MAIN WORK

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COURSE TEAM:

Course Developer and Writer:

Adelakun Lateef Adekunle

National Open University of Nigeria

Content Editor:

Head of the Unit:

 Dr. Jonathan Aliede

NATIONAL OPEN UNIVERSITY OF NIGERIA

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1.0   INTRODUCTION

Communication is an integral part of human existence. It is a process through which goals, objectives, and desire are fulfilled. Base on this, the importance of communication within and beyond individuals, groups, societies and nations is without exaggeration unquantifiable. Aina (2003), while trying to emphasise the importance of communication in all facets of human life believes that 'to communicate is to live and to live is to communicate, which engendered the popular American saying, **You cannot not communicate**. Communication is thereby as important as human life. Communication stands so deeply rooted in human behaviours and the structures of society that scholars have difficulty thinking of it while excluding social or behavioural events

2.0   OBJECTIVES

At the end of this unit, you should be able to:

- Define communication

- Explain the process of communication

- Explain the root of the word, 'communication'

- Discuss the components of communication

- Explain the importance of communication

3.0   MAIN CONTENTS

3.1   Understanding Communication

Communication is the bond that brings about social existence. People co-exist as a result of social interaction within and beyond the same geographical boundary. This social interaction is the exchange or sharing of ideologies, meanings, beliefs, understanding, interests, orientations etc within and among people and their physical and psychological environments. The word *'communication'* is pregnant of meanings. Its meanings vary from contents to contents as well as its usage. To give it a specific meaning base on the content it appears or the usage, it may be qualified with some adjectives or prefixed to form compound words.

Common adjectives used with the word *'communication'* are:

Oral (Oral communication)

Written (Written communication)

Verbal (Verbal communication)

Non-verbal (Non-verbal communication)

Intra-personal (intra-personal communication)

Inter-personal (interpersonal communication)

Extramundane (Extramundane communication)

Mass (Mass communication)

International (International communication)

Communication is limitless by space, distance, cost, time or any other variable. It does not mean that messages get to their destination no matter how far without been supported by amplifier or other new communication technologies. It means that space, distance, and time are not barrier to human and non human actions and reactions which

constitute communication. If you decide not to talk with anybody; you are still communicating because meaning will be read to your action. Communication is inescapable: it is either conscious or unconscious daily interaction between and among people and their conscious and subconscious environment. Therefore, it is incontestable that, "*one cannot not communicate*". Every action and reaction is a form of communication.

Patterns and modes of communication vary from one social group, region, nation, state or country to the other. The variations are one of those things that distinguish one culture from the other as communication is one of the cultural entities.

The definition of communication is numerous based on the perspective through which various communication scholars and professionals approach it. Few among the definitions (Aina, 2003), culled from Macbride Commision Report are:

- It is the process of sharing symbolic meanings with others
- It is a process which increases commonality or what is shared between participants
- It is constantly changing, dynamic function involving exchange of meaning and interaction
- It is a behavioural situation in which a source transmits a message to a receiver with conscious intention to affect the latter's behaviour
- It is a process which enables us to become an affecting agent; to affect others, our physical environment and ourselves to become a determining agent.

3.2   Etymology of Communication

The word, 'communicate' has its root in the Latin word, *communis*, which means 'to share'. Communication can then be referred to as a process of sharing knowledge, ideas and beliefs among the various people whose size and distance is relative to the scope of the communication. Something is common in what people share as far as communication is concerned. The '**Meaning**' is the central key in communication and

it is what people share. That is why communication is described as 'the process of sharing meaning'.

3.3   Key Components of Communication

Certain things are crucial before communication as a process is achieved. They are regarded as components of communication. They are very essential to complete the process. They are:

- Sender
- Message
- Medium
- Receiver
- Feedback

The sender in a communication process is the originator of the message. He/she has something to share with others and he/she finds means of involving others in the process. The sender is otherwise known as **encoder**. He packages the story in a way that the target audience understand.

The message is what prods the sender to actions. It is the central idea that joins other components in the process. The message needs not necessary be spoken or written, it may be action or reaction. If you are punched by somebody, your reaction will be of anger rather than sadness or happiness. Such reaction is a message.

Medium is the means through which the sender passes the message across and at the same time the same or different means through which the receiver react to the message. It also referred to how the message is encoded by either the sender or the receiver.

Receiver is at the other end of the process. He/she attributes meaning to the message and react base on the degree of effect the message has on him *other thing being equal.* Receiver is otherwise known as **decoder.** He interprets the message, which has been codified by the sender.

Feedback is the response to the message. It is the reaction of the receiver, which is relative to the content of the message.

3.4   Why Do We Communicate

Communication is the key to everything. Imagine what life would be like if we couldn't communicate? No way of explaining anything to anyone, no way of passing down information throughout time; everything would be lost.

Every form of communication is not without a reason. People's reactions are propelled by the need to fulfil the communication gap among them. The following will be few among the reasons why people do communicate:

(a) **To express our state of mind:** communication reveals people state of mind. What people communicate is a product of what they are thinking or the mood they are whether they are happy, angry, overzealous, hungry, nervous, etc. any of these state of mind most a times determines the content of the message produced.

(b) **To affect or influence other's state of mind:** communication is also done to change, aggravate, or lessen other people's state of mind. For example, a negative word from somebody may worsen the state of anger in the person he/she directed the word to thereby bring about a conflicting situation and make the communication between them tougher.

(c) **To inform:** this is one of the major importances of communication. Information is seen as essential commodity through which decisions are based. To inform is to let people aware of happenings around them or afar. Examples of this are news and reports.

(d) **To educate:** the function of communication shift from information to education when the focus is to teach people what they need to know or how to do things. Through communication, knowledge is transfer or impacted in those involved in the communication. Interaction between a lecturer and the students goes beyond mere information. The essence of engaging the students is to impact knowledge in them and this is the education function of communication.

(e) To entertain: now that we are in the new world, the world of entertainment, most communication interactions among people tend towards this function. Communication is used to enliven people and bring out the best in them. Comedians abound local and international media as well as occasions to communicate in a way that relieves people of boredom, anxiety and dull moment.

4.0   CONCLUSION

It is plausible now to know that communication is very essential in human life and information is one of the basic needs of man. Communication is a commodity without substitute. Therefore, communication could be regarded as the link that fosters human relations.

5.0   SUMMARY

In this unit, we have discussed what communication entails. We have seen how scholars and author perceive communication through the way they defined it. The word communication is multifaceted; its meaning largely depends on the usage and scope of the content in which it appears.

The etymology of communication was also examined in this unit. Communication was traced to its origin in order to verify its meaning.

Essential components of communication also form part of discussion in this unit. We discuss all the elements that make up communication such the sender, message, media, receiver and feedback. The unit also discuss the essence of communication. Under this sub-heading, only five points among numerous were discussed as the basic reasons why people engage in communication. It is believed that others reasons could be traced to those discussed.

6.0   TUTOR-MARKED ASSIGNMENT

1. Relate the root meaning of 'communication' with one of the definitions given in the unit?
2. What are the components of communication?

3. Why do you think people engage in communication?

4. In your own words, describe communication?

5. How can you justify the saying '*To live is to communicate and to communicate is to live*'

7.0   REFERENCES/FURTHER READING

Aina S. (2003). *Global Communication And The Media Agenda*. Abeokuta: Julian Publishers.

Baran S. J. (2002). *Introduction to Mass Communication*. New York: McGraw Hill.

UNIT 2:   UNDERSTANDING INTERNATIONAL COMMUNICATION

CONTENTS

1.0 Introduction

2.0 Objectives

3.0 Main Content-

4.0 Conclusion

5.0 Summary

6.0 Tutor-Marked Assignment

7.0 References/Further Readings.

1.0   INTRODUCTION

It is unarguable that no individual can live independent of the others. The need for an individual to depend on another individual; the need for a group to depend on another group; and the need for a nation, state or country to depend on another bring about interdependency and at the same time build relationship between them. The relationship between individuals, groups or states is a function of communication pattern and structure. For example, the pattern of communication between individuals especially on face-to-face basis is tagged interpersonal communication and the one between large numbers of people with the aid of mass media especially if the distance between them is not marked by international border is mass communication. So also the communication pattern between groups within the same national boundary is referred to as inter-group communication. The same pattern and structure of communication defined intercultural-communication and international communication.

2.0   OBJECTIVES

At the end of this unit, you should be able to:
- Understand the concept of international communication

- Define international communication
- Explain the scope of international communication
- Discuss why people study international communication

3.0   MAIN CONTENTS

3.1   Understanding International Communication

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 organisations compel international communication. When individuals, groups, nation or state feel the need to be seen, heard and recognised 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.

3.2   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"

Aina (ibid) supports that since not only governments engage in this form of communication, people i.e. elite of the various states, who may not be of government officials but yet may be communicating trans-nationally in private, public or political fashions about issues which do not concern their countries or government.

- Also Taylor (1997), quoted in Aina (ibid), defines international communication as communication between two or more parties (people, governments, organisations), who are located in different geographical regions.

He explains that communication between states takes place at many levels. For example, that between representatives of government is usually referred to as "diplomacy", or when that breaks down, as "conflict" or "war".

Robert Fortner (1993), sees international communication as communication that occurs across international borders, that is over the borders of nation-states. Like many others, he explains further that message must transcend international border before it could be regarded as international communication.

Other definitions of international communication are:

- International communication means that communication which occurs among the nations

- International communication is communication which occurs across international borders
- International communication simply means trans border or transnational communication

Common Terms between the Definitions

Although the definitions presented above have area of divergent such as agents of communication involved (individuals, governments, governments' agents, private organisations, international and multinational organisations etc.) as explained above, there are certain areas of agreement between them:

1. It must be across a nation's boundary
2. It must involve at least two individuals, organisations or groups and government of different territories.
3. It must be of interest to international audience
4. It must feature in an international media
5. It must be encoded in one of the international languages
6. The gravity of the story, message or information must be of international value

3.3   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.

3.4   Why Do We Study International Communication

The study of international communication is a global phenomenon. The need for every state to relate with others and as a result to engage in bilateral communication in order to achieve mutual benefit relating to development has forced many if not all countries to embrace international communication. The study of international communication, according to the communication scholars, would widen the scope of the concept and thereby result into the following:

1. Enhancement of peaceful co-existence among countries: the study of international communication is a cumulative effect of international conflicts and wars. Prior to the establishment of United Nation Organisation (UNO), wars were common trends among countries.

   The First World War and the Second World War nearly ended the world. According to Gudykunst and Mody, early international communication study was propaganda, beginning with Harold Lasswell's (1927/1971) analysis of propaganda in World War II. No government according to Lasswell, could control the mind of the people without using propaganda; the mass media could thus move societies for good or ill.

   According to them, World War II encouraged the further study of international propaganda and persuasion. Shortly after the World War II, two important documents helped set the tone for further international communication research and policy. In the United State, the Hutchins Commission on freedom of the press (1946) published peoples speaking to peoples: A Report on international mass communication, which advocated a lais-sez-faire free flow of information across borders to lead to a better world:

   From the report,

> *What is needed in the field of international communication is …….. the linking of all the habitable parts of the globe with abundant, cheap, significant, true information about the world from day to day, so that all men (and women) increasingly may have the opportunity to learn, know and understand each other.*

In the extract above, the essence for the study of international communication is for people and the states to understand one another regardless their colour and cultural differences. It is through the understanding that the world could be free of wars within and among peoples and countries and as a result, world peace and tranquillity would be restored.

