology to harm their local ethnic goals, cultures and media institutions. In 1972, the Soviet Union tabled a resolution seeking a declaration of guiding principles on the use of satellite broadcasting for the free flow of information, the spread of education and cultural exchange at the seventeenth UNESCO general conference. The principle of prior concern of receiving nations was also there in the draft. The US voted against it, but the draft resolution was adopted by 55 votes to 7 and 22 members abstained.

The same conference also discussed another soviet sponsored resolution. It asked the Director General to prepare a declaration on "the fundamental principles governing the use of the mass media with a view to strengthen peace and understanding and combating war propaganda, racialism, and apartheid. All the third world countries extended support to the draft resolution. Once again in 1974 at the general conference of UNESCO the issue of free flow of communication was discussed. The opinion that emerged was that equal participation in free flow of communication was possible only when the communication capabilities were strengthened and expanded in the developing countries. The conference also deliberated upon the first draft of the mass media declaration prepared by a Swedish expert on international law. The non-governmental agencies had discussed it early in March, 1974. An agreement eluded and the declaration was delayed. The general conference decided to call for an inter-governmental meeting of experts to examine the issue.

The inter-governmental meeting of experts was held in Paris in December, 1975. The meeting was held under a charged atmosphere and was marked by the withdrawal of the United States and twelve other Western delegations when the draft containing the issue of a Zionism / Racism was

approved by the other members. They did not accept the draft. The Western group took objection to article XII of the draft declaration which stated that "states are responsible for the activities in the international sphere of all mass media under their jurisdiction". It was perceived to be against the Western tradition of free private media.

As a prelude to the 39th general conference of UNESCO, a ministerial level on communication policies in Latin America and the Caribbean was held in Costa Rica in July 1976. Once again there was tension between the pro US group and the other one. A draft proposal on a code of ethics for journalists was rejected and the proposals for regional news agencies were modified. Yet the United States felt threatened by the recommendations especially those related to the press freedom.

At the Nairobi conference in 1976, the debates on the word information's order became sharper and sharper. The Western diplomats, media persons and politicians criticized the draft declaration of mass media on the contrary, the third world group repeated their earlier stand which pointed out the imbalance in information flow, and distortion in cultural products from the West. Nothing fruitful came out of the proposal. Instead, it was resolved to request the Director General to have further discuss on with the goal of preparing a final draft of mass media declaration that would meet the expectations of all members.

3.4. Tunisian Efforts

Tunisia offered a resolution, which in reality had emerged from the Colombo conference of heads of state of the non aligned countries. Tunisia was assigned the work of presenting to UNESCO the international information order. The resolution had made a specific reference to the Non-aligned News Agencies Pool. The United States supported this resolution. It indicated the American acceptance of the Non-aligned News Agencies Pool.

For the United States and many others, at Nairobi, the Tunisian resolution was a compromise and would provide the West an opportunity to initiate a constructive strategy to address the problem of third world communication structures. The leader of the US delegation John E. Reinhardt said.

We believe that the United States and other nations in which are found highly developed mass media facilities and capabilities should endeavor to make available, through bilateral and multilateral channels, both private and governmental, assistance to other states in helping to develop their mass media. Furthermore, it is the strong conviction of the United States that UNESCO itself, in its further panning must accord a high priority to expanding and strengthen; through its regular programmed assistance to member states

in helping them further develop their communications capacities.

The UNESCO was called upon to double up its efforts in the field of free flow of information and communication policies, besides programmes to develop training and equipment for animation and regional news agencies.

Efforts are still continuing to find an acceptable draft of a mass media declaration. However, the US and its allies have opposed every draft that has been prepared by the UNESCO secretariat. No doubt, the United States accepts the existence of imbalance in the information flow. But it does not want lists of international responsibilities and guidelines for the mass media. The US wants UNESCO declarations to allow a diversity of communication structures.

The outcome of the Nairobi conference was the establishment of an international commission for the study of communication problems. The commission also had its quota of criticisms. The then Director-General of UNESCO, M'Bow identified the commission's responsibility thus: To search for general agreement on the manner in which men should organize free and balanced exchanges of information and for ways and means whose by the communications media may contribute more effectively to the progress of peoples and their mutual understanding.

Sean Mac Bride, who was the made the chairman of the commission, focused on four main questions for evaluation:

What is meant by the free and balanced flow of information?

What does a "new world information order" mean and what is its inter-relationship with the new economic order ?

How may the "right to communicate" with all its ethical and legal implications, be achieved as a new line of thought and action in the whole communication field ?

How can the objectivity and independence of the media be assured and protected?

The commission, submitted its report in 1980, which is separately dealt with in another unit.

The word information order has been discussed in many international fora. The UN debates initially focused on the free flow of information. Later other concerns like national sovereignty were raised because of new technological innovations in the form of satellite broadcasting and remote sensing. In UNESCO the earlier discussion was related to free flow. Today it is free and balanced flow. In the ITU, the shop talk is on equal access, instead of 'first come, first served'. which was advantageous to the United States. The third world countries now debate more and more on communication issues.

When it comes to news and mass culture, the US domination is resented by the rest of the world, because the US has captured all these markets. Its technological influence is also criticized. 'Human rights issues effecting communications such as access to news sources and treat-

ment to journalists, are subject to interpretations which often conflict with traditional US beliefs'. Even the Western nations have honest differences with the US policies with regard to international communications .

The world is becoming more and more interdependent. The United States will have to appreciate the communications and information issues that are worrisome to the rest of the world. The American political and cultural values cannot be imposed on others unless others find them acceptable. These should be supportive efforts through complementary communications channels. They should also carry news and information from the perceptions of others. Communications should be more open and more diverse, both culturally and politically. Besides, self-imposed barriers should be removed by the US with regard to alien ideas. The new world information order will not only benefit the other countries of the world, but also the United States as. Because it will be promoting cross-cultural communications in a multipolar world.

With the collapse of the Soviet Union no longer the US should feel that the new world information order is a threat to its supremacy. On the contrary, it will promote the US ideal of democracy, where many countries, cultures, and people will actively participate in world politics, world economics and world communications. The Americans should accommodate foreign reactions to their media. The US must also assist the developing countries in building their communication capabilities.

The world is witnessing great changes in the field of communication technology. Developing countries like India have also contributed admirably for development in this sector. The new communication technology has facilitated borderless communications a reality. The new technology has its profound impact on international communication. It is here the role of the UN as well as of UNESCO is important. The global digital divide has led to the global communication divide. This can be removed only by concerted efforts and participation by all the countries of the world. If we ignore the issue now, it will become unresolvable later.

3.5 Let Us Sum Up

The communication flow and infrastructure have divided the world into communication haves and communication have notes. The debate on two major aspects of international political structure is considered vital, i.e., the new international economic order and the new international information order. The United States and its West European cohorts dominate both sectors while more than 100 nations of the world are struggling to achieve even minimum standard of living for their people. In such a situation, the role of the United Nation and its organ UNESCO becomes important. We all know that the United States is a massive producer and distributor of commu-

nication products to the entire world. In reverse, the US uses very little of foreign media products. Its requirements of international news is supplied by its own news agencies, the Associated Press and the United Press International. It is the same case with radio, television and films. Its stranglehold on new technology is enormous. In a way, the success of its private media has limited its perception of the outside world. More than two-thirds of the global population does not have equal access to information. Though ideologically disparate, they are all united in their voice against inequality and imbalance in the global economic and information sectors. The collapse of the socialist block headed by the Soviet Union has altered the situation drastically. The insistence on the American model to be accepted has made the global opinion turn against the United States. The United Nations in its formative years supported the Western concepts of free speech and freedom of information. However, of late, the developing countries under the leadership of India and Brazil have voiced their concern over the Western domination of the communication sector and are insisting on immediate reforms. The UNESCO was to look after the communication issues of the world on behalf of the United Nations. Initially it focused its attention on the flow of information and communication infrastructure development in the developing countries. Now the UNESCO is espousing the cause of 'free and balanced flow' of information. The UNESCO also assists countries in the formulation of communication policies and planning.

The UNESCO recommendations do not have the legal status, but have the moral and psychological force. In 1946, the UN declaration on freedom of information indirectly referred to the flow of information. In 1948, the United Nations organized a conference on Freedom of Information at Geneva. Different views on "how freely information should flow" surfaced in the conference. The launch of the first space satellite brought before the UN new questions related to the use of outer space. The COPOUS was to deal with the issue of direct broadcast satellites in 1969. On all issues connected with communication the Soviet Union and the United States differed. Another area of contention was remote sensing. The biennial general conferences are attended by delegations from almost all the member nations. At the general conference, the members decide on the activities to be carried out by the UNESCO during the next two years. The activities include research, field projects, meetings of experts, regional conferences and seminars. Article 3 of the UNESCO constitution makes it mandatory on the part of the UNESCO to deal with the role of media in news and culture. The UNESCO initially concentrated on offering technical assistance to the developing countries to build communications infrastructure rather than contents. The trend continued till 1970s. The UNESCO conducted its regional meetings on news and information at Bangkok, (1960), Santiago (1963) and Paris (1962). In its general conference at Paris in 1970, the UNESCO authorized its Director General to take concrete mass communication poli-

cies by member states. Again in 1974, the issue was discussed at UNESCO. An inter-governmental meeting of experts was held in Paris in December 1975. The meeting saw the withdrawal of the US and twelve western delegations over the words to be included in the draft declaration. Ultimately, the UNESCO constituted an International Commission for the study of communication problems, under the chairmanship of Sean Mac Bride, a distinguished personality.

The questions referred to by him were related to:
The meaning of free and balanced flow of information;

The meaning of new world information order and its inter-relationship with the new economic order.

The method of achieving the right to communicate with all its ethical and legal implications and

The methods to assure and protect the objectivity and independence of the media.

The Mac Bride commission submitted its report in 1980.

However, nothing concrete has emerged and the world continues to have information imbalance. The United States knows the problems, but fears that a new information order may affect its economic and ideological interests.

3.6 Check Your Progress

1. Examine the efforts of the UN to consider the issue of imbalance in communication flow.
2. Assess the role of UNESCO in solving the problem of global divide in communication.
3. Explore the possibilities of a UNESCO sponsored new international information and communication order in the near future.

3.7 For further Reading

1. Many Voices, One World
- Mac Bride Report
2. International and Development Communication – Bella Mody (Ed)
3. Global Journalism
- Arnold S. de beer, John C. Merrill
4. Whose News?
- Rose Mary Wrighter

Structure

- 4.1 Objectives**
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4.1 Objectives

International communication is a significant dimension in an era of globalization, liberalization and privatization. Already we have looked into the ticklish issue of the international news flow. The concept of free-flow of information has been studied extensively. There are several other issues that are of concern to the developing countries. The creation of a unipolar world has not mitigated the importance of these issues. This unit will enable you to understand the key issues of international communication such as :

- The concentration of media content production ownership and also the hardware;
- The ethics of international journalism
- The need for democratization of communication; and
- The nature of global advertising, public relations and media education.

4.2 Introduction

Freedom House in its report in 2002, has found only 85 countries out 200 countries in the world can be considered as free. Yet in at least half of these countries had a major newspaper either partly controlled or various controls on it. Most press systems in Africa the Middle East, and Asia in addition to Latin America are considered shackled. Western Europe and North American countries are not comparatively free.

Many scholars are even doubtful of the situation in the United States regarding individualism, free marketplace of ideas and the emphasis on media freedom. To them, public or civic journalists are important. Social responsibility and communitarians are considered preferable to freedom. 'Cultural contradictions of capitalism' have also been debated upon. They argue that capitalism destroys the reasons for the establishment of a healthy and strong society. German economist Joseph Schumpeter postulated that a class of elites produced by capitalism itself was against the very positive elements that made their lives possible. Over a period of time, this animosity will lead to the emergence of socialists with a broader democratic base.

It is also observed that some countries have an information culture with plenty of raw data, but very little interpretation. Other societies have entertainment media cultures in which people are kept passive by a flood of popular culture. True, a few mixed cultures of information and entertainment do exist. Of course, 'bulletin board' cultures make people at least receive governmental policy and official memos regularly. In almost all countries, traditional media do not make much attempt to encourage citizens to participate in the governing process. 'It might be said that, by and large, global media distract people from serious matters and self-rule and

transport them into a mediated world of paradoxes, superficialities, conundrums, exciting escapades, atypical people, threatening situations, and unrelated vignettes’.

Media cultures are dependent upon factors of politics and economics. Libertarian journalists, if attempt to advocate their own values into a dictatorial society, naturally lead to backlash. Intercultural experts argue in favor of knowing and respecting other cultures and norms.

They stress on the need to

- (a) Be motivated to communicate
- (b) Have a desire to overcome ethnocentrism by good education;
- (c) Have a knowledge of cultures, communication modes and styles, and
- (d) Be positive, adaptable, and responsible.

Globalization of media has brought back the debate on media democracy and also the role of media in promoting political democracy.

The media are often accused of ignoring the majority of the societies and failing to bring them into active participations in governmental decision making process. Governments all over the world are managed by plutocratic elites and bureaucrats.

In the media themselves, giant conglomerates are stretching their fingers around the world, heading toward a truly global media system, placing increasing emphasis on the business side and less emphasis on the purely journalistic (news views) side. Media barons sit farther and farther from the newsrooms, participating in various enterprises and even, in many countries, in government itself. Journalists the world over are adjusting to group related media and community oriented press, and are adapting to the proclaimed need for social responsibility and national development. Stock prices and social restraints are dictating the editorial policies of media everywhere. Even in the more libertarian countries the older concept of the press as ‘a watchdog of government’ is turning into a “lapdog of government”.

According to Stuart Loory, editor of The Global Journalist, the five main problems for journalists in all media systems are :

1. Accuracy and perspective in these days of ‘political correctness’.
2. Participation in factual reporting, not simply giving opinions and unverified information ‘debriefings’.
3. Covering substantial, significant stories, and not frivolous ones.
4. Determination to keep reports away from dangerous stories.
5. Allowing news audiences to offer a respectful feedback.

For Loory, the global press should combine the values of old journalism with the participatory values of new journalism. Global media systems as well as individual media should be accountable for their messages. A responsible press must be accountable to the society. Normally mechanisms of accountability rest with the government. In libertarian societies, such mechanisms are found in public opinion, audience acceptance or rejection, pressure groups, and a few laws like official secrets and defamation.

If a country is more free and open there will be less accountability mechanisms. In authoritarian countries such mechanisms are blunt and brutal. There exist a number of internal and external accountability mechanisms. The concept of accountability is more objective and operational than media responsibility.

4.3 Concentration

Once upon a time communication was a small enterprise. Today it is a big industry. The communication industry provides huge employment potential, and contributes to gross domestic production but at the same time demands enormous investments. In turn, it supplies abundant information and provides diverse and popular cultural fare. This helps people participate in social development, become better informed and understand the stark realities of the world. On the other hand, access to information can be unbalanced and unequal between and within nations. The one way flow can also be culturally biased and of poor content. The industrialization of communication needs a continuous and substantial capital investment. For this, there shall be a substantial increase in the people utilizing media, to make it economical. Secondly, the control of financing and equipment will be in the hands of big enterprises.

The communication industry has its components in

- (a) Print media organization.
- (b) Radio and television companies.
- (c) News and feature agencies.
- (d) Advertising and public relations firms.
- (e) Public or private information offices, databanks, software, producers, and
- (f) Manufacturers of technological equipment and others.

The conventional division of communication structure is production of information and its distribution, including opinion and entertainment. However, many developing countries have ignored the production aspect and concentrated only on the distribution of information. As

a consequence, they have become dependent on developed countries for investment in infrastructure, on news collected from outside organizations. Also on entertainment and sources of production outside over which they have very little control, entertainment contents and schedules of radio and TV are imported from outside the country, besides advertising. A heavy foreign intervention, external investment and unhealthy competition in the communication industry, may create national as well as international monopolies in one or the other area of mass communication. The fall out of the trend is the standardization of media products. Attention must be paid to the production and services to preserve the cultural identity of that particular country.

The development of the communication industry has many consequences :

1. On the structure of national economy.
2. On the employment opportunities, and
3. On the growth of economic resources.

The growth of communication industry or industrialization of communication will lead to information explosion. Its dimensions are:

1. Immediate access to abundant information
2. Participation in social development through awareness of reality.
3. Balanced and pluralistic interaction in the field of culture for democratization and
4. Consciousness of common destiny in a global society.

On the other hand, from the sociological viewpoint, this may have different dimensions:

1. Access to information is unbalanced and unequal both at the international level and within the nation states.
2. The information flow is one-way, culturally unbalanced and repetitive in content.
3. News saturation takes place in urban centers, leaving the majority of rural masses untouched by contemporary issues and events.
4. News given by international agencies do not meet the needs of national culture and development.

Since media communication has become an industry, managerial personnel in other industrial branches are increasingly becoming influential in matters of media and their functioning. The mutual growth of these industries not only need high investments, but also produce high profits.

The industrialization of communication is directly linked to the ownership of media. Media ownership is also pluralistic and diversified. Pluralism here means scope for different voices. Since the World War II media structure and ownership have undergone change, because of technological advances, concentration of production and marketing and increasing coverage of media across the world. At the same time, media ownership and control are linked to the political system of a country. In most countries of the world, newspaper publication is private and commercial. A few exceptions do exist. They have to sustain themselves by sales and advertising. However, they are not always citable commercially. Often capital and profits from other businesses are severally channeled into the newspaper industry. Governments also provide tax condensation, reduced postal and telephone rates, advertisements and supply subsidized newsprint. Some countries also give direct grants. Small and medium newspapers especially in India heavily depend upon government Patronage.

Book publishing will either be in public or private sector depending upon the Country's political system. In contrast, radio and television have a complex pattern of ownership. In its early stages of development, the governments wanted to have a hold over the medium. Unlike the newspapers, more and more countries preferred publicly controlled radio and TV services. In some countries, electronic media autonomy also meant socially responsible broadcast management. However, private commercial broadcasting is dominant in the United States and several countries of Latin America. In other words, the ownership patterns range from private ownership to autonomous state corporations to government ownership. Even where commercial private broadcasting is predominating the state tended public broadcasting services co-exist. The three sources of financing for broadcasting service are state subsidies, license fees and advertising.

The growing costs of broadcasting operations are making public funding or support essential. The economic and technical advancements will make public participation all the more important to solve these issues. In almost all the countries, feature film production is privately managed.

All over the world, the concentration of media ownership among only a few persons or organizations is subject of an endless debate. Introduction has promoted the establishment of oligopolies and monopolies in the collection, storage and dissemination of information. The Mac Bride report has identified the three directions of the trend.

- (a) The horizontal and vertical integration of enterprise connected with information and entertainment.
- (b) The involvement of enterprises operating in different branches with the media

expansion (hotel and restaurant chains, airline companies, etc are now involved in the press, film production and even the theatre).

(c) The merging and intermeshing of various information industries into large-scale multimedia conglomerates.

Sometimes concentration in the communication industries is the result of political pressures. However, the main pressure comes from national and global markets especially their rates of profits, capital flows and technical developments. The Mac Bride reports identified the factors responsible for concentration in the case of newspapers.

- 1) Primary trends in the market economics.
- 2) Trends of standardization in information products, messages and contents needed by public authorities.
- 3) Economic pressures due to technological changes in publishing and distribution methods.
- 4) Pressures because of competition for circulation and advertising revenue.
- 5) Competition among various media.
- 6) Uniformity of cultural products.
- 7) Lack of economic and social need for newspapers.
- 8) Increase in production costs and decrease in advertising revenues.
- 9) Planned merger of newspapers.
- 10) Administrative arrangements, financial incentives and tax policies that discourage independent ventures.
- 11) Managerial issues.
- 12) Inflation and recession and
- 13) Lack of new incentives, private and public, besides lack of new financial resources.

Concentration of media ownership is a global trend which can occur in any political or economic systems. When it happens in the private sector, it appears clear to everyone. Concentration by public authority is common in both developed and developing countries. In developed countries the forms of media concentration can be:

- 1) Extension of media ownership by partnership between owners of different mass media houses and the emergence of multi-sector conglomerates.
- 2) Increased size of individual enterprises in areas like news production, cultural product, software production, manufacturing of communication equipment.

- 3) Growth of newspaper chains.
- 4) Concentration of not only daily newspapers, but also of other journals like weeklies, monthlies, entertainment journals, specialized publications and others by a single publishing house.
- 5) Merger of newspapers with distribution companies.
- 6) Control of print media by other industries or banks and
- 7) Some media become more important than others as less number of firms own an increasing proportion of total circulation.

Several analysts believe that the trend towards concentration as a threat to a free and democratic press. Others have considered it as a threat to employment opportunities as well as dangerous to the readers, journalists and the owners of small newspapers. It will also diminish the variety factor in daily journalism.

It also decreases diverting of opinion, narrows the range of debate and promotes conformity. It also forces everyone to accept the opinions and values of a dominant minority.

Concentration of media ownership is also encouraged by the increased integration of the entire communication industry. For example, the press, radio, television, cinema and other forms of entertainment along with informatics share the same technology. This in turn needs heavy capital resources. Large corporation generally acquire interests in media companies through their unidentified subsidiaries. This again leads to the arrival of a new type of arguments on the issue. A few people argue that concentration increases efficiency in management and resources.

The trend towards transnationalisation has affected every sector of human life. Naturally today we are inundated by international or transnational communication. The phenomenon of transnationalisation affected the film industry first. The television impacted the film industry so much, the process of concentration in the film land is reversed. Because many new independent producers surfaced. It has also brought talents from different nationalities together. The book publishing industry is another sector that is equally transnational in character.

News agencies are another area where national companies make their activities transnational. The dominance of Reuters, Associated Press and Agency France Press prove this point.

4.4 Democratization

Many solutions have been offered to the problem of imbalanced flow of communication. One of them is the democratization of communication. Democratization is described as a process in which

- (a) the individual is an active partner, not a mere target of communication
- (b) diverse messages are increasingly exchanged and
- (c) the range and quality of social participation in communication is increased

Different countries have different political systems. Some of them do not have the democratic political system. Of course, an ideal democratic state does not exist anywhere in the world. Popular will is the basis of all democratic nations. The legitimacy of communication is that its aim is to serve the people and be responsive to their needs. Communication, in a way, reflects the society in which it operates. Economic inequality will naturally create inequality in communication also. A rigid bureaucratic system shapes a communication system with the same defects. It may have inertia, resistance to innovation, hierarchical in its outlook and unresponsive to the needs of the audience. The styles of communication and the language use reflect the impact of bureaucracy. Bureaucratic abstracts widen the gap between the people and the cultural elite. In developing countries preserving the fragile national identity is a hard task.

At the same time, modernization of communication technologies make the popular control important but difficult. Development of data banks and information systems will be equally important. Access to such an information mass is vital. There should be public pressure for democratic decision making and diffusion of information and against concentration of control over means of communication. Again, people should have an eye on the official or private control over collection and distribution of personal data of individuals. In one way, technological developments themselves may become barriers to democratization of communication. On the other hand, they may also create decentralized and democratic structures of communication. One of the barriers to demoralization of communication is its vertical flow, from top to bottom. Here only a person talk about needs and problems of others. For teeming masses of millions communication is a scarce commodity, because of scarcity of basic facilities. Similarly diversity and choice in communication contents permit democratization of communication. Then only pluralism in communication can exist. Excluding the disadvantaged people from normal communication channels affects democracy. This minority included the poor, the handicapped and also those who live in remote areas. In some places these people do not get the opportunity to access communication facilities. In some societies, women are disfavored by tradition or social norms.

Another barrier identified is between the encoders and the decoders of communication. The decoders, the persons for whom communication is intended, lack the knowledge of understanding the messages or they decode it distortedly.

The new language of communication must be learned and understood. Recently, four approaches have been devised to break the barriers of communication.

- (a) People to have access to media through the right to reply, and criticize various methods of feedback and regular contact between the public and communicators.

- (b) Participation of non-professionals in producing and broadcasting programmes. This will help them use information sources. It will also provide them an opportunity to display individual skills and artistic creativity.
- (c) Development of alternative channels of communication locally, but not always and
- (d) Participation of the community and media consumers in communication management and decision making especially with regard to local media.

Self-management is the most ideal as well as radical form of participation in the decision making process. Establishing regional or local radio stations, increasing the number of programme production centers, introducing cable television and others are a step towards the decentralization or mass media. For example, in France, a chain of film workshops are set up to encourage local people to produce short films on neighborhood issues. In Belgium media the quos were established for distribution of videotapes and video cassette players. When decentralization enables the expression of local, regional and community issues, it is extension of democratization. However, decentralized media have a tendency to imitate the centralized media systems. One has to be cautious of the trend.

In 1960s, the concept of alternative communication and counter-information emerged, especially in developed countries and also in Latin America. The purpose was to break the monopoly of centralized and vertical communication systems. The people who wanted the alternative communication channels included local groups, political groups or parties, dissidents, opponents to establishment, minorities and other groups.

The need to launch horizontal channels of communication has led to many experiments. The conventional methods of using fliers, pamphlets, posters, newspapers, newsheets, meetings and festivals have been supplemented by modern methods and technologies such as short films, video, comics and telephone news. In industrialized countries, electronic media-FM radio, pirate or green radio and television stations are operated by several groups as tools of alternative communication. However, there crop up problems when non-professionals operate the communication systems. They cannot match the technical and professional standards of professionals. Often, it leads to the mere copying of the dominant models, instead of breaking fresh grounds. Yet alternative communication has its merit and strength in interpersonal relationships and this makes it avoid authoritarian constraints. It may not be a match to mass media in reach and content, but it serves the purpose of democratization of communication systems.

Critical awareness on the part of audience is equally important for democratization of communication. Grassroots groups, like groups of citizens, workers, peasants, young people and women

play a role in this. Citizens groups often voice their concerns to local and national administrators also to broadcasters themselves. Decrease in the viewing time of certain TV programmes reflect their dispel are.

4.5 Professional Ethics

Internal and external influences condition the professional conduct of media persons. Increase in educational levels of the people entering the profession and the improved mass media technology have affected the political power. Public opinion is becoming sharper and sharper by the day. The Mac Bride report has identified the four types of responsibilities:

1. Contractual responsibility- in relation to the media and their internal organization.
2. Social responsibility towards public opinion and the society as a whole.
3. Legal obligations and
4. Responsibility towards the international community – respect towards universal values.

The ethical aspects of communication gained considerable significance with their codification in 1920. Today several countries of the world have evolved their own codes of ethics for media professionals. Different codes govern the print, the radio, the TV and the cinema. These codes are formulated by professional organizations themselves. They are voluntary in nature. Only in some countries the codes of ethics are imposed by the government. These codes are based on the universal principles of objectivity, impartiality, accuracy truthfulness and freedom of information. The other principles are the non-misrepresentation of facts, responsibility to the public, its rights and interests in relation to national, racial and religious communities, maintenance of peace; refraining from invasion of privacy, integrity and independence; the right to replay and correction; respect of professional confidentiality and not to indulge in slander.

Many national codes are not comprehensive as they do not contain the media persons duties and responsibilities towards the international community. Professional ethics guide individual decisions in times of professional dilemmas. They help achieve a balance between freedom and responsibility. Several conscientious journalists have opposed the practice of cheque book journalism. Normally codes have the objectives:

1. To protect the media consumers, readers, listeners, viewers or the general public;
2. To protect journalists, broadcasters and others connected with the collection, writing, processing and presenting news and opinions, and also to inspire them in this regard;

3. To guide editors and others who are legally responsible for what is published or broadcast;
4. To define the responsibilities of proprietors, shareholders and governments; and
5. To deal with issues of advertisers and others who buy media services.

The United Nations discussed the problem as early as 1950. The Sub-Commission on Freedom of Information and the Press prepared a Draft International Code of Ethics for information personnel between 1950 and 1952. However, the General Assembly in 1954 decided to leave the matter to professional associations. At a meeting of UNESCO in November 1973, IOJ proposed a draft concerning professional codes of ethics. However, no decisions could be arrived at as the issue was left to professional bodies.

Today we have press councils and media councils in many countries. Most of them deal with the press, but only a handful with broadcasting. The first press council was set up in Sweden 1916. The institution became common only in 1960s. Sweden is also the initiator of a self regulatory ombudsman. The British press council. Is known for its integrity and firmness. Press councils can be either totally controlled by professional organizations or by a statute.

Press councils in general are of three categories:

1. Press councils that have government representatives or all the members are government representatives, and presided by the minister.
 2. Press councils which are jointly set up by newspaper publishers, owners and journalists and
 3. Press councils which are represented by both the professionals and the general public.
- Some countries, motivated by the Scandinavian model of ombudsman, have set up similar institutions. Sweden even has a radio ombudsman. The British even have a complaints board to looking into the complaints against media professionals.

4.6 International Advertising and PR

Advertising and public relations, the auxiliary sectors of mass communication have also been influenced by globalization. The Western agencies have started tying up with the agencies of the developing countries or have started acquiring them. Thus, their presence is felt in almost all the regions of the world, since many of their clients are transnational and multinational companies. The impact of their business can be ascertained in the fact that their foreign investments have increased multifold over the years. The giant companies like Pepsi, Coca-Cola, Motorola, MC Donald, and other have a global presence. Naturally their business range is wide both geographically and finan-

cially. The content, format and style are Western. The cultural effects are to be researched on a large scale to come to definitive conclusions.

The international advertising and public relations sectors are the sectors that lap up new technologies with alacrity. As such, they have an upper hand over national agencies. In an era of changing professions, and multi-tasking, and multi-skills, their role appears to be vital for international co-operation, understanding and peace. The possible outcome is the standardization of professional practices and excellence.

4.7 Let Us Sum Up

In a world of diverse political systems, only a few countries in the world can be considered free. Media in Western Europe and North American countries are comparatively free. Even in a country like the United States many scholars do not have belief in the individualism, free marketplace of ideas and the emphasis on media freedom. To them, public or civic journalists are of importance. Social responsibility and communitarianism are preferred to freedom. 'Cultural contradictions' of capitalism are debated upon. Some countries have plenty of raw data, but very little information.

In other societies, entertainment media cultures exist which make the people passive by continuously feeding the popular culture. In a very few countries, mixed cultures of information and entertainment do exist. Of course, 'bulletin board' cultures make people at least receive the government information regularly. In most countries, the traditional media do not encourage citizens to participate in the governing process. It is also said that global media distract people from serious matters and take them to a world of fantasy and superficiality.

Media cultures are dependent upon factors of politics and economics. Intercultural scholars favor knowing and respecting other cultures and norms. Globalization has brought back the debate on media democracy and the role of media in promoting political democracy. The mass media are accused of deliberately ignoring the majority of the societies and failing to make them participate in the process of governance. Because the governments all over the world are managed by plutocratic elites and bureaucrats.

Concentration is the biggest issue in the media world. Today mergers and acquisition are common. As the media communication has become an industry, managerial personnel in other industrial branches are increasingly becoming influential in media matters. Need for huge investments and huge profits are now the hallmarks of media industry. The industrialization of communication is directly linked to the media ownership. Concentration of media ownership stifle diversity of choices and opinions. Political pressures, economic compulsions and even

technology may compel the trend towards media ownership concentration. Mac Bride report has identified the three directions of this trend.

- I. The horizontal and vertical integration of enterprises connected with information and entertainment
- II. The involvement of enterprises operating different industries with the media expansion. Hotel owners having stakes in mass media, for example and
- III. Mergers and intermeshing of various information industries into huge multimedia conglomerates.

Democratization of media systems is offered as a possible solution to solve the problems of imbalance in communication flow and media ownership concentration. A rigid bureaucratic systems affects the functioning of media systems. It may have inertia, resistance to innovation, hierarchical in its outlook and unresponsive to the audience needs. On the other hand, modernization of communication technologies make the popular control of media important, but difficult.

The barriers fo democratization of communication are its vertical flow, differences between encoders and decoders and the new language of communication. The concept of alternative communication came into being in 1960s. The need for horizontal channels led to many experiments. FM radio, pirate or green radio and television stations are some of the tools of alternative communication. Critical awareness is equally impotent for democratization of communication.

Internal and external factors influence the professional conduct of media persons. Increased educational levels of the people entering into the profession and the improved technology have affected the political power and made public opinion stronger. The framing of code of ethics is now left to the professional organizations. The UN General Assembly did not want to impose any thing of that kind from its side on media. Sweden had the first press council established and also the first ombudsman for newspapers as well as radio.

Press councils and media councils are of different categories. Some are government controlled, some have the participation of both state and professional representatives while others are voluntary and managed by the professionals. The British press council has a reputation for firmness and objectivity as lay public are also on its management .

The globalization factor has made both advertising and public relations go international. The barriers of space, time and culture are conquered with the aid of new communication technologies. The multinational and transnational companies have prompted the trend.

4.8 Check Your Progress

1. Analyse the problems in global media systems.
2. Discuss the issue of media concentration at the global level.
3. Explain the need for democratization of the communication system.
4. Write short notes on:
 - (a) Professional conduct of media persons.
 - (b) International advertising and public relations.

4.9 For Further Reading

1. Many Voices, One World
 - Mac Bride Report
2. International and Development Communication – Bella Mody (Ed)
3. Global Journalism
 - Arnold S. de beer, John C. Merrill
4. Whose News?
 - Rose Mary Wrighter

Notes

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Structure

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1.0 Objectives

We have already discussed the various dimensions of international communication. As technology advances, the constraints of space and time are getting diminished. International communication is more real than ever before. Mass media have brought nations and cultures together for a better understanding and appreciation. The media have also generated heat and dust over the one-way flow of communication from the developed nations especially concentrated in the hands multinational organizations. The third world countries realized the gravity of the issue in 1970s and demanded a change in the global communication sector. The present unit is an attempt to:

- Present the background of the Mac Bride commission.
- Recollect the assessment of the commission of the global communication scenario.
- Enumerate the major recommendation of the Mac Bride commission, and
- Evaluate the global communication developments taking place.

5.1 Introduction

As already stated, many countries gained political independence after the Second World War. However, their economies were in a shambles for almost a quarter century. They ignored the importance of mass media and flow of information that played a vital role in national development. Only in 1970s these countries started voicing their concern over the unbalanced flow of information detrimental to their identities and progress. When the Third World countries resented this, the Western countries interpreted it as an attack on the free flow of information. Defense of journalistic freedom was considered as an intrusion on national sovereignty by some countries. A debate ensued on news values, the role, right and responsibilities of media persons.

There was a general policy debate at the nineteenth session of UNESCO's general conference at Nairobi in October-November, 1976. It was focused on the basic issues of communication between people and nations. A draft declaration on the fundamental principles regarding the use of mass media to strengthen peace and international understanding, and also to fight against propaganda, racism and apartheid was prepared. After a detailed debate, the delegates agreed that the highest priority should be given to measures aiming at reducing communication gap existing between the developed and the developing countries and at achieving a freer and more balanced international flow of information.

In the light of the discussion held, the Director-General of UNESCO constituted an international commission with sixteen members to study the communication problems in the world. The commission came into being in December 1977.

Sean Mac Bride of Ireland was the president of the commission. He was a journalist and also a founding member of the Amnesty International besides a winner of the Nobel and Lenin peace prizes. Other members were Elie Abel (US), Hubert Beuve-Mery (France), Elebe Ma Ekonzo (Zaire), Gabriel Garcia Marquez (Colombial), Sergie Losev (USSR), Mochtar Lubis (Indonesia), Mustapha Masmoudi (Tunisia), Michio Nagai (Japan), Fred Isaac Akporuaro Omu (Nigeria), Bogdan Osolnik (Yuugoslavia), Gamal El Oteifi (Egypt). Johannes Pieter Pronk (Netherlands), Juan Somavia (Chile), Boobli George Verghese (India) and Betty Zimmerman (Canada).

The mandate specified four main areas of inquiry:

- (a) To study the current situation in the fields of communication and information, and to identify problems.
- (b) To pay attention to problems related to the free and balanced flow of information in the world, as well as the specific needs of developing countries.
- (c) To analyze communication problems, in their different aspects, within the perspective of the establishment of a new international economic order and of the measures for a new world information order.
- (d) To define the role which communication might play in making public opinion aware of the major problems besetting the world.

The setting up of the international commission during a period 'when various trends were emerging and covering' in the words of the Mac Bride report itself, these reflect:

- (a) The increasing importance attached to communication as a social phenomenon and the consequent interest shown in the development of the communication media.
- (b) The growing impact and repercussions of technological progress in the field.
- (c) The re-examination of international news flows with a view to eliminate situations of political, economic and cultural dominance and dependence.
- (d) The growing concern of many developing countries to reduce their dependence in matters of communication following the process of political and economic destabilization during the 1960s.
- (e) The increasing potential of communication in fostering international understanding and awareness of major world problems.

The commission submitted an Interim Report to the twentieth session of the general conference of UNESCO in 1978. The final report was submitted in February 1980.

Today communication is recognized as a social process to be examined in a broad context.

It is now considered as a force with absolute and omnipresent powers. Mass media are also accused of creating cultural alienation and social uniformity. The media dependence on advertising has its plus and minus points. Communication is also a political instrument, which has links with power. Communication and freedom are also inter-linked. These relationships are influenced by various traditions, social systems, resources and developmental needs of different societies.

The present debate on communication is political because the objectives and arguments have a political character. Communication is an economic force, as it contributes to gross national product and employment. At the international level, 'new structures of communication reflect the lifestyles, values and models of a few societies, spreading to the rest of the world certain types of consumption and certain development patterns in preference to others'.

The educational potential of audio-visual communication is well recognized across continents. Communication is said to generate an 'educational environment'. As monopoly education system disintegrates, communication becomes a tool and a subject of education. Communication is a diverse source of education. Unlike the traditional education system, it provides multiple sources of contemporary knowledge. The inter-dependence between communication and education is participatory learning. It enriches learning training and education.

Every government in the Third World wants a vibrant link between communication and comprehensive developmental objectives. The concept of integrated development has appealed to one and all. Of course, the ideological and economic means and methods vary. The moot question is the type of development to be selected. The concept of material development is controlled by market mechanisms. The Mac Bride commission observed:

Thus development practices as such pose certain problems which appears to be common to all countries, particularly since general experience, both in developed and developing countries, has shown that the models which seemed capable of answering the needs of some countries, and which were subsequently imitated by others, have mainly failed to yield the expected results. The existing economic crisis, which affects a large number of western countries, and which is much more than simply an energy crisis, reflects the many deadlocks, conflicts and illusions found in both the developed and the developing world. Hence the fact that the question of development models and basic objectives has recently been subjected to re-examination by the international community.

In essence, there shall be a pragmatic communication policy for every country that takes into account the role of media and telecommunication in national development, communication policy best suited to meet its needs. It also means the fostering and democratization of communication

for a good quality of life. This needs different infrastructures. The infrastructural development takes place as the nation keeps the pace of development. In fact, it does not happen automatically. The governments should give priority to communication in any developmental strategy. However, we must also note that communication alone cannot bring the desired development.

5.2 Communication Policy

The commission observed that there was an increase in the number of countries with national communication policies. It said that such communication policy formulation should:

- (a) Serve to marshal national resources.
- (b) Strengthen the co-ordination of existing or planned infrastructures.
- (c) Facilitate national choices with regard to means.
- (d) Help to satisfy the needs of the most disadvantaged and to eliminate the most flagrant imbalances.
- (e) Emphasize universal and continuing education.
- (f) Help in strengthening cultural identity and national independence.
- (g) Enable all countries and all cultures to play a more prominent role on the international scene.

Often the communication policies are incorporated in the framework of constitutions. Any specification can be expressed in many ways such as freedom of speech, of expression, freedom of information, freedom of the press, freedom of belief. Or may be clubbed with other freedoms. In some countries, it may be accompanied by duties. Again such provisions are respected more in their breach than practice. In a few countries, professionals, have developed their own professional regulations.

Communication policies should safeguard inter-personal and transitional communication channels. They should also reduce the disparities in the society. Change in societies should be brought through persuasion and enlightenment. Use of databanks, informatics, telecommunications electronic equipment should be enunciated in any national communication policy. The commission clearly stated that in both developed and developing countries, communication policies should be defined and formulated with the active participation of the people themselves. The policies should be in tune with 'their specific situations, needs and local realities'.

5.3 Recommendations

The Mac Bride commission concluded that communication could be an instrument of power, a revolutionary weapon, a commercial product or a means of education. It can either liberate or

suppress the masses. It can help the growth of individual personality or make them uniform. The diversity of traditions, social, economic and cultural life patterns should be respected. Importance should be accorded to eliminate imbalances and disparities in communication and its structures, especially in information flows.

It pointed out the need for the elimination of dependence on developed countries in the field of communication. The right to seek, receive and import information was considered as a fundamental right.

The main recommendations of the Mac Bride commission are :

1. All nations, particularly developing countries should have a comprehensive communication policy that should be linked to overall social, cultural economic and political goals. Public participation was to be a key factor in this. The objective must be to utilize each form of communication, from interpersonal and traditional to modern. This is to create an awareness of rights, promote unity in diversity and develop individuals and communities.
2. Developing countries should make elementary education accessible to all and formal school system should be supplemented by distance learning through radio, television and correspondence.
3. Developing countries should initiate measures to develop their communication systems, print media, broadcasting and telecommunication.
4. Should develop strong national news agencies and regional networks.
5. Development of national radio networks to reach even remote areas.
6. Adequate educational and training facilities to supply qualified personnel for media and production organizations besides managers, technicians and maintenance personnel.
7. The communication component in all developmental projects should receive enough financing. Development support communication must be encouraged for mobilizing initiatives in fields like agriculture, health and family planning, education, religion, industry and others.

8. Inclusion of basic postal services and telecommunications networks, through rural electronic exchanges.
9. Development of community press, rural radio and low cost small format television and video systems.
10. The educational and informational use of communication must be on par with entertainment.
11. A major international research effort must be made to improve the supply of paper to overcome the global shortage of paper.
12. Tariffs for news transmission, telecommunication rates and airmail charges for news diffusion, transport of newspapers, periodicals, books and audio-visual material must be rationalized.
13. The electro-magnetic spectrum and geostationary orbit, should be shared equally as the common property of mankind.
14. There should be promotion of dialogue for development as focus of both communication and developmental policies.

'Implementation of national policies should be carried out through three complementary communication patterns: first from decision maker towards different social sectors to transmit information about what they regard as necessary changes in development actions alternative strategies and the varying consequences of the different alternatives; second, among and between diverse social sectors in a horizontal information network to express and exchange views on their different demands, aspirations, objective needs and subjective meditations; third, between decision makers and all social groups through permanent participatory monetarisms for two-way information flows to elaborate. Development goals and priorities and make decisions on utilization of resources each one of these patterns require the design of specific information programmes, using different communication means?'

15. Devising policy at the national level to examine the positive and negative social implications of new communication technologies.

16. Framing of national cultural policies to promote cultural identity and creativity through media involvement.
17. Introduction of guidelines for advertising content and the values of and attitudes it promotes in consonance with national standards and practices.
18. While expanding communication systems, printing should be given to non-commercial communication forms.
19. The revenue needs of media are acknowledged, but at the same time, ways and means should be found to minimize the negative effects of market influence and commercial consideration on national and international communication flows.

With regard to access to technical information, the commission recommended:

20. Developing countries should pay particular attention to:
 - (a) The correlation between education, scientific and communication policies, because their practical application frequently overlaps.
 - (b) The creation in each country of one or several centers for the collection and utilization of technical information and data, both from within the country and from abroad.
 - (c) To secure the basic equipment necessary for essential data processing activities.
 - (d) The development of skills and facilities for computer processing and analysis of data obtained from remote sensing.
21. Journalism should raise its standards and quality to be recognized as a genuine profession.
22. For professionalism, journalists need broad education and quality to be recognized as a genuine profession.
23. Journalists and media organizations must serve the public directly and accountable to the public for their actions.

24. Steps should be taken to improve international reporting by allowing and facilitating foreign correspondents to collect and transmit news.
25. To prevent the negative impact of inaccurate or malicious reporting of international news, measures like the right to reply and correction should be thought of .
26. The professional independence and integrity of media persons must be protected. But the commission did not propose special privileges to journalists for this purpose.
27. All countries must initiate measures to enlarge sources of information.
28. Censorship or arbitrary control should be abolished.
29. Communication needs of women should be paid enough attention.
30. Media must help integrate people into the community.
31. The creation of appropriate communication facilities should lead to new forms of public involvement in the media management and funding the media.
32. The national and international measures should foster a new world information and communication order.
33. The element of communication must be included in all existing programmes and agreements for economic co-operation between developing countries.
34. National communication policies must create a climate of mutual understanding and peaceful co-existence among different countries. International communication should contribute for peace and international co-operation and desist from advocating national, racial or religious hatred, discrimination, hostility, violence or war .
35. There should be encouragement for co-operation of all types among media professionals and their associations.

5.4. Present Status

These recommendations are of or reacting consequences. However, the Western nations have had their own reservations. With the collapse of the Soviet Union and the emergence of a univocal world dominated by the United States, the new international communication order has remained a contentious issue. This US power economic, political, military and media Spheres controls the new world order. The American impression of the world is the impression of the rest of the world, because these images are diffused across the world by the American news media. The role of international journalists in influencing the foreign policies of their nations cannot be easily understood.

It is said that journalists provide a partial view of a skewed picture of the distant events. Consumers have very little opportunity to get the inaccuracies corrected. If distant issues are not reported, they remain oblivion. In other words, these events do not exist for the audience. Satellite channels of television set the international agenda. Thus, their agenda-setting role is complete. In the case of reporting distant places, it becomes, "Televisualised" agenda setting. This is said to produce a particular variety of partiality, dominated by emotional images. The criticism is that television is extremely good in presenting 'visually sensational and un; dimensional material'. However, it cannot deal with complicated international issues and contexts that need no sensational analysis to simplify the issues. Neumann and colleagues say that television is good at placing obscure and distant events onto the agenda. Television news is said to create common knowledge.

With the conclusion of cold war, several nations disintegrated. The classic example was that of the Soviet Union. Many new countries emerged out of it. As a result, many social scientists were associated with national developmental projects of regional and national scope. The focus was on managers and decision makers who run businesses, courts, regulatory agencies and governments. But a good amount of international communication research was away from the official agenda. Much of it was from the perspectives of political economy.

5.5. The New World Information Economy.

The new world information and communication order are debates mostly focused on the geo political framework of international power politics. Some experts feel that the issues on this count are not on account of global problems of development or under-development, but about struggles for power and prestige in world politics.

There is also a technological perspective, a bit utopian, which says that national policies and international agreements will become less and less irrelevant because of the power of new commu-

nication technologies. In such a situation, the need for international regulatory intuition becomes vital.

When communication technologies control the economic sector and facilitate international trade, the openness of trade exchanges becomes all the more importance. Technology induced communication plays a vital role in any economy then. Here 'the emphasis is on communication as either an enabling technology and infrastructure for other services development or on communication technologies and services as growth sectors or new economy sectors'.

The debate on NWICO has five critical contradictions to discuss: the first contradiction is between ideas of freedom and sovereignty, freedom to disseminate media products around the world and the rights of governments states to control flows of information into and out of national boundaries. The second contradiction is between the ideas of media responsibility for the nation and their accountability to the people. Media role in national development is emphasized by a few schools while some say that media have the responsibility of protecting people against the state. The third contradiction is between freedom of the media(owners) and the freedom of information(rights of individuals and groups to express idea through media, control media and to access media). The fourth contradiction is between a communications ideology of professional service that considers audiences as clients or consumers as against a communications ideology of making audiences as partners in debates about

Public issues. The last contradiction is between principles of communications equity that requires some form of state or other intervention and principles of communications choice that guarantees freedom of market choices for audiences in regard to technologies, content, and consumption behaviors.

Cees Hamelink wrote in 1997 on the Mac Bride report. The five key areas identified by him were communication policies, technology, cultural, human rights and international co-operation. According to him, the proposal for communication policies had little impact since communication issue reaches the public late. Besides, the local lobbies prefer the continuation of the existing institutional arrangements. In addition, the trend towards deregulation in the 1980s did not favor the government initiated communication policy. In technology, the commission suggested responsible technology decision making with public involvement. This was to be in favor of developing countries. Even this was of little relevance. The commission's recommendation for policies to promote cultural identity and cultural dialogue was relevant. But not many countries thought of this measure. The problem was that the commission had simplified the concept of culture and underestimated the extent of heterogeneous nature of culture. It also exaggerated the mutual interest of the people in each others culture.

With regard to human rights, the Mac Bride commission stressed on the media exposure of human rights violation and media support for human rights However, the reality is different. Right now

the media coverage of human rights is uneven and patchy. The final recommendation of the Mac Bride commission wanted the establishment of NWICO. It also recommended multilateral assistance for communication development. However, the concept disappears in the formative stage itself. Governments left media and communication to the mercy of market forces. The proposal for an integrated national communication policy including language and literacy policies elicited little response.

Internationalization of culture and media has made new world information and communication order infructuous. Deregulation and commercialization have affected politicization of communication and also investment in public communications systems. It is also said that the recommendation to preserve national and cultural identity confused communication and culture, by overemphasizing national culture and undermining the local cultures.

The Mac Bride commission identified the issues for further study. They were:

1. Studies of inter-dependence of interest rich and poor countries, and also of countries belonging to different socio-political systems.
2. Feasibility studies with regard to
 - (a) News collection and supply
 - (b) Data banks
 - (c) Broadcast programme banks for exchange purposes, and
 - (d) Exchange of data gathered by remote sensing.
3. The text of international instruments, the UN and the UN agencies, international legislations, texts that impose political barriers to the NWICO.
4. Studies to identify the principle recognized by the profession of journalism, including the concept of international code of ethics.
5. Studies on social, economic and cultural effects of advertising to identify the problems and suggest solutions both at the national and international levels.
6. Study the practicability of an international advertising code as basis for preserving cultural identity and protection of moral values.
7. Study the major problems related to the collection and dissemination of international news, particularly professional, ethical and judicial dimensions.
8. Studies for safeguarding journalists in the exercise of their profession.
9. Studies to evaluate the needs to decide priorities and the likely return on future investments - (a) feasibility of generalizing radio and television broadcasting and expansion of telephone networks in rural areas (b) the efficacy of possible measures of the government to expand distribution of receiving sets and (c) technological possibilities and innovations.

10. As regards the resource availability for communication development at national as well as international levels, studies should focus on :
 - (a) Identification of country priorities for national and international financing.
 - (b) Search for new resources for finance.

In the case of new resources, the possibilities, as suggested by the commission, could be:

1. Pooling resources drawn from surplus profits on raw materials.
2. An international duty on the use of electro-magnetic spectrum and geostationary orbit space .
3. An international duty on the profits of transnational companies that produce transmission facilities and equipment.

These suggestions were made to help the developing countries, but the unipolar world and new technology altered the situation drastically. As more and more national governments withdraw from the public communication domain, there is no scope for level playing field in international communication. Once again it is back to Darwinism in communication.

5.6 Let us sum up

The information imbalance in the world led to an endless debate in 1970s. The developing countries took a strong objection to the one-way flow of information from the developed countries to developing countries. The information flow was under the control of big multinational companies. At the same time, they also realized the role of communication in national development. When the third world countries voiced their protest against the information imbalance the western countries thought it was an attack on the free flow of information. A debate ensued on news values, the role, rights and media responsibilities. The UNESCO constituted an international commission in 1977, under the chairmanship of Nobel peace prizewinner Sean Mac Bride.

Well known journalist of India, B.G Verghse was one of the members. The commission submitted its final report in February 1980. The commission made several observations and recommendations.

The observations were:

1. Today communication is recognized as a social process to be examined as a force with absolute and omnipresent powers.
2. Communications in an economic force because of its contribution to gross national product and employment.
3. The educational potential of audio-visual media is well identified Communication will create an 'educational climate'.

4. Every government in the third world wants a vibrant link between communication and overall developmental objectives.

The recommendations are:

1. The Mac Bride commission recommended a pragmatic communication policy for every country in the world. Such communication policy should safeguard interpersonal and traditional communications channels.
2. Developing countries should initiate measures to develop their communication systems-printmedia, broadcasting and telecommunications.
3. They should develop strong national radio networks to reach even remotest areas.
4. Meaningful educational and training facilities should be organized to supply qualified personnel for media and production organization.
5. Development support communication must be encouraged to mobilize initiatives in fields like agriculture, health and family planning, education, religion and industry.
6. There should be a development of community press, rural radio and low-cost small format television and video systems.
7. The electro-magnetic spectrum and geo-stationary orbit should be shared equally as the common property of humankind.
8. A policy should be framed to analyze the positive and negative social implications of new communication technologies.
9. Journalism should raise its standards and quality to be recognized as a genuine profession.
10. Measures should be initiated to improve international reporting by permitting and facilitating foreign correspondents to collect and transmit news.
11. The professional independence and integrity of media persons must be protected.
12. The world should aim at the creation of a new world information and communication order.

The three big news agencies, the Reuters, the Associated Press and the 'agence France Presse' control the news flow of the world. Their market-imputed strategies have contributed for global information imbalance. The national news agencies do not have the resources to match them. Cees Hamlink has identified the five critical conditions in the area of international communication. It was also pointed out by him how the core recommendations of the commission did not have any effect.

These were: communication policies, technology, culture, human rights and inter-personal cooperation. The commission identified the areas of further studies.

5.7 Check Your Progress

1. Describe the various aspects of the concept free flow of information.
2. Explain the place of news agencies in international communication.
3. List the major recommendations of the Mac Bride commission.
4. Detail the post Mac Bride commission scenario with regard to the establishment of NWICO.

5.8 For Further Reading

1. Many Voices, One World – Sean MacBride, Unesco
2. International and Development Communication - Bella Mody (ed)
3. Global Journalism – Arnolds de Beer and Jonn C. Merrill
4. Journalism and Mass Communication in India – Keval J.Kumar

Notes

DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM
Karnataka State Open univercity, Manasagangotri,Mysore-570006

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Student Support Services of KSOU:

For the benefit of over 45,000 students who enroll to various academic programmes every year, the university has established eight regional centers and seventy eight study centers across the state. These study centers act as extension centers of the university and provide a platform for the learners to interact with the counselors and experts. They provide academic counseling and liaison in the matters related to academics, examination and administration. Regional centers oversee the functioning of the study centers and act as a link between the university headquarter and the study centers.

Counseling and personal contact programme are an integral part of teaching and learning process. Counseling at KSOU is distinctly different from the conventional classroom teaching and is much an interactive session. These sessions are conducted at the convenience of the students. In certain specialised subjects, experts from the profession are invited for interaction. Gyanvani, the dedicated FM radio channel airs educational programmes on various subjects regularly to augment information needs. Radio counseling provides an opportunity for the students to interact live with the experts.

Role of ODL in a Knowledge Society

Open and Distance Learning (ODL), an innovation started off four decades ago has now grown into a powerful force creating opportunities to thousands who are in search of skills, knowledge and challenging openings. ODL today is such an effective tool and it has challenged many long held beliefs and traditions of conventional educational processes. At present, open and distance education has a crucial role to play in the process of human development. Greater emphasis on ODL has made many poorly resourced and managed institutions to give way to quality and sophistication of educational facilities, that are offered by professionally managed open universities like KSOU. In this context, KSOU aspires to be on par with the global best practice and benchmarks. It has taken serious note of the roles and responsibilities it shoulders.

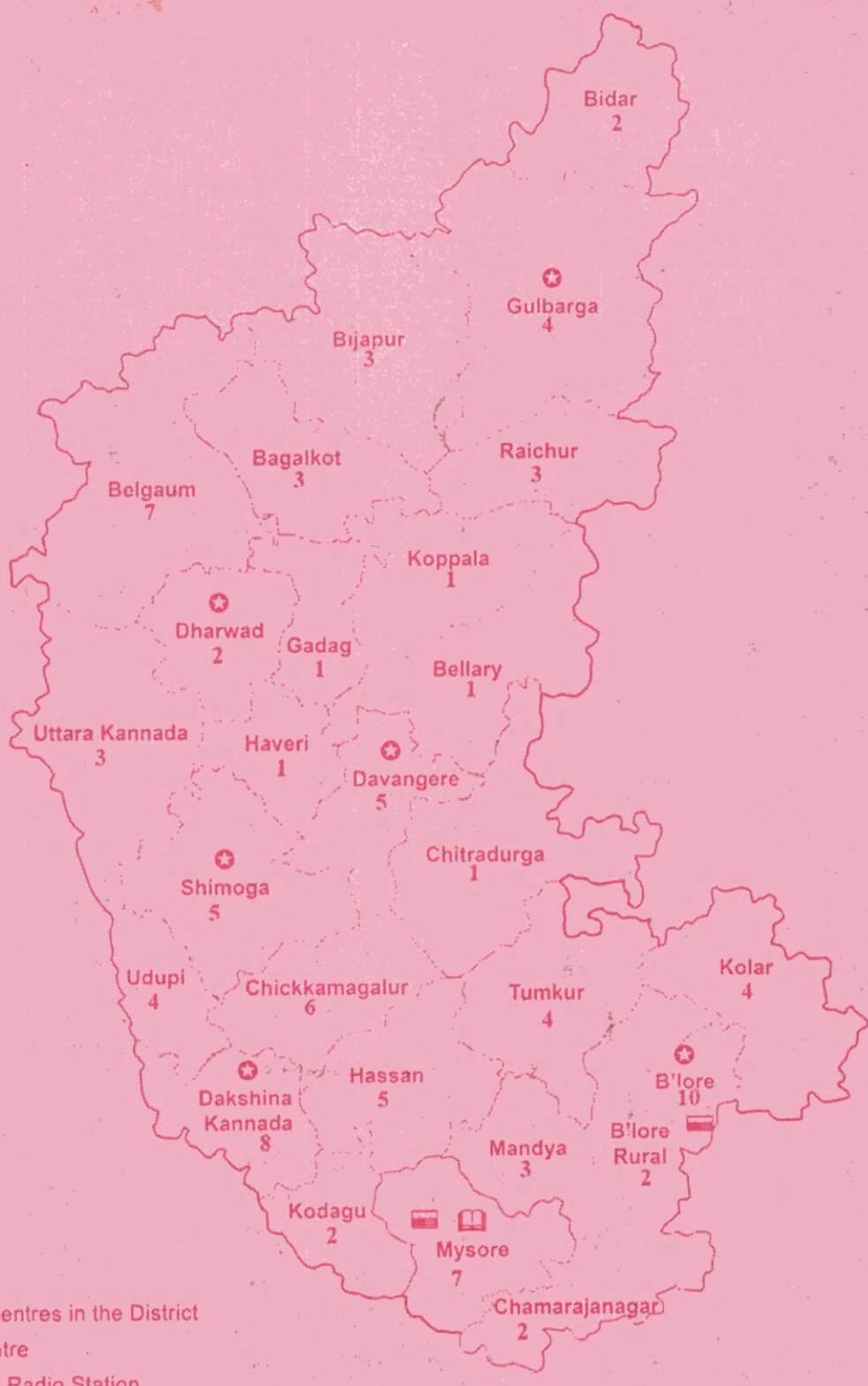
ODL is now the most influential educational phenomenon. New technologies that are emerging have changed the very nature of teaching learning process. Institutional experience world over so far has led to the fine tuning of the ODL process. As the society is moving fast in the first phase of knowledge era, it has become necessary to know how the ODL system works in a knowledge society. Trends in global economy and resource crunch have led to new methods in education and training. Life long learning has become a necessity as people have to remain competitive in order to survive and increase the opportunities that are rewarding.

ODL is always linked to technology particularly to those of multimedia. Integrating the knowledge media into ODL system is another revolution that is in the forefront. Convergence of computing, telecommunications and cognitive sciences will allow more equitable access to resources that are supported by new age technology rather than human resources. Also, the distinction between conventional students in traditional education process and the ODL learners is increasingly blurred. Competitive pressures faced by educational institutions, absence of government funding, commoditization of knowledge market and increased demands for quality inputs and services are the main factors responsible for the rapid change.

Hence, ODL education is gaining momentum as the demand for learning is enormous. The present day trends show a clear shift in approach. Higher education is now a mass system rather than an elite one. Academic work produced by a team is emphasized rather than that of individuals. One can also notice that more and more distance education techniques are being adopted in the conventional institutions of higher education in instructional and delivery systems. Use of technology in instructional design and material preparation has made the teacher to don a new role as a mediator, a resource manager to facilitate learning rather than being a mere instructor. Also, interest in the areas of communication and information technology is gaining momentum.

Though collaboration within and outside educational sectors is rapidly increasing technological gap between developing and developed countries still exists. As the new technologies provide new ways of processing and distributing information, new kinds of learning products are being created, element of interactivity among students themselves and with new teachers is increasing. Distance has died down as new methods enable to deliver on demand multimedia education and training services directly to home and offices. Mediated process of communication and learning combined with face to face and virtual human interaction will be the new paradigm. New possibilities in communication technologies and their application have given rise to new trends in ODL process. Drift from mass produced self instructional packages towards collaborative and interactive learning is amply seen. Access to information from multiple sources and multiple formats is now possible. Working collaboratively with peer group and instruction at different sites either synchronously or asynchronously has made work and learning inseparable. Post experience courses are becoming important courses that are being offered by the universities and institutions. With the application of digital technology new forms of literacy has emerged which is distinctly verbal and visual than literary.

In this context, the Department of Mass Communication and Journalism, KSOU has understood the need of the media professionals in India and is striving hard to impart quality training through its programmes. This course is one such sincere effort to serve the needs of the nation.



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