

International Communication: Definition & Scope

International communication is a complex and fast-growing sub-field within the major field of communication and media studies. It encompasses the issue of culture and cultural commodification, (the turning of cultural products into commodities), the diffusion of information and news broadcasting by empires around the world, and the challenges faced by the developing world in the light of these processes. Mohammad (2005)

The interdependency between countries of the world and the competition between the international and multinational companies and organizations compel international communication. When individuals, groups, nation or state feel the need to be seen, heard and recognized within and outside their territory, international communication becomes the instrument to achieve this.

The existing media of communication such as TV, Radio, Newspaper and films and the introduction of new media facilitate and promote international communication. As the new millennium dawned, global television tracked the rise of the sun across the world; with image broadcast live via 300 satellite channels to audience in each of the world's 24 time zone. At the beginning of the twenty-first century, million of the people can communicate with each other in real time, across national boundaries and time zones, through voice, text, and pictures, and, increasingly, a combination of all three. In a digitally globe, the flow of data across borders has grown exponentially, boosting international commerce, more and more of which is being conducted through new technologies.

Definitions of International Communication

There is no worldly acceptable definition of international communication. The definitions vary from one scholar to the other. This was not only because international communication is a growing field of communication but also the history that surround the development of the field. Each of the definitions offer is a reflection of the perspectives of the histories by the scholars.

The following are few of the numerous definition of international communication:

□ International communication typifies the communication exchange or interaction transcending national, political, cultural, and economic boundaries and it is facilitated by the interdependence of nations, groups, and individuals. Aina (ibid)

As said earlier, Aina coins the definition from the need for individuals, groups and states to interact as a result of their interdependency. He does not limit the definition to nations or states as he believes that communication between two individual of different territories constitutes international communication.

□ International communication is the communication process between different countries or nations across frontiers. Ahuja (1978: 229)

This definition limits international communication to exercise between countries. It does not include communication between individuals of different nationalities but exercising their communication rights within a nation. For example, a Nigerian and an American who are business partners met in China to discuss their business. The message in such kind of

communication may be of personal objectives of the communicators and not be of international interest to the countries involved or beyond.

□ International communication is the interaction which takes place across national political boundaries. Prosser (1978) Like the first definition, this definition is broad. It encompasses all forms of communication once it is across a national territory. Interpersonal communication across boundaries can also be referred to as international communication whether it is of international interest or otherwise.

□ According to Markcham cited in Aina (2003: 12), International communication is defined as people speaking to people and governments speaking to governments. He explains further that international communication is often done by national governments through representatives or spokespersons engaged in —various actions and transactions on a bi-national and multinational basis

Scope of International Communication

International communication has been traditionally concerned with government-to-government information exchanges, in which a few powerful states dictated the communication agenda. Advances in communication and information technologies in the late twentieth century have greatly enhanced the scope of international communication going beyond government-to-government and including business-to-business and people-to-people interaction at a global level and at speeds unimaginable even a decade ago. In the contemporary world, international communication _encompasses political, economic, social, cultural and military concerns‘.

International communication studies have broadened to include cultural and media studies. Communication has always been critical to the establishment and maintenance of power over distance. The form of international communication that was used during the colonial era was for the easy administration of the colonies. All the British colonies were not only forced to learn English language but also to make it as their official language. With this, all British colonies became Anglophone states. Similar case occurred to all French colonies. The idea of frenchfication in the French colonies did not only rob the colonies of their language but also leave them economically and politically dependent. From the Persian; Greek and roman empires to the British, sufficient network of communication were essential for the imposition of imperial authority, as well as for the international trade and commerce on which they were based. Indeed, the extant of the efficiency of communication, communications networks and technologies were key to the mechanics of distributed government, military campaigns and trade. In the post-empire and post-colonial era of today, international communication has made it possible for countries to relate and depend on one another. The scope of international communication is not limited to political affairs and systems of administrations around the globe; it covers the economic and business inter-relationship between governments and national and multinational business units. It also involves cultural interactive, cultural exchange and cultural projection and integration.

Education also falls within the scope of international communication. There is a lot of progress and development in education across countries as a result of boundless communication

interactions among the scholars and the students of various disciplines. Today, international conferences, international seminars, international journals, international debates and many other educational oriented gathering of international scholars have brought forth various new discoveries and inventions, which keep the development in education on the track of geometric progression.

Besides, it has indeed enriched and expanded archives and libraries. Researchers across the globe find it easier nowadays to get materials and contributions of others on any topic of interest by getting across to professionals through any of international or social media. Unlike before, archives and libraries are not limited to four walls of a building, furnished with books and other educational or archival materials – libraries are now mobile, in fact, on the palms of the library users.

International Communication (International Communication) is the communications made by a communicator who represents a country-to convey messages related to the interests of his country-to the communicant who represent another country.

As a field study, International Communications focuses attention on the overall process through which data and information flows through the state borders. The subject is explored not just the stream itself, but also the current structure is formed, the actors involved in it, means used, the effects, as well as the underlying motivation.

Judging from the culprit, international communication can be seen as divided between:

1. Official Transaction, which is government-run communication activities.
2. Unofficial Transaction or also called transnational interactions, namely communication activities involving non-governmental parties.

Government, as one of the main actors of international communication, running a number of measures that affect the position of the state he represents in the international political arena. The government can run the steps that direct political effect, such as diplomacy and propaganda; or indirect impact measures, such as: promoting international education.

International communication activities can take place between people to people or the Government to government. Markham (1970) states, which were observed in the primary unit of international communication is the interaction between two or more countries that are Mass Mediated Communication.

Strictly speaking, international communication is the study of various kinds of Mass Mediated Communication between two or more countries of different cultural backgrounds. Background differences may be differences in ideology, culture, economic development, and language differences.

Criteria for International Communication

There are three criteria that distinguish international communication with other komunikasi form:

1. This type of issue, the message is global.
2. Communicators and komunikannya different nationalities.
3. Media channels are used is international.

With such criteria, international communication can be defined also as "a communication interaction and scope of cross-country and takes place between people of different nationalities and has a range of delivery of messages across the boundaries of the territory of a country".

Focus Study

The focus of the study of international communication at first is the study of the flow of information between countries and in emerging development study of propaganda.

The existence of international communication paradigm shift from the Free Flow Information Flow Information manjadi Free and cause start growing focus of international communication studies include the study of media imperialism, globalization, privatization, the information age.

In line with the changing paradigm of international communication flows began to appear also Global Communication Order, or that we are familiar with "order a new world of communication and information". The emergence of this discourse is triggered from the emergence of third world leaders who are beginning to realize that the paradigm of international communication Free Flow Information was not the free flow of information is balanced. In fact the information flow more freely develop into the flow north to south and west to east but there is no balanced information flow from east to west or from south to north.

Contemporary phenomenon of international communication that can be observed today, is how the relationship between states is increasingly dynamic with the development of information technology. Many of the problems between countries are discussed in the frame of international communication, which not only political and security issues. Environmental issues, welfare, now also a common problem among many countries. In fact, sometimes there is one problem which is discussed in a global society in the global dialogue of civil society, such as the problem of terrorism. This issue is no longer a problem in fact is the government or state, but has become a community problem.

International Communications Function

1. Mendinamisasikan an international relationship that exists between two or more countries in various fields as well as the relationships between groups of different countries / nationalities.
2. Assist / support the efforts of goal achievement on international relations by enhancing international cooperation and prevent conflict or misunderstanding between the government and the government and between populations.
3. Is a technique to support the implementation of foreign policy for each country to fight for the attainment of interests in another country. (Brawijaya.ac.id).

Scope

International communication can be studied from three perspectives: diplomatic, journalistic, and propagandistik.

1. Diplomatic Perspectives.

Commonly done in interpersonal or small group (small group) through diplomatic channels; direct communication between senior state officials to cooperate or resolve conflicts, maintain bilateral or multilateral relations, strengthen the bargaining position, or improve reputation. Performed at the press conference, political meetings or dinner parties.

2. Perspective Journalism.

Conducted through mass media channels. Because the information flow is dominated countries, no assessment of international communication in this perspective dominated by developed

countries, developed countries also serve as a tool of control over social forces that controlled political power in international politics. Lord of the flow of information to the gatekeeper that controls the flow of communication. This journalistic path is often used for propaganda purposes with the aim of changing the policies and interests of a country or weaken the position of state opponent.

2. Propaganda perspective.

Generally done through the mass media, aimed at instilling the idea into the minds of the people of other countries and accelerated so strongly that affects thoughts, feelings, and actions; acquisition or expansion of support, sharpen or alteration of attitude and outlook towards an idea or event or a foreign policy certain. Propaganda is the most powerful instrument to give effect.

As a result of international communication in the perspective of this propaganda, the international community currently living with travail detente, also "holy war" (George N. Gordon, an expert on international communication) .*