2. Enhancement of mutual development: development is multifaceted and communication influence in each of the faces of development cannot be overemphasised. Some of the faces are:
   a. Ideological development
   b. Political development
   c. Economic development
   d. Education development
   e. Technological development
   f. Social development
   g. Legal development

(a) **Ideological Development:** the roles play by philosophers of international communication in ideological development is tailored towards spreading the political and economic ideologies of the past. In the world today, the campaign for democracy and capitalism has almost (if not totally) made it the world political ideology, sending other political ideology into extinction. Today, little is known of gerontocracy, plutocracy, oligarchy, socialism, fascism, communism and many others because they are not given publicity by the international media similar to that of democracy. Even in Africa where

khakistocracy (military) was perverted, the campaign for democracy has exposed the odds in the ideology and thereby fading it away.

(b) Political development: every country today, is conscious of its political administration in relation to development. Through bilateral and multilateral agreement between and among countries, many states are borrowing policies that are likely to yield rapidly towards development from others. For example, a developing country like Nigeria borrowed and restructured many of American policies to suit the dynamic and developing status of the country.

(c) Economics development: as a result of international communication and information sharing among nations, **Islamic banking system**, as the current solution to economics recession, was sold to many countries including the developed countries like America and Britain, whose economic was earlier considered buoyant. Nigeria is also given the economic policy a chance to ensure that the country is keeping abreast with other countries in matters related to economic development. Similarly, international communication makes impact in the promoting economic ideology that tends towards the development of the world. Capitalism has gained much from the publicity when compared to socialism and communism. Information sharing and further development in international communication would continue to facilitate and promote economic policies for development regardless where it originates.

(d) Education development: education is one of the fastest growing fields in the world today. International communication has made research easier and knowledge sharing less cumbersome. Scholars around the globe are now in the same yard. The barriers created by the international borders are no more and the wide gap in the communication between two researchers, students, scholars and professionals on the either sides of the international boundaries is closed. Both formal and informal education is now at the door steps of all.

(e) Technological development: the boom in the world innovation today can relatively be attributed to free access to information and the jettison of monopoly of information among the innovators. People from different nations are now working together to build on the existing value or product.

(f) Social development: international communication has contributed immensely to socialisation across the globe. In the world today, people relate with one another freely through social media such as facebook, twitter, youtube etc.

(g) Legal development: To avoid conflicts that might result from international relations among countries of the world, the study of international communication enhances the guidelines to protect the interests of individuals as well as nations involved in international communication. As part of avenues to protect world peace and to measure individuals and nations excesses, International Court of Justice, which is an arm of United Nations (UN), was put in place.

4.0   CONCLUSION

International communication in the recent times compels the attention of the scholars across the globe. The reason for this is the rate at which relationship and interdependent among countries grow. The scholars are now defining international communication base on the functions and scope. The attentions of the students and researchers of communication are also on to what extent has international communication break the communication gap and why is it necessary to study international communication.

5.0   SUMMARY

In this unit, the definitions of international communication by different authors and scholars were examined. Common terms were found among the definitions which leads the readers to a better understanding of the definitions. Besides, the scope of international communication was established. Cogent points and detailed explanations were also given on why the study of international communication is necessary.

6.0   TUTOR-MARKED ASSIGNMENT
1. Discus what necessitate the need for international communication?
2. Define international communication?
3. Discuss the common terms in various definitions of international communication offer by communication scholars?

4. The scope of international communication is not limited to socio-cultural exchange among the countries of the world. Justify.

5. Why do you think the study of International Communication is of a great importance?

7.0   REFERENCES/FURTHER READING

Aina S. (2003). *Global Communication And The Media Agenda*. Abeokuta: Julian Publishers.

Baran S. J. (2002). *Introduction to Mass Communication*. New York: McGraw Hill.

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UNIT 3:   DEVELOPMENT OF INTERNATIONAL COMMUNICATION

CONTENTS

1.0 Introduction

2.0 Objectives

3.0 Main Content-

4.0 Conclusion

5.0 Summary

6.0 Tutor-Marked Assignment

7.0 References/Further Readings.

1.0   INTRODUCTION

The existence of man is largely depends on his degree of relationship with others. It is imperative for man to relate with both immediate and distance environments. The imperative requires man to develop the means to achieve and enhance the relationship. Aina (2003), agrees that, man needs communication for his own survival in a harsh environment that requires co-habitation with others. It states further that the natural and artificial evolvement of the language facility has enabling him to achieve these needs since the beginning of time.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

- Know how oral communication developed
- Explain the process involved and how writing communication developed
- Discuss the development of telegraph and telephone
- Trace the development of international communication to radio
- Discuss the emergence of Television

- Link the emergence of new media to the development of international communication

3.0   MAIN CONTENTS

The development of international communication is not as recent as some scholars agreed. Tracing the origin of international communication, one would notice that it started from the earlier time when man was trying to understand himself in relation to his environment. The development of international communication is gradual and systematic. As man is trying to relate with environment and he is looking for means to achieve this, international communication develops. The processes in the development of international communication are in stages and the stages are:

3.1   ORAL COMMUNICATION

Man started communication through gestures. Though he is endowed with vocal, right from his first minute of his existence, the ability to use it is not automatic. He learns gradually ways to put it in use as a result of interactions with others. Aina (ibid), adds that man's natural endowment with vocal and gestural abilities has aided his ability to communicate both verbally and non-verbally. Having been equipped physiologically, man's quest for interpersonal communication became convenient.

> *Such interpersonal communication remained the only means of social interaction for many centuries or even millennia as earth's inhabitants dwelt in their own small tribal or village units. Oral tradition, or orality, marked this period and records of events were born in people's mind. This age was regarded as "the age of innocence". "the world beyond the next mountain", according to Macbride Commission Report "was largely unknown".* Aina (2003:23)

During that period, oral communication limited the interactions among the people to interpersonal communication within the neighbourhood setting. This was caused by the interpretation and understanding of the language use, which did not go beyond the tribe or the nation as the case might be.

3.2 DEVELOPMENT OF WRITING AND PRINTING

The first form of written communication was the inscription used by ancient rulers, including the Greek polis for public information. Writing become more flexible and efficient means of conveying information over long distances in places like Rome, Persia and Great khan of China. Even, during Mughal period in Indian history, the waqi'a-nawis were employed by the king to apprise them of the progress in the empire. Both horseman and dispatch runner transmitted news and reports.

The eighteenth century witnessed the introduction of paper from china as a medium of the communication. It began to replace the parchment form of communication in the Islamic world and spread to medieval Europe. The first printing press was opened in Goa in 1857, and in the sixteenth century, the printing press turned out thousands of copies of books in all the major European languages. The new languages, especially Portuguese, Spanish, English and French, become the main vehicle of communication for the European colonial power in many parts of the world.

3.3 THE GROWTH OF THE TELEGRAPH AND TELEPHONE

In the nineteenth century, the invention of new communication technology to bridge the communication gap as a result distance factor between the senders and receivers was of paramount importance to the scientists. Their continuous research and persistent work brought the invention of the locomotive, the gramophone and magnetic recording, the telegraph, and telephone in the century.

The development of the technical means of broadcasting came around as a result of the drive throughout the nineteenth century to solve of the problem arising from the industrial revolution. The traditional techniques of communication were insufficient. In the early nineteenth century, networks of telegraph wires wooden poles spread across Europe, America and India. Then telephone comes into being with more poles and more wire. As wired telegraph gained popularity, the inventors and scientist were now concerned with inventing the wire-less telegraph and telephony.

Towards the end of the nineteenth century, a scientist Gugliemo Marconi at the age of 22 proved that serial telegraph or wireless telegraph was practical. In 1894 he sent his first wireless message convincing Naval Officers and merchant ship owners in Britain that it could work over long distance. In the early twentieth century, he sent messages across the worth of serial telegraph or wireless telegraph.

The second half of the nineteenth century saw an expending system of imperial communication made possible by the electric telegraph. Invented by Samuel mores in 1837, the telegraph enabled the rapid transmission of information, as well as ensuring secrecy and code protection. The business community was the first to make use of this new technology. The speed and reliability of telegraph were seen to offer opportunities for profit and international expansion. The rapid development of the telegraph was a crucial feature in the unification of the British Empire. The first commercial telegraph link set up in Britain in 1838, by 1851 a public telegraph service, including a telegraphic money order system ,had been introduced. By the end of the century, as a result of the cable connections, the telegraph allowed the colonial office and the India office to communicate directly with the empire within minutes when, previously, it had taken months for post to come via sea.

The first underwater telegraph cable which linked Britain and France become operational in 1851 and the first transatlantic cable, connecting Britain and the USA, in 1866. Between 1851 and 1868, underwater networks were laid down across the north Atlantic, the Mediterranean Indian ocean and the Persian gulf to regulate the growing internationalization of information, the international Telegraph Union was founded in 1865 with 22 members, all European expect Persia, representing, the first international institution of the modern era and the first organization for the international regulation of a technical network.

The outcomes of the two imperial wars the Spanish- American war and the Boer war (1899- 1902) strengthened the European and US positions in the world and led to a rapid expansion in world trade that demand immediate and vastly improved communication links.

Invention of telephone

The telegraph and telephone are both wire-based electrical systems, and Alexander Graham Bell's success with the telephone came as a direct result of his attempts to improve the telegraph.

On June 2, 1875, Alexander Graham Bell while experimenting with his technique called "harmonic telegraph" discovered he could hear sound over a wire. The sound was that of a twanging clock spring. Bell's greatest success was achieved on March 10, 1876, marked not only the birth of the telephone but the death of the multiple telegraph as well. The communications potential contained in his demonstration of being able to "talk with electricity" far outweighed anything that simply increasing the capability of a dot-and-dash system could imply. www.inventors.about.com

The Bell Telephone Company, established by the inventor of telephony Alexander Graham Bell in 1877, Telephone production increased in the US. The first international telephone made between Paris and Brussels in 1887. At the end of the nineteenth century the USA had the largest number of telephones, due largely to the fact that they were manufactured there.

3.4   THE BIRTH OF RADIO

As with other new technologies, western countries were the first to grasp the strategic implication of radio communication after the radio transmission of the human voice in 1902. Unlike cable, radio equipment was comparatively cheap and could be sold on a mass scale. There was also growing awareness among American businesses that radio, if properly developed and controlled, might be used to undercut the huge advantages of British dominated international cable links, they realized unlike cable, radio waves could travel anywhere, unrestrained by politics and geography.

In 1907, some American and German researchers showed that radio waves could be made to carry speech and other sounds, so paving the way for radio telegraph and with it the possibility of broadcasting was realized. But the potentials of broadcasting were discovered by accident. One day in 1916, Engineers of a manufacturing company in Pittsburgh (United States) while experimenting, used music to alternate taking. Many

listeners were thrilled about this new development and they wrote to ask for more. With this enthusiasm, regular broadcasting began. Shortly afterwards, the station was later licensed as KDKA, the world's first and for several years the world's only broadcasting stations.

At the end of the world war of 1914-1981, people started asking for broadcasting services. The government obliged and by the early 1920, broadcasting began in many lands, one manufacturer described the receiver as "radio music box". A term soon popularized as "radio".

At the 1906 international radiotelegraph conference in Berlin, 28 states debated radio equipment standards and procedures to minimize the interference. The great naval powers also the major user of radio (Britain, German, USA and Russia), had imposed a regime radio frequency allocation, allowing priority to the country that first notified the International Radiotelegraph Union of its intentions to use a specific radio frequency.

3.5   THE EMERGENCE OF TELEVISION

Television was not invented by a single inventor, instead many people working together and alone over the years, contributed to the evolution of television. At the dawn of television history there were two distinct paths of technology experimented with by researchers.

Early inventors attempted to either build a mechanical television system based on the technology of Paul Nipkow's rotating disks; or they attempted to build an electronic television system using a cathode ray tube developed independently in 1907 by English inventor A.A. Campbell-Swinton and Russian scientist Boris Rosing. Electronic television systems worked better and eventual replaced mechanical systems.

German, Paul Nipkow developed a rotating-disc technology to transmit pictures over wire in 1884 called the Nipkow disk. Paul Nipkow was the first person to discover television's scanning principle, in which the light intensities of small portions of an image are successively analyzed and transmitted.

In the 1920's, John Logie Baird patented the idea of using arrays of transparent rods to transmit images for television. Baird's 30 line images were the first demonstrations of

television by reflected light rather than back-lit silhouettes. John Logie Baird based his technology on Paul Nipkow's scanning disc idea and later developments in electronics.

Charles Jenkins invented a mechanical television system called radiovision and claimed to have transmitted the earliest moving silhouette images on June 14, 1923.

Electronic television is based on the development of the cathode ray tube, which is the picture tube found in modern TV sets. German scientist, Karl Braun invented the cathode ray tube oscilloscope (CRT) in 1897.

Russian inventor, Vladimir Zworykin invented an improved cathode-ray tube called the kinescope in 1929. The kinescope tube was sorely needed for television. Zworykin was one of the first to demonstrate a television system with all the features of modern picture tubes.

In 1927, Philo Farnsworth was the first inventor to transmit a television image comprised of 60 horizontal lines. The image transmitted was a dollar sign. Farnsworth developed the dissector tube, the basis of all current electronic televisions. www.inventors.about.com

Generally, the global history of television shows that this mass medium came into existence in the 1920s, although its beginnings were discernible in the Nineteenth century. As Amafili (1993:18) put, "Television developed from a combination of the ideas of film, theatre and radio". The development of modern television technology began with invention of the iconoscope and the kinescope. These devices were the bases for television transmission and reception respectively.

3.6   THE NEW MEDIA

The later part of twentieth century saw the emergence of computer and internet. The new media of communication does not only make information more accessible but also ease the rigidity and cumbersome mode of the primarily media such as television and radio. The use of digital computers brought about digital television and online publications. Even traditional media forms such as the printing press have been

transformed through the application of technologies such as image manipulation software like Adobe Photoshop and desktop publishing tools.

Today, no one has the monopoly of information as it could be access at fingertips without barrier. The computer and internet gave are the foundation of other form of new media particularly social media which bond people together the more and cut away totally the communication barriers between people. Some of the social media are:

a. Facebook
b. Twitter
c. YouTube
d. DailyMotion
e. Second Life
f. Wikipedia
g. 2go
h. Yahoo Messenger

4.0   CONCLUSION

The process involved in the invention of one communication media assist in the discovery of others. Inventions of the majority of the media for international communication are linked together and this is tending towards progress in the discovery of new international, which communication interactions across the globe easier, faster and highly accessible.

5.0   SUMMERY

In this unit, the inventions of some of the international media have been discussed. Right from the root that is verbal communication, which develops in every individual endowed with the vocal gadget after a series of interactions with other beings. The discovery of writing through inscription on the stones, leaves, bones and walls was also led to printing and books as a medium of interaction and ideas sharing. There is no doubt that the early international media have limited coverage and they were majorly used by the religious leaders, most especially Islamic preachers, Christian evangelists and in Buddhism. The latest media of international communication widen the scope of

international communication and breach the gap between individuals and states involve in the communication process.

6.0   TUTOR MARKED ASSIGNMENTS

1. Discuss how man developed oral communication?
2. Discuss how man developed oral communication?
3. Discuss the steps in the development of telegraph?
4. How was the telephone invented from telegraph?
5. How was the radio invented?
6. Discuss the contributions of various individuals that led to the invention of television?

7.0   REFERENCES/FURTHER READING

Aina S. (2003). *Global Communication And The Media Agenda*. Abeokuta: Julian Publishers.

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UNIT 4: NATURE, CHARACTERISTICS AND MODES OF INTERNATIONAL COMMUNICATION

CONTENTS

1.0 Introduction

2.0 Objectives

3.0 Main Content- The concepts

      3.1   Understanding the Characteristics of International Communication

      3.2   Appreciate the examples of international communication activities

4.0 Conclusion

5.0 Summary

6.0 Tutor-Marked Assignment

7.0 References/Further Readings.

1.0   INTRODUCTION

It is relevant to distinguish international communication from other forms of communication. This will assist in measuring the effects of international communication in relation to other forms of communication. It will also make known at what point a form of communication is qualifies to be regarded as international communication.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

- Distinguish international communication from others
- Identify samples of international communication
- Understand the modes of international communication

3.0   MAIN CONTENTS

3.1   Characteristics of International Communication

There are various characteristics of international communication. It is difficult to peg few of the characteristics and agree that it describe it all. That is why Fortner (1993) emphasises while discussing the characteristics of international communication said "……. *While these attributes will not confine the concept so completely that all*

questions about whether any instant of communication is, in fact international, they do provide important dimensions to consider when assessing particular activities".

Fortner further explains the characteristics as thus:

1. Intentionality

International communication can be either intentional or unintentional. It is intentional when it is purposely directed to the receiver(s) across international borders. The messages of international broadcasters directed to target audiences in countries other than where such broadcast station operate is intentional. The message of Voice of Nigeria (VON) to other countries is intentional international communication. It is unintentional if the message is not purposely design or send to certain audiences in foreign countries. The message may spill over as result of signal bound.

2. Channels

Every message is through a particular channel. As in other form of communication, the channel could be public or private. Fortner (1993) agrees that international communication and public information are transmitted on the public channels. Such information can also be disseminated on the private channels. International communication between Nigeria and other countries could most often be disseminated on international channel such as Voice of Nigeria. It does not mean that private channels don't carry such information.

3. Distribution Technology

The distribution technology of the international communication is not much different from other form of communication. What makes the difference is that international distribution technology has the power to cut across international boundaries. For example, the capacity of Ray Power Radio to transmit is limited to Nigeria. The radio station cannot be listened to in Ghana, Gambia and not even in the neighbouring country, Benin Republic. The distribution technology of international communication such as Radio, Television etc. are similar to that of other form of communication but have more distribution power.

4. Content

The content of international communicational like other form of communication can also be public affairs, entertainment, sports, news programmes etc. but it is international in its outlook. Chosen sports for example, the report would not be on the local league being played in Badagry area of Lagos state in Nigeria. International audience are not interested in such report since it doesn't benefit them in any way.

5. Cultural Dominance

The content of international communication always reflects the dominant culture of the world power. The dominant culture is seen as the standard culture by the international media. This most often proves why the international communication looks down on sub-culture and promote the dominant culture.

3.2   International Communication Activities

International communication transcends dissemination of foreign news in the local or national media. International communication activities arise from international interaction; cultural sharing; interdependency of people of different regions, states or governments; and association based on international unions, organisations or forums. The international activities that generate international communication could arise from:

a. International trade, such as:
   ❖ export-import trade
   ❖ International services rendered

b. International war and crises, such as:
   ❖ America-Iraq war
   ❖ Cold war
   ❖ First world war
   ❖ Second world war

c. Health issues, such as epidemic of international concern
   ❖ Ebola
   ❖ Malaria
   ❖ HIV/AIDs

* ❖ Flu

d. Education activities, such as:
   * ❖ International conferences
   * ❖ Seminars and workshops
   * ❖ Lectures
   * ❖ Dialogue
   * ❖ Summits

e. Religious activities, such as:
   * ❖ Holy pilgrimages in Mecca
   * ❖ Religion conventions

f. Social interactions, such as:
   * ❖ Tourism
   * ❖ Festivals and
   * ❖ Cocktails and get-together

g. Games and sport activities, such as:
   * ❖ World cup
   * ❖ Olympic games
   * ❖ European league
   * ❖ CAF Champions league

4.0   CONCLUSION

International communication has some traits that distinguish it from other form of communication. Without having such traits in a form of communication, such form of communication would rather be categorised under any other order than international communication. Though, other forms of communication could graduate to international form if it cut across nations boundaries, coded with an international language and the content is of international interest.

5.0 SUMMERY

It has been extensively discussed in this unit various characteristic of international communication which distinguish it from other form of communication. You should note that international communication comes to being as a result of international interaction and interdependency of nations and people. Such interactions are noted in any form of international gathering that calls for communication among people of different nations using one or more of international languages.

6.0 TUTOR MARKED ASSIGNMENTS

1. How can you differentiate international communication from other form of communication?
2. In what ways do you think international communication materialise?

7.0 REFERENCES/FURTHER READING

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MODULE TWO

INTERNATIONAL MASS MEDIA AND MEDIA SYSTEM

Unit 1   Forms of International Media

Unit 2   Ownership and Control of International Media

Unit 3   Ideologies of the International Media

Unit 4   Nature of the International Media Network, Coverage and Reach

Unit 5   International Media Staff and Practitioners

UNIT 1:   FORMS OF INTERNATIONAL MEDIA

CONTENTS

1.0 Introduction

2.0 Objectives

3.0 Main Content- The concepts

      3.1   Books

      3.2   Newspaper & Magazine

      3.3   Radio, Television & Film

      3.4   New Media

4.0 Conclusion

5.0 Summary

6.0 Tutor-Marked Assignment

7.0 References/Further Readings.

1.0   INTRODUCTION

International media system is directly proportional to the political and economic policies adopted in various regions of the globe. In some regions, there is concentration of media either in few hands or areas thereby arrogating information power to those few hands and putting the few areas on media advantage over others. As the development in technology brings about changes in media techniques, international

media system changes from time to time. For example, the introduction of the social media such as internet brought change to ownership and control of the international media.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

- Understand various forms and development of media system
- Explain the ownership structure of the international media
- Discuss international media control and its effect on the information flow

3.0   MAIN CONTENTS

3.1.0   Books as a medium of Communication

After man had developed oral communication and the act of writing was later discovered, books was the first medium of communication through which information circulated among the very few literates. Originally, books were not meant for either information dissemination or for academic purposes. The earliest forms of books were used for documentation and decoration. As book forms change from time to time, the functions of books become dynamics. The books that were earlier written by hands were not meant for distribution and mass consumptions, because it takes donkey years to produce a copy. They were written to document events which ages might send to the land of no more.

"The book is also linked to the desire of humans to create lasting records. Stones could be the most ancient form of writing, but wood would be the first medium to take the guise of a book. The words *biblos* and *liber* first meant "fibre inside of a tree". In Chinese, the character that means book is an image of a tablet of bamboo."
http://en.wikipedia.org

After series of development in books as a result of invention of paper and other materials that aided book production, printing press expands the functions of books to encompass sharing of information as well as for research and academics purposes

through mass distributions to people beyond the area where the book is published. Though, the distributions of early books were limited because of the low level of literacy rate around the time, there was a significant rate of growth in the book industry as a result of the rate at which people searched for information. More volumes of books of different disciplines and focuses especially in the areas of religions and philosophy were published and distributed for consumption.

3.1.1 Forms of Books for International Communication

(a) Religious Books: Religious books help in spreading holy messages across the world. The effort of many missionaries could have been in vain if religious book were not there to reinforce the messages. Besides, the books travel far beyond the limit set by the missionaries thereby making the religious messages reaching the nooks and crannies of the globe. Religious books also enhance cultural sharing, cultural diversity, cultural acquisition as well as acculturation. Religious books such as Qur'an and Bible spread up bilateral agreement and enhance mutual relations between and among countries of the same doctrine and as a result promote international communication among them. For example, Arabic is no more the language of the Arabian Peninsula, but the language of Islam, which is today used to communicate globally among the Muslims irrespective of their countries.

List of Religious Books/Scriptures

You can have a glimpse of key religious books/scriptures of international recognition among the leading religious groups.

i. Qur'an
ii. Bible
iii. Bhagwad Geeta
iv. Upanishads
v. The Vedas
vi. Dasatir
vii. Avesta

(b) Academics Books: For some of us, books are important as almost anything else on earth. Books generally help us understand who we are and how we are to behave while academic books share knowledge to various individual across the globe on areas or disciplines that interest them. People from various parts of the world contribute to works on different subjects, purposely meant to upgrade people's knowledge and to widen their scopes in various disciplines.

Example of Academic Books
i. Textbooks
ii. Academic Journals
iii. Professional Journals
iv. Conference proceedings
v. Literatures/Literary books

(c) Reference Books: Books, such as a dictionary or encyclopaedia, to which one can refer for authoritative information also constitute part of the medium. A **reference work** is a compendium of information, usually of a specific type, compiled in a book for ease of reference. That is, the information is intended to be quickly found when needed. Reference works are usually *referred* to for particular pieces of information, rather than read beginning to end. The writing style used in these works is informative; the authors avoid use of the first person, and emphasize facts. Indexes are commonly provided in many types of reference work. Updated editions are published as needed, in some cases annually.

Types of Reference Books
i. Dictionaries
ii. Encyclopaedias
iii. Compendia
iv. Atlas

(d) Motivational/General Interest Books: These are books that influence inbuilt traits in individuals. General interest books are read most often during leisure hour to boost the morale of the readers. They are more of entertainment than education or

spirituals. They also send messages to readers across the globe because they circulate beyond the areas in which they are published.

3.1.2   Roles of Books in International Communication

The importance of reading books is gaining new insight or perspectives on issues that matter to the readers, which help them to have a new understanding of the world around them. Readers can apply the insight in everyday life or as a way of building upon the knowledge that already encompasses their mind and enrich their lives.

The importance of books are also found in how new discoveries pertaining to history are uncovered and/or revealed where the relevance of this the new information needs to be applied or amended in what already exists about a particular issue, topic or event. Thus, "new" books on existing issues are important because sometimes facts "change."

Book is a valuable source of knowledge that consists of infinite benefits. It transports us into different worlds and cultures, as well as, it informs us about ancient civilizations and lore. In addition, it helps us to learn about new technologies and literature. It allows speaking languages fluently and to communicate spontaneously. Books are for these reasons closest companions, which allow ideas sharing and experience advantage.

3.2.0   NEWSPAPERS AND MAGAZINES

3.2.1   The Chronology of the Development of Newspaper

To give the development of newspapers a better understanding, let us first analyse various events and efforts that led to international newspapers in the form we have it today.

- **59 B.C.:** *Acta Diurna* the first newspaper is published in Rome.
- **1556:** First monthly newspaper *Notizie Scritte* published in Venice.
- **1605:** First printed newspaper published weekly in Antwerp called *Relation*.
- **1631:** The first French newspaper published, *The Gazette*.
- **1645:** Post-och Inrikes Tidningar is published in Sweden and is still being published today, making it the ***world's oldest newspaper***.

- **1690:** The first newspaper is published in America, Public Occurrences.
- **1702:** The first English language daily newspaper is published called the *Daily Courant*. *The Courant* was first published (periodical) in 1621.
- **1803:** First newspapers published in Australia, the *Sydney Gazette* and *New South Wales Advertiser*.
- **1833:** The New York Sun newspaper costs one cent - the beginning of the penny press.
- **1844:** First newspaper published in Thailand.
- **1848:** The Brooklyn Freeman newspaper is first published by Walt Whitman.
- **1850:** P.T. Barnum starts running newspaper ads for Jenny Lind, the "Swedish Nightingale" performances in America.
- **1851:** The Post Office starts offering a special cheap newspaper rate.
- **1855:** First newspaper published in Sierra Leone.
- **1859:** The first newspaper published in Nigeria, *Iwe Iroyin fun Awon Ara Egba ati Yoruba*. It was published in one of the Nigeria indigenous languages, Yoruba.
- **1860:** A "morgue" in newspaper terms means an archive. The New York Herald starts the first morgue.
- **1871:** First newspaper published in Japan - the daily *Yokohama Mainichi Shimbun*. Famous newspaper interview with explorer Stanley Livingston published.
- **1873:** First illustrated daily newspaper published in New York.
- **1877:** First weather report with map published in Australia. The Washington Post newspaper first publishes with a circulation of 10,000 and a cost of 3 cents per paper.
- **1880:** First halftone photograph (Shantytown) published in a newspaper.
- **1885:** Newspapers are delivered daily by train.
- **1887:** The San Francisco Examiner published.
- **1903:** The first tabloid style newspaper, the *Daily Mirror* is published.
- **1955:** Tele-typesetting is used for newspapers.
- **1967:** Newspapers use digital production processes and began using computers for operations.

3.2.1   Newspaper as a Medium of International Communication

Newspaper is a publication that appears regularly and frequently, and carries news about wide varieties of current events. Organizations such as trade unions, religious groups, corporations or clubs may have their own newspapers, but the term is more commonly used to refer to daily or weekly publications that bring news of general interest to large portions of the public in a specific geographic area. The United States had 1,611 general-circulation daily newspapers in 1990; 14 percent fewer than it had in 1940, before the arrival of television.

General-circulation newspapers play a role in international communication through the news and advertisements they carry; they provide readers with information of practical value and make the worlds afar look nearer. Newspapers provide a source of entertainment through their stories and through such features as comic strips and crossword puzzles. However, one of the most important functions of the general-circulation newspaper -- a crucial function in a democracy -- is to provide citizens with information on government and politics. The African are very conversant of American polls and policies because they got the information from international dailies.

The local newspapers have limited coverage while international newspapers do not only cover news around the world but also circulate beyond their region or continent. In Nigeria, some national dailies such as *The Guardian, The Punch*, etc carry international news and information most often in their inner pages yet it doesn't qualify them as international newspapers. Besides, such dailies have their electronic copies on the net given them coverage beyond the four walls of the country though their hard copies are yet to cover the nooks and crannies of the country let alone going abroad. The volume of international news found in the Nigerian dailies is less in percentage to what could qualify some of them as international newspapers. The same is applicable to many national dailies in many countries of the world. It is very difficult and expensive to circulate the hard copies of dailies across countries. There are some newspapers that circulate beyond their countries and even go beyond their regions. Such newspapers with international news value are regarded as international newspapers e.g. New York Times.

3.2.2   Newspapers in the Competitive Trends.

International Newspapers have had many great successes in the past centuries. They have reported, often with distinction, on wars and politics, and they have covered events related to social and technological changes.

Nevertheless, the newspaper business globally has been suffering, particularly in recent decades. The trouble started with competition from radio, which began offering another source of news and entertainment in the 1920s. Radio made significant gains as a news medium, particularly with its reports during World War II. The dominant of the media industry was again marred with the arrival of television after World War II.

Newspapers, realizing that their readers will have already heard reports on breaking news stories on television, emphasize on feature stories and analysis pieces. Fewer stories now employ the inverted pyramid format. Many newspapers have gone electronic. Majority of them are having the soft copy version of their publications on internet. This single action has helped the industry a lot in retaining some of their readers who could have been lost to the alternative media.

3.3.0.   Radio and Television

Radio is the transmission of signals through free space by modulation of electromagnetic waves with frequencies below those of visible light. Electromagnetic radiation travels by means of oscillating electromagnetic fields that pass through the air and the vacuum of space. Information is carried by systematically changing (modulating) some property of the radiated waves, such as amplitude, frequency, phase, or pulse width. When radio waves pass an electrical conductor, the oscillating fields induce an alternating current in the conductor. This can be detected and transformed into sound or other signals that carry information.

Television (**TV**) is a telecommunication medium for transmitting and receiving moving images that can be monochrome (black-and-white) or coloured, with accompanying sound. "Television" may also refer specifically to a television set, television programming, and television transmission.

The etymology of the word has a mixed Latin and Greek origin, meaning "far sight": Greek *tele* (τῆλε), far, and Latin *visio*, sight (from *video, vis-* to see, or to view in the first person).

Commercially available since the late 1920s, the television set has become commonplace in homes, businesses and institutions, particularly as a vehicle for advertising, a source of entertainment, and news. Since the 1970s the availability of video cassettes, laserdiscs, DVDs and now Blu-ray Discs, have resulted in the television set frequently being used for viewing recorded as well as broadcast material. In recent years Internet television has seen the rise of television available via the Internet, e.g. iPlayer and Hulu.

Although other forms such as closed-circuit television (CCTV) are in use, the most common usage of the medium is for broadcast television, which was modelled on the existing radio broadcasting systems developed in the 1920s, and uses high-powered radio-frequency transmitters to broadcast the television signal to individual TV receivers.

The broadcast television system is typically disseminated via radio transmissions on designated channels in the 54–890 MHz frequency band. Signals are now often transmitted with stereo and/or surround sound in many countries. Until the 2000s broadcast TV programs were generally transmitted as an analogue television signal, but in 2008 the USA went almost exclusively digital.

A standard television set comprises multiple internal electronic circuits, including those for receiving and decoding broadcast signals. A visual display device which lacks a tuner is properly called a video monitor, rather than a television. A television system may use different technical standards such as digital television (DTV) and high-definition television (HDTV).

3.3.1   Television and Radio in International Broadcasting

International broadcasting involves news featuring national and international occurrences and current affair programmes that interest international audience. Local news may be presented by stand-alone local TV stations, local stations affiliated to

national networks or by local studios which 'opt-out' of national network programming at specified points. It is through national network that international communication is most often achieved. Different news programmes may be aimed at different audiences, depending on age, socio-economic group or those from particular sections of society. 'Magazine-style' television shows may mix news coverage with topical lifestyle issues, debates or entertainment content.

Newscasts consist of several different elements, introduced by a news presenter or presenters. The presenters read 'links' and do interviews. Most news stories come in the form of short 'packages' or live reports. Packages are pre-recorded reports usually lasting from one to five minutes. News reporters gather and edit together interview clips, pictures and their own 'pieces to camera' to tell a story. They script and record a 'voice-over' to explain the pictures and link the elements together. Live reports may be delivered from the news studio or from a relevant location. These may be in the form of a reporter being interviewed by an anchor, known as a 'two-way', or by a guest involved in or offering analysis on the story being interviewed by a reporter or anchor. There may also be breaking news stories which will present live rolling coverage.

Packages will usually be filmed at a relevant location and edited in an editing suite in a newsroom or a remote contribution edit suite in a location some distance from the newsroom. They may also be edited in mobile editing trucks, or satellite trucks, and transmitted back to the newsroom. Live coverage will be broadcast from a relevant location and sent back to the newsroom via fixed cable links, microwave radio, production truck, satellite truck or via online streaming.

Radio stations newscasts can range from as little as a minute to as much as the station's entire schedule, such as the case of all-news radio, or talk radio. Stations dedicated to news or talk will often feature newscasts, or bulletins, usually at the top of the hour, usually between 3 and 8 minutes in length. They can be a mix of local, national and international news, as well as sport, entertainment, weather and traffic, or they may be incorporated into separate bulletins. There may also be shorter bulletins at the bottom of the hour, or three at fifteen minute intervals, or two at twenty minute intervals.

3.3.2 Film Industry

Film industry consists of the technological and commercial institutions of filmmaking: i.e. film production companies, film studios, cinematography, film production, etc. Though the expense involved in making *movies* almost immediately led film production to concentrate under the auspices of standing production companies, advances in affordable film making equipment, and expansion of opportunities to acquire investment capital from outside the film industry itself, have allowed independent film production to evolve.

The first feature film ever made was *The Story of the Kelly Gang*, an Australian film based on the infamous Ned Kelly. In 1906 Dan Barry and Charles Tait of Melbourne produced and directed *The Story of the Kelly Gang*, a silent film that ran continuously for a breathtaking 80 minutes. It was not until 1911 that countries other than Australia began to make feature films. By this time Australia had made 16 full-length feature films.

In the early 1910s, the film industry had fully emerged with D. W. Griffith's *The Birth of a Nation*. Also in the early 1900s, motion picture production companies from New York and New Jersey started moving to California because of the good weather and longer days. Although electric lights existed at that time, none were powerful enough to adequately expose film; the best source of illumination for movie production was natural sunlight. Besides the moderate, dry climate, they were also drawn to the state because of its open spaces and wide variety of natural scenery.

Modern film industry

Movies sell the image of the producing country faster than other media means. The major business centres of film making are in the United States, India, Hong Kong and Nigeria. Distinct from the centres are the locations where movies are filmed. Because of labour and infrastructure costs, many films are produced in countries other than the one in which the company which pays for the film is located. For example, many U.S. movies are shot in Canada, the United Kingdom, Australia, New Zealand or in Eastern European countries.

United States

The United States has the oldest film industry (and largest in terms of revenue), and Los Angeles (California), is the primary nexus of the U.S. film industry. However, four of the six major film studios are owned by East Coast companies. Only The Walt Disney Company — which owns Walt Disney Pictures, Touchstone Pictures, Hollywood Pictures, the Pixar Animation Studios, and Marvel Studios — is fully based in Southern California. And while Sony Pictures Entertainment is headquartered in Culver City, California, its parent company, the Sony Corporation, is headquartered in Tokyo, Japan.

India

India is the largest producer of films in the world. Indian film industry is multi-lingual and the largest in the world in terms of ticket sales and number of films produced. The industry is supported mainly by a vast film-going Indian public, and Indian films has gained popularity throughout the world—notably in countries with large numbers of expatriate Indians. Largest film industry in India is the Hindi film industry mostly concentrated in Mumbai (Bombay), and is commonly referred to as "Bollywood", an amalgamation of Bombay and Hollywood. The other largest film industries are the Telugu Film Industry and Tamil Film Industry which are located in Hyderabad, India and Chennai, India and are commonly referred to as "Tollywood" and "Kollywood". The remaining majority portion is spread across northern, western, and southern India (with Punjabi, Bengali, Marathi, Oriya, Malayalam, Kannada). However, there are several smaller centres of Indian film industries in regional languages cantered in the states those languages are spoken. Indian films are made filled with musicals, action, romance, comedy, and an increasing number of special effects.

China

Hong Kong is a filmmaking hub for the Chinese-speaking world (including the worldwide diasporas) and East Asia in general. For decades it was the third largest motion picture industry in the world (after Indian and Hollywood) and the second largest exporter of films. Despite an industry crisis starting in the mid-1990s and Hong Kong's return to Chinese sovereignty in July 1997, Hong Kong film has retained much of its distinctive identity and continues to play a prominent part on the world cinema

stage. Unlike many film industries, Hong Kong has enjoyed little to no direct government support, through either subsidies or import quotas. It has always been a thoroughly commercial cinema, concentrating on crowd-pleasing genres, like comedy and action, and heavily reliant on formulas, sequels and remakes. Typically of commercial cinemas, its heart is a highly developed star system, which in this case also features substantial overlap with the pop music industry.

Nigeria

Nollywood, Nigeria's booming film industry is the world's third largest producer of feature films. Unlike Hollywood and Bollywood, however, Nollywood movies are made on shoe-string budgets of time and money. An average production takes just 10 days and costs approximately $15,000.

Yet in just 13 years, Nollywood has grown from nothing into a $250 million dollar-a-year industry that employs thousands of people. The Nollywood phenomenon was made possible by two main ingredients: Nigerian entrepreneurship and digital technology.

In the late 1980's and early 1990's, Lagos and other African cities faced growing epidemics of crime and insecurity. Movie theaters closed as people became reluctant to be out on the streets after dark. Videos for home viewing imported from the West and India were only mildly popular. Nigerians saw an opportunity to fill the void with products of their own.

Experts credit the birth of Nollywood to a businessman who needed to unload thousands of blank tapes and to the 1992 video release of Living in Bondage, a movie with a tale of the occult that was an instant and huge-selling success. It wasn't long before other would-be producers jumped on the bandwagon.

Currently, some 300 producers churn out movies at an astonishing rate—somewhere between 500 and 1,000 a year. Nigerian directors adopt new technologies as soon as they become affordable. Bulky videotape cameras gave way to their digital descendents, which are now being replaced by HD cameras. Editing, music, and other

post-production work is done with common computer-based systems. The films go straight to DVD and VCD disks.

Thirty new titles are delivered to the lover of movies across Nigeria and beyond. An average Nigerian film sells 50,000 copies despite the fact that the industry is struggling with piracy. A hit may sell several hundred thousand. Disks sell for two dollars each, making them affordable for most Nigerians and the neighbouring Africans. *http://www.thisisnollywood.com/nollywood.htm*

3.4.0 New Media

New media is a broad term in media studies that emerged in the latter part of the 20th century. For example, new media holds out a possibility of on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, creative participation and community formation around the media content. Another important promise of new media is the "democratization" of the creation, publishing, distribution and consumption of media content. What distinguishes new media from **traditional media** is the digitizing of content into bits. There is also a dynamic aspect of content production which can be done in real time, but these offerings lack standards and have yet to gain traction.

Wikipedia, an online encyclopaedia, is an example, combining Internet accessible digital text, images and video with web-links, creative participation of contributors, interactive feedback of users and formation of a participant community of editors and donors for the benefit of non-community readers. Facebook is an example of the social media model, in which most users are also participants.

Most technologies described as "new media" are digital, often having characteristics of being manipulated, networkable, dense, compressible, and interactive.[1] Some examples may be the Internet, websites, computer multimedia, computer games, CD-ROMS, and DVDs. New media does not include television programs, feature films, magazines, books, or paper-based publications – unless they contain technologies that enable digital interactivity.

3.4.1. Brief History of New Media

In the 1960s, connections between computing and radical art began to grow stronger. It was not until the 1980s that Alan Kay and his co-workers at Xerox PARC began to give the power of a personal computer to the individual, rather than have a big organization be in charge of this. "In the late 1980s and early 1990s, however, we seem to witness a different kind of parallel relationship between social changes and computer design. Although causally unrelated, conceptually it makes sense that the Cold War and the design of the Web took place at exactly the same time."[3]

Until the 1980s media relied primarily upon print and analogue broadcast models, such as those of television and radio. The last twenty-five years have seen the rapid transformation into media which are predicated upon the use of digital technologies, such as the Internet and computer games. However, these examples are only a small representation of new media. The use of digital computers has transformed the remaining 'old' media, as suggested by the advent of digital television and online publications. Even traditional media forms such as the printing press have been transformed through the application of technologies such as image manipulation software like Adobe Photoshop and desktop publishing tools.

Shapiro (1999) argues that the "emergence of new, digital technologies signals a potentially radical shift of who is in control of information, experience and resources". Neuman (1991) suggests that whilst the "new media" have technical capabilities to pull in one direction, economic and social forces pull back in the opposite direction. According to Neuman, "We are witnessing the evolution of a universal interconnected network of audio, video, and electronic text communications that will blur the distinction between interpersonal and mass communication and between public and private communication". Neuman argues that New Media will:

- Alter the meaning of geographic distance.
- Allow for a huge increase in the volume of communication.
- Provide the possibility of increasing the speed of communication.
- Provide opportunities for interactive communication.

- Allow forms of communication that were previously separate to overlap and interconnect.

Consequently it has been the contention of scholars such as Douglas Kellner and James Bohman that new media, and particularly the Internet, provide the potential for a democratic postmodern public sphere, in which citizens can participate in well informed, non-hierarchical debate pertaining to their social structures thereby enhancing international communication and interaction. Contradicting these positive appraisals of the potential social impacts of new media are scholars such as Ed Herman and Robert McChesney who have suggested that the transition to new media has seen a handful of powerful transnational telecommunications corporations who achieve a level of global influence which was hitherto unimaginable.

Scholars, such as Lister et al. (2003) and Friedman (2005), have highlighted both the positive and negative potential and actual implications of new media technologies, suggesting that some of the early work into new media studies was guilty of technological determinism – whereby the effects of media were determined by the technology themselves, rather than through tracing the complex social networks which governed the development, funding, implementation and future development of any technology.

3.4.2. Definition of New Media

Although there are several ways that New Media may be described, Manovich (2002) defines New Media by using eight simple and concise propositions:

1. **New Media versus Cyberculture** – Cyberculture is the various social phenomena that are associated with the Internet and network communications (blogs, online multi-player gaming), whereas New Media is concerned more with cultural objects and paradigms (digital to analog television, iPhones).
2. **New Media as Computer Technology Used as a Distribution Platform** – New Media are the cultural objects which use digital computer technology for distribution and exhibition. e.g. (at least for now) Internet, Web sites, computer multimedia, Blu-ray disks etc. The problem with this is that the definition must

be revised every few years. The term "new media" will not be "new" anymore, as most forms of culture will be distributed through computers.

3. **New Media as Digital Data Controlled by Software** – The language of New Media is based on the assumption that, in fact, all cultural objects that rely on digital representation and computer-based delivery do share a number of common qualities. New media is reduced to digital data that can be manipulated by software as any other data. Now media operations can create several versions of the same object. An example is an image stored as matrix data which can be manipulated and altered according to the additional algorithms implemented, such as colour inversion, gray-scaling, sharpening, rasterizing, etc.

4. **New Media as the Mix Between Existing Cultural Conventions and the Conventions of Software** – "New Media today can be understood as the mix between older cultural conventions for data representation, access, and manipulation and newer conventions of data representation, access, and manipulation. The "old" data are representations of visual reality and human experience, and the "new" data is numerical data. The computer is kept out of the key "creative" decisions, and is delegated to the position of a technician." e.g. In film, software is used in some areas of production, in others are created using computer animation.

5. **New Media as the Aesthetics that Accompanies the Early Stage of Every New Modern Media and Communication Technology** – "While ideological tropes indeed seem to be reappearing rather regularly, many aesthetic strategies may reappear two or three times ... In order for this approach to be truly useful it would be insufficient to simply name the strategies and tropes and to record the moments of their appearance; instead, we would have to develop a much more comprehensive analysis which would correlate the history of technology with social, political, and economical histories or the modern period."

6. **New Media as Faster Execution of Algorithms Previously Executed Manually or through Other Technologies** – Computers are a huge speed-up of what were previously manual techniques. e.g. calculators. "Dramatically speeding up the execution makes possible previously non-existent representational technique." This also makes possible of many new forms of

media art such as interactive multimedia and computer games. "On one level, a modern digital computer is just a faster calculator, we should not ignore its other identity: that of a cybernetic control device."

7. **New Media as the Encoding of Modernist Avant-Garde; New Media as Metamedia** – Manovich declares that the 1920s are more relevant to New Media than any other time period. Meta-media coincides with postmodernism in that they both rework old work rather than create new work. New media avant-garde "is about new ways of accessing and manipulating information" (e.g. hypermedia, databases, search engines, etc.). Meta-media is an example of how quantity can change into quality as in new media technology and manipulation techniques can "recode modernist aesthetics into a very different postmodern aesthetics."

8. **New Media as Parallel Articulation of Similar Ideas in Post-WWII Art and Modern Computing** – Post WWII Art or "combinatorics" involves creating images by systematically changing a single parameter. This leads to the creation or remarkably similar images and spatial structures. "This illustrates that algorithms, this essential part of new media, do not depend on technology, but can be executed by humans."

3.4.3. New media in International Communication & Globalization

The rise of new media has increased communication between people all over the world and the Internet. It has allowed people to express themselves through blogs, websites, pictures, and other user-generated media.

Flew (2002) stated that as a result of the evolution of new media technologies, globalization occurs. Globalization is generally stated as "more than expansion of activities beyond the boundaries of particular nation states". Globalization shortens the distance between people all over the world by the electronic communication (Carely 1992 in Flew 2002) and Cairncross (1998) expresses this great development as the "*death of distance*". New media "radically break the connection between physical place and social place, making physical location much less significant for our social relationships" (Croteau and Hoynes 2003: 311).

However, the changes in the new media environment create a series of tensions in the concept of "public sphere"[6]. According to Ingrid Volkmer, "public sphere" is defined as a process through which public communication becomes restructured and partly disembedded from national political and cultural institutions. This trend of the globalized public sphere is not only as a geographical expansion form a nation to worldwide, but also changes the relationship between the public, the media and state (Volkmer, 1999:123).[7]

"Virtual communities" are being established online and transcend geographical boundaries, eliminating social restrictions. Howard Rheingold (2000) describes these globalised societies as self-defined networks, which resemble what we do in real life. "People in virtual communities use words on screens to exchange pleasantries and argue, engage in intellectual discourse, conduct commerce, make plans, brainstorm, gossip, feud, fall in love, create a little high art and a lot of idle talk" (Rheingold cited in Slevin 2000: 91). For Sherry Turkle "making the computer into a second self, finding a soul in the machine, can substitute for human relationships". (Holmes 2005: 184).

New media has the ability to connect like-minded others worldwide. While this perspective suggests that the technology drives – and therefore is a determining factor – in the process of globalization, arguments involving technological determinism are generally frowned upon by mainstream media studies. Instead academics focus on the multiplicity of processes by which technology is funded, researched and produced, forming a feedback loop when the technologies are used and often transformed by their users, which then feeds into the process of guiding their future development.

While commentators such as Castells espouse a "soft determinism", whereby, they contend that "Technology does not determine society. Nor does society script the course of technological change, since many factors, including individual inventiveness and entrepreneurialism, intervene in the process of scientific discovery, technical innovation and social applications, so the final outcome depends on a complex pattern of interaction. Indeed the dilemma of technological determinism is probably a false problem, since technology is society and society cannot be understood without its technological tools." (Castells 1996:5)

This, however, is still distinct from stating that societal changes are instigated by technological development, which recalls the theses of Marshall McLuhan. Manovich and Castells have argued that whereas mass media "corresponded to the logic of industrial mass society, which values conformity over individuality," (Manovich 2001:41), new media follows the logic of the post industrial or globalized society whereby "every citizen can construct her own custom lifestyle and select her ideology from a large number of choices. Rather than pushing the same objects to a mass audience, marketing now tries to target each individual separately." (Manovich 2001:42).

4.0   CONCLUSION

International communication would not have been possible or may prove difficult without the help of international media enumerated above. If an individual should leave his country to communicate with another individual in another country, international communication is yet to take place since the form of communication is not through international media and thereby could be regarded as interpersonal communication rather than international. Beside many cultural interaction and cross – cultural as well as cultural overlapping are some of the results and gains from international media.

International media are the links and source of cultural promotion from interpersonal, intercultural, and mass communication to international communication.

5.0   SUMMERY

In this unit, the focus was more on the media for international communication. The local media are limited by their contents, coverage, circulations, their scopes, as well networks. All these restrict them to their immediate environment. Going international involves covering many countries across regions. All media of communication, (Newspaper, radio, television and new media), can perform the task once they go global.

6.0   TUTOR-MARKED ASSIGNMENT

1. How do the media aid international communication?
2. Discuss the introduction of new media and its implication on international communication?
3. Can Nigeria National Dailies be regarded as international media? Discuss

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UNIT 2:   OWNERSHIP AND CONTROL OF INTERNATIONAL MEDIA

CONTENTS

1.0 Introduction

2.0 Objectives

3.0 Main Content-

4.0 Conclusion

5.0 Summary

6.0 Tutor-Marked Assignment

7.0 References/Further Readings.

1.0 INTRODUCTION

Generally, the control of the media lies in the ownership; though there is a clear distinction between media ownership and media control. Some nations can influence and control their media greatly. Powerful corporations also have enormous influence on mainstream media. In some places, major multinational corporations own media stations and outlets. Often, many media institutions survive on advertising fees, which can lead to the media outlet being influenced by various corporate interests, (the interest of the advertisers). Other times, the ownership interests may affect what is and is not covered. Stories can end up being biased or omitted so as not to offend advertisers or owners. The ability for citizens to make informed decisions is crucial for a free and functioning democracy but now becomes threatened by how media ownership and influential corporations control the media.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- Understand the ownership structure of the local media
- Understand the ownership structure of the international media
- Understand the ownership influence on international media control

3.0   MAIN CONTENTS

3.1.1   Ownership Structure of the Local Media

Ownership structure of the local media varies from one country to the other. It largely depends on the media system established by the laws of the state in which the media operate. Media systems also vary from one country to the other; it is a function of economic and political policies of the country. This invariably implies that a country that operates free economy is likely to have free media while a country that practices controlled economy is likely to have controlled media. Similarly, a country that practices communism, socialism or totalitarianism is likely to have its media either being own or control by the government or both while the country that practices capitalism is likely to have its media being controlled by the bourgeoisies.

3.1.2   Types of Media Ownerships

The ownership of local media could be broadly divided into three:
1. Public ownership
2. Private ownership
3. Joint ownership

Public Ownership: This occurs when the media industry is totally own by the government in a country. In this situation, private individuals and organisations are not allowed to own and operate mass media. The monopoly of the mass media is vested in the hand of the governments. The media is seen as the agent of the government and it is used as apparatus to favourably project the policies of such government. There is absolute control of the media and the freedom of the press only exists in the air. This ownership structure is found where communism, socialism or totalitarianism is practiced.

Private ownership: In this structure, ownership of the mass media is in the hands of the private individuals and organisations. There is free market where anybody that has the means can own and operate mass media. This is common where capitalism triumphs and free economic system is established.

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Joint ownership: It is the combination of both public and private ownership structure. The private individuals and organisations are allowed to own mass media alongside the governments but most often with conditions. Governments use the condition to exercise controls on privately own media. This system is common in a mixed economic system such as Nigeria.

3.2.0 Ownership Structure of the International Media

Ownership structure of the international media is a bit different from that of local media. Governments' influence is very limited in the ownership structure of international media. What is common here is corporate ownership of the media in which big conglomerates own and control the media.

As we have discussed above in the public ownership of the media in which governments use media to foster its policies, the big conglomerates here use media for business development. Caplan (1997) says,

> "It is useful to remind ourselves that free expression is threatened not just blatantly by authoritarian governments and all those in the private sector who fear public exposure, but also more subtly by the handful of global media conglomerates that have reduced meaningful diversity of expression in much of the globe."

— *Gerald Caplan, <u>Advancing Free Media</u>, Open Markets, Open Media forum, November 1997*

There is a cut-throat media competition as a result of the deregulation of the media industry, which brought about corporate ownership in which big conglomerates swallow small media. To be strong in order to withstand the competition in the industry, the media are now merging, acquiring, or forming conglomerate, which are tantamount to oligopoly. The idea of corporate media itself may not be a bad thing, for it can foster healthy competition and provide a check against governments. However, the concern is when there is a *concentration* of ownership due to the risk of increased economic and political influence that can itself be unaccountable.

3.2.1 Media oligopoly

An oligopoly is when a few firms dominate a market. When the larger scale media companies buy out the more smaller-scaled or local companies, they become more powerful within the market. As they continue to eliminate their business competition through buyouts or forcing them out (because they lack the resources or finances) the companies left dominate the media industry and create a media oligopoly.

3.2.2 Media Merger

Media mergers are a result of one media related company buying another company for control of their resources in order to increase revenues and viewership. As information and entertainment become a major part of our culture, media companies have been creating ways to become more efficient in reaching viewers and turning a profit. Successful media companies usually buy out other companies to make them more powerful, profitable, and able to reach a larger viewing audience. Media Mergers have become more prevalent in recent years, international media audience wondering about the negative effects that could be caused by media ownership becoming more concentrated. Such negative effects that could come into play are lack of competition and diversity as well as biased political views

Aina (2003) explains the two forms of media ownership above under vertical and horizontal integration.

3.2.3 Interlocking directorates

Interlocking directorates is also another issue. Interlocking is where a director of one company may sit on a board of another company. As pointed out by U.S. media watchdog, *Fairness and Accuracy In Reporting* (FAIR) for example, Media corporations share members of the board of directors with a variety of other large corporations, including banks, investment companies, oil companies, health care and pharmaceutical companies and technology companies.

In these cases where directors from numerous large corporations sit on each other's boards and own or sit on boards of large media companies, he points out that conflicts of interest can be numerous.

At first thought, one might ask, what is wrong with a few companies becoming so big? Isn't that how business works? Even from a business perspective, the oligopolies or monopolies is not desirable. Considering the important role, that a free and diverse media takes on in a functioning democracy, these questions become even more important. One of the major concerns that arise from such concentration is that there are very few media owners in the mainstream that reach out to the masses. As a result, there is the risk of reduced diversity of issues and perspectives as well as undue political influence and interests from a few affecting the many.

According to McChesney (1999),

> *"Global conglomerates can at times have a progressive impact on culture, especially when they enter nations that had been tightly controlled by corrupt crony media systems (as in much of Latin America) or nations that had significant state censorship over media (as in parts of Asia). The global commercial-media system is radical in that it will respect no tradition or custom, on balance, if it stands in the way of profits. But ultimately it is politically conservative, because the media giants are significant beneficiaries of the current social structure around the world, and any upheaval in property or social relations—particularly to the extent that it reduces the power of business—is not in their interest."*

— Robert W. McChesney: The New Global Media; It's a Small World of Big Conglomerates. The Nation Magazine, November 29, 1999.

3.3.1   International Media Control

State control of the press and private sector monopolies are undermining freedom of expression and holding back the effectiveness of public service media, according to the

Council of Europe. In a new report by the CoE's human rights commissioner Thomas Hammarberg, the watchdog warned that "informed societies where different voices can be heard" were impossible without real media pluralism across the European Union.

In some member states, independent television and radio channels were still being denied licences and newspapers critical of political regimes were being prevented from printing and distributing their publications – said Hammarberg. "Other state controls are more discrete; by buying advertising space solely in 'loyal' media, governments can signal to business to follow their lead which means that independent media are effectively boycotted," he added.

> *"The increase in bureaucratic harassment and administrative discrimination is also of concern. And the concentration of media ownership in the private sector is yet another problem. If the mass media is dominated by a few corporations, the risk for bias and interference with editorial independence increases."*

Highlighting Italy as a classic example whereby government interference in the media had raised serious questions about the distribution of power in society, the commissioner said: "While Silvio Berlusconi was prime minister, he was simultaneously the biggest shareholder of the largest television company. Monopoly tendencies must be systematically countered." Emphasizing the need for a more diverse landscape of press outlets, Hammarberg called on member states to ensure that there were many different companies and owners of media companies "both public and private". Such a move would bring about a new era of investigative journalism, benefiting society by exposing corruption and boosting the knowledge of citizens – claimed the CoE.

Government control of the international media is very limited. International media are controlled by the market force which is in the hands of the very few, who control the world economy. Aina (2003) cites many authors to establish that three companies control about two-third of the television market; three publishers control the national

news magazines; and most of the local press is controlled by chains in US. He further established that in Britain, the top five companies in each media sector controlled, in the mid-1980's, 93 per cent of national newspaper sales, 66 per cent of video rentals, 59 per cent of records, cassette and CD sales and 40 per cent of book sales. This data are pointers to the fact that the control of the media are majorly from the financiers.

Bagdikian (2000) says

> *The deeper social loss of giantism in the media is not in its unfair advantage in profits and power; this is real and it is serious. But the gravest loss is in the self-serving censorship of political and social ideas, in news, magazine articles, books, broadcasting, and movies. Some intervention by owners is direct and blunt. But most of the screening is subtle, some not even occurring at a conscious level, as when subordinates learn by habit to conform to owners' ideas. But subtle or not, the ultimate result is distorted reality and impoverished ideas."*

— Ben H. Bagdikian, The Media Monopoly, Sixth Edition, (Beacon Press, 2000), pp. 35—36, 45

3.3.2   Forms of International Media Control

The control of international media is in two ways – within and outside. Therefore, it could be categorised into:

(a) Internal Control

(b) External Control

Internal Control: "He who pays the piper calls the tune". This form of control is within the media. The ownership influence on media affects the output and the management of the media. The conglomerates that own media use them to favour the parent companies and branches. Without even mounting any pressure on the media, the industry would not want to bite the fingers that feed it. Staff control is part of internal control. No matter how small, the staffs of a media outlet have certain influence on the voice of the media organisation. Reporters, editors, proofreaders, editorial board and others have certain input in the output of the international media.

External Controls: External controls are external pressure that affect directly or indirectly the output of international media. External controls are of various kinds and it ranges from:

- Government control;
- International organisation control;
- Advertisers' control;
- Legal control;
- Audience control; to
- Competitors control

Government control: In whichever country an international media operates, the government of the country would have certain influence on such media whether the media are owned by the government or otherwise. The control is even absolute if the media are owned by the state. For example, Following Sunday's elections to the Russian Duma, news reports abound of the wave of opposition protests that have hit Russia's current and historic capitals, Moscow and St. Petersburg. In demonstrations unprecedented in the past decade, thousands of protesters have taken to the streets chanting "Russia without Putin!" and calling for the vote to be annulled. And for the third day in a row, authorities have sent police and interior military troops to disperse and detain the civilian protesters, as the independent news website *Lenta* reports. As of Tuesday, at least 500 were in police custody, including several independent journalists detained while reporting on the rallies, the independent business daily *Kommersant* reported. But whereas independent media, in print and online, has carried protest coverage (including tweets from the protest sites and police stations), those in Russia without access to the Internet or independent media have hardly heard of the clashes in Moscow and St. Petersburg. The reason is simple: state-owned and state-controlled broadcasters--media with the highest penetration in the country--have chosen to ignore the topic altogether, the BBC reported. As of midday Wednesday in New York, news programs aired by Russia's Channel 1 and Vesti (both state-owned) contained zero reports of the protests, CPJ research showed.

The policies formulated by the government of a particular state affect the activities of the media in one way or the other especially when there is rivalry either within the country or between the country and others.

International organisation control: International organisations, through international laws and policies formulation control international media. Laws that affect international boundaries and airwaves could be used by the organisation like United Nations to limit or extend the reach/coverage of an international media. African Union (AU) would also have certain influence on Pan-African News Agency as regard the nature, direction and distribution of news coverage especially when there is crisis in Africa.

Advertisers' control: Advertisement is the financial backbones of the majority of the international media. In order to establish cordial relationship with the advertisers, some of the international media manage their outputs to ensure they are favourable to their clients, (advertisers).

Legal control: There are set-up laws and guiding principle for the media operation which varies from state to state. Besides, there are international laws that stipulate global media operation. These and many more affect international media operation in one way or the other.

Audience control: Media audience is one of the key agents that control international media. Media audience determine what they want to read, hear or watch. With this consumption power vested on the media audience, media outputs follow what the media audience considered consumable. As production companies and firms would want to satisfy consumers' needs so as to accrue more customers and eventually get the target proportions of the market or become market leaders, the international media do similar to the media audience market objectively. This gives the audience says in what the international media publish, produce and air for their consumptions. Their dissatisfactions of the media outputs are even voiced and reinforced by the same media.

Competitors' control: The economists believe that market competition always leads to better productions and services. In the international media industry, standards are set by the leading media for others. Some international media are perceived as credible because of their antecedent performances, which are infallible while the outputs of some media are always subjected to verification. For example, BBC news release about Nigeria is given preference by the Nigerians to that of news media in Nigeria. To meet the standard set by the leading media in order to compete favourably with them, the operations of the competing media are greatly influenced in term of programmes quality, news verification and information gathering tentacles enhanced.

4.0   CONCLUSION

Media ownership and control in the international arena has more of economics and political influence. The answer to the question, "who owns and controls international media", is simply, "those who are in charge of world economic and political power. The developed nations control the international media and decide the size and value of information that others get.

5.0   SUMMARY

This unit focused more on the ownership influence on the international media. From the discussions, we have seen that the ownership of majority of the international media is in the hand of few conglomerates who dominated the media industry. We noticed that the concentration of the international media in few hands has limited the rate of competition in the media industry and thereby leaves the international media outputs wanting of credibility. The reason for this is that those who own the media use them to support their business and government as the case may be.

6.0   TUTOR-MARKED ASSIGNMENT

1. Why do you think the ownership of international media is concentrated in few hands?

2. Who controls international media?

3. What influence do you think governments of various country have on media outputs

4. Discuss the effect of internal control of international media on the media outputs?

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UNIT 3: IDEOLOGIES OF THE INTERNATIONAL MEDIA

CONTENTS

1.0   INTRODUCTION

Most media scholars believe that media texts articulate coherent, if shifting, ways of seeing the world. These texts help to define our world and provide models for appropriate behaviour and attitudes. How, for example, do media products depict the "appropriate" roles of men and women, parents and children, or bosses and workers? What defines "success," and how is it achieved? What qualifies as "criminal activity," and what are the sources of crime and social disorder? What are the underlying messages in media content, and whose interests do these messages serve? These are, fundamentally, questions about media and ideology.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

- Understand what constitute media ideology
- Discuss the relationship between some media ideologies i.e. culture, globalisation etc.
- Explain Intercultural communication principles

3.1.0   Understanding International Media Ideology

Most ideological analyses of mass media products focus on the content of the messages—the stories they tell about the past and the present— rather than the

"effects" of such stories. In this unit, we focus primarily on media selection of international news through which international media agenda are set.

3.1.1　What Is Ideology?

Ideology is a decidedly complicated term with different implications depending on the context in which it is used. In everyday language, it can be an insult to charge someone with being "ideological," since this label suggests rigidity in the face of overwhelming evidence contradicting one's beliefs. Ideology is not restricted to belief or pattern set to execute or achieve set of goals; it also encompasses logical reasoning instrumental to convincing traditions towards certain motives. Ideology varies from discipline to discipline and could connote both positive and negative meaning.

If you critically examine the ideology of the media, you will understand that media ideology most often reflects the ideology of the media ownership. When scholars examine media products to uncover their "ideology," they are interested in the underlying images of society they provide. In this context, an ideology is basically a system of meaning that helps define and explain the world and that makes value judgments about that world. Ideology is related to concepts such as *worldview, belief system,* and *values,* but it is broader than those terms. It refers not only to the beliefs held about the world but also to the basic ways in which the world is defined. Ideology, then, is not just about politics; it has a broader and more fundamental connotation.

Media ideology is the product of how messages (media products) are used either to fulfil a certain objectives or to trigger a new one. A media message, whether in print or on air is very fragile. The ideologies of those that control the media determine how such messages are managed. The ideology behind media messages does not make such messages unreal, though most often affects its credibility in certain circumstances, the message remains unchanged.

In this case, the question is not whether such media images are "realistic" depictions because analysts of ideology generally perceive the definition of the "real" as, itself, an ideological construction. Which aspects of whose "reality" do we define as the most real? Those that are the most visible? The most common? The most powerful? Instead

of assessing the images and making some judgment about levels of realness, ideological analysis asks what these messages tell us about ourselves and our society.

Media ideology depict where media place its interests. Media ideology can be apolitical if the ideology reeks of politics. Sometime, its emphasis may be on economic, placing economic perspective as the priority.

3.1.2   Ideology in Media Studies

Ideology is a difficult - but important - concept to grasp. Simply put, it is the ideas behind a media text, the secret (or sometimes not-so secret) agenda of its producers. It is important to be able to identify the different ideological discourses that may be present in even an apparently simple photograph.

In sociological terms, ideology is a body of ideas or set of beliefs that underpins a process or institution and leads to social relations. These sets of beliefs are those held by groups within society, and the prevalent ones are those held by the ruling/dominant groups.

3.1.3   Dominant ideology or hegemony

The view of the powerful are most often considered as the accepted way of life in our society. Is it that the so-called powerful are wiser? Not really! Their voices are respected because some key factors have earned them some advantages and placed them ahead others. Among such factors are:

a. Wealth
b. Education advantage
c. Political power
d. Age and experience
e. Location or family
f. Might or physical power
g. Intellectual superiority
h. Influence
i. Spiritual/religious power

In any society the accepted and agreed beliefs are those of the ruling class. Hegemony cut across all levels of the society (both micro and macro). The micro societal hegemony influencing media and information flow at local national level while macro societal hegemony influence international media coverage and information flow.

Ideological Discourse

These are the issues/attitudes debated over in the Media which form part of the everyday ideological discourse in our society. The views taken on these subjects form the basis of our social rules and practice:

- education
- employment
- gender
- sexuality
- racism
- feminism
- nationalism/national identity
- youth/age
- left wing/right wing politics
- environmentalism
- public/personal reality
- crime and punishment etc

3.1.4 Ideological superiority and media influence

The growth in the civilisation has placed the western world at an advantage over others. The access the region has to information and what to make out of the information rob others of the equal coverage, and the direction of the information flow which most often present more negative about the developing nation. Ideology is like all the other forms of image manipulation described. It involves meanings and stories that embody claims about whether things are of positive or negative value. It also lays out action-programs, for what can and should be done, which it depicts as of positive value.

Like the other forms of image manipulation, the claims of ideology are embedded and implicit in communications, in addition to being made explicit. In part, they take the form of implicit justifications or legitimations for whatever is being communicated and done.

In the case of the news media, ideology is embedded in everything it does, in the form of the implicit claims it makes about the nature and validity of its enterprise, and the reasons it has for various kinds of action. All these claims, together, form a coherent ideology that protects the news media's prerogatives and position.

Here are a few additional elements of news ideology:
- The idea that public figures have an obligation to answer to journalists and answer their questions, as part of their public accountability to the public.
- The idea that the news media is the fourth estate, playing a watchdog role on government and power.
- The idea that the most important thing journalists cover are the arenas of government and politics.
- The idea that journalists are the messenger only; that they report, rather than acting.
- The idea that there is an objective account of events that all reasonable observers would agree with.
- The idea that journalists are not beholden and should not be beholden to the business side of the organization and to management and ownership.
- The idea that journalists should tell both sides.
- The idea that journalists can and should leave their biases out of their stories.
- The pretence that there is no staging or conspiring to improve on stories between journalists and those they cover.
- The idea that progress is good. All the ideas about what audiences accept as good, which can then be presumed in stories.

As you can see from this very quick and partial list, ideology permeates the entire realm of journalism. Ultimately, we can describe the entire system of thought embodied in these, mostly implicit, claims and we can do the same thing for political

groups, corporate marketing programs, and so on. We can also do it for society at large. Ultimately we end up describing what some refer to as the social construction of "reality."

3.2.0   Communication and Cultural Globalization

The analysis of the effects of the explosion in international communication had been mainly preoccupied with the economic dimensions of globalization at the expense of cultural aspects of interactions between and among the world's peoples. Is globalization another term of Americanization? The general pattern of the media ownership indicates that the west, led by the USA, dominates the international flow of information and entertainment in all major media sectors. But what is the impact of such one way flows of global information and entertainment on national and regional media cultures? It has been argued that international communication and media are leading to the homogenization of culture, but the patterns of global/national/local interaction may be more complex.

3.2.1   Globalization of western culture

As detailed in the previous lessons the global communication hard and software industries are owned by a few transnational corporations, notably those based in the USA. So firstly we study about the Americanization.

3.2.2   Americanization

Americanization is the term used for the influence the United States of America has on the culture of other countries, resulting in such phenomena as the substitution of a given culture with American culture. When encountered unwillingly or perforce, it has a negative connotation; when sought voluntarily, it has a positive connotation.

The spread of American media including TV, film and American music artists, has been the main component of Americanization of other countries. American TV shows are broadcast around the world. Many of the shows are broadcast through American broadcasters and their subsidiaries such as HBO Asia, CNBC Europe, Fox Channel

and CNN International. All of what is known as the "big four" American broadcasters have international distributors, for example HBO broadcasts to over 200 countries. Many of these distributors broadcast mainly American on their TV channels. According to a recent survey by Radio Times The Simpson, Lost and Desperate Housewives are among the most watched shows, with CSI being the most watched show among the surveyed 20 countries. American films are also extremely popular globally. All of the top 20 grossing films ever are American made or have an American influence, either through publishers, cast or financiers. Titanic is currently the biggest grossing film worldwide without adjusting for inflation, it currently holds the top grossing film title in various countries including England, Germany, France, Spain among others. Adjusting for inflation, the highest grossing film of all time is gone with the Wind. Often part of the negotiating in free trade agreements between the America and other nations involve screen quotas. One such case is Mexico, after abolishing their screen quotas after the establishment of NAFTA with the US.

Recently Korea has agreed to reduce its quota under pressure from America as part of a free trade deal. Many American artists are known throughout the world; artists such as Frank Sinatra, Michael Jackson and Elvis Presley are recognized worldwide and have sold over 500 million albums each. Michael Jackson's album Thriller is at 100 million sales the biggest selling album of all time

3.2.3   Westernization
Westernization is a process whereby non-western societies come under the influence of "Western culture" in such matters as industry, technology, law, politics, economics, lifestyle, diet, language, alphabet, religion or values. Westernization has been a pervasive and accelerating influence across the world in the last few centuries. It is usually a two-sided process, in which western influences and interests themselves are joined by a wish of at least parts of the affected society to change towards a more westernized society, in the hope of attaining western life or some aspects of it. Westernization can also be related to the process of acculturation.

Acculturation refers to the changes that occur within a society or culture when two different groups come into direct continuous contact. After the contact, changes in

cultural patterns within either or both cultures are evident. In popular speech, Westernization can also refer to the effects of Western expansion and colonialism on native societies.

For example, natives who have adopted European languages and characteristic Western customs are called acculturated or westernized. Westernization may be forced or voluntary depending on the situation of the contact. Different degrees of domination, destruction, resistance, survival, adaptation, and modification of the native culture may follow interethnic contact. In a situation where the native culture experiences destruction as a result of a more powerful outsider, a "shock phase" often is a result from the encounter. This shock phase is especially characteristic during interactions involving expansionist or colonialist eras.

3.3   Intercultural communication principles

Intercultural communication principles guide the process of exchanging meaningful and unambiguous information across cultural boundaries, in a way that preserves mutual respect and minimizes antagonism. For these purposes, culture is a shared system of symbols, beliefs, attitudes, values, expectations, and norms of behaviours. It refers to coherent groups of people whether resident wholly or partly within state territories, or existing without residence in any particular territory. Hence, these principles may have equal relevance when a tourist seeks help, where two well-established independent corporations attempt to merge their operations, and where politicians attempt to negotiate world peace. Two factors have raised the importance of this topic:

• Improvements in communication and transportation technology have made it possible for previously stable cultures to meet in unstructured situations, e.g. the internet opens lines of communication without mediation, while budget airlines transplant ordinary citizens into unfamiliar milieux. Experience proves that merely crossing cultural boundaries can be considered threatening, while positive attempts to interact may provoke defensive responses. Misunderstanding may be compounded by either an exaggerated sensitivity to possible slights, oral exaggerated and over-protective fear of giving offence;

• Some groups believe that the phenomenon of globalization has reduced cultural diversity and so reduced the opportunity for misunderstandings, but characterizing people as a homogeneous market is simplistic. One product or brand only appeals to the material aspirations of oneself selecting group of buyers, and its sales performance will not affect the vast multiplicity of factors that may separate the cultures.

4.0   CONCLUSION

Media ideology is dynamic and varies directly proportional to the ownership structure of the media, the media system in operation, the influence of the media control, as well as the media agenda. No doubt that media ideology affects the direction of the news flow as well as the contents.

5.0   SUMMARY

We have seen in this unit that every media outlet has an ideology upon which its activities depend. We have also discussed that the influence of media ideology is perceived in the media outputs and debatable programmes such as gender issues, wars and conflicts, education, cultural issues, and many more. The ideology of western media as regard cultural domination, which is branded as Westernization, Americanization or cultural globalization formed a part of the discussions in this unit. The principles of intercultural communication ideology were also highlighted so that you can understand the basis and dimension of media ideology.

6.0   TUTOR-MARKED ASSIGNMENT
1. Present your understanding of media ideology?
2. Highlight the elements of news ideology?
3. What are the relationships between Westernisation and Americanisation?

7.0   REFERENCES/FURTHER READINGS.

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UNIT 4   NATURE OF THE INTERNATIONAL MEDIA NETWORK, COVERAGE AND REACH

CONTENTS

1.0   INTRODUCTION

Media coverage is relational. It depends on the size and capability of the media outfit or the philosophy, mission and vision of the organisation. For example, as in the production industry, where some producing firms would only focus on the certain segments of the market and some others aim to be the market leaders, the mission of some media outfit is to cover certain area. Some others form conglomerate to gain international recognition and to extend their tentacles beyond the limited areas they cover earlier. The distribution of the media output far and wide and the event coverage beyond a region make the distinction between local and international media.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

- Discuss the nature of international media network
- Explain the length of international media coverage
- Calculate international Media Reach and Rating

3.0   MAIN CONTENT

3.1   International Media Network

Media network has to do with broadcasting of the produced media messages through a particular channel or frequency. Network is the total area capture by a channel or a media station as it is stipulated in the licence given to the station. Some stations are given licence to cover wider area while some are restricted to their immediate environment. Media network is peculiar to the broadcast media, primarily television and radio. The similar term in the print media is circulation. In Nigeria for example, majority of television stations transmit within the state in which they operate. Most of the radio transmissions distances depend on the modulation as well as the frequencies trough which they transmit. The emergence of cable television has today make majority of local stations go international. Stations that broadcast within their local, state, or regional bound are today listened to or watched globally. This alone does not qualify the stations as international stations. Other factors will be discuss in the subsequent sub-topic

3.2.1   International Media Coverage

No single station no matter how giant has ever or would ever cover the nooks and crannies of the universe. International media coverage does not mean to cover all events in every part of the globe but the extent to which major happenings that shake the world are adequately covered. Some international media have wide tentacles – as many as foreign correspondents and reporters, while some others largely depend on news agency, other international media and web information. The leading international media most often break news and as a result enjoy higher patronage and audience trust.

3.2.2   What Makes an International Station?
1. **The media coverage and output must not be culturally bound:** the focus of international media is beyond a cultural domain. The consumers of the international media output cut across various cultures and therefore their taste of the media output should not be restricted to the alien culture or be dominated by the foreign culture.

2. **The networks must not be regionally bound:** the essence of production is defeated if the media cannot reach the world beyond the region where it operates. The media network must messages meant for international consumption

3. **The language must not be locally limited:** Dialects or languages that are limited to small groups would subject news or messages of international value to local ones. The language(s) that the international stations use to broadcast or publish must be one of the international languages, commonly: English, Arabic, French, etc.

Television Coverage

Television coverage of international news is no more as concentrated as before. As more and more international stations join the queue, access to international news and balanced report is becoming priority. Earlier, only the few televisions representing western world dominate the scene. The coverage of international events such as wars, sports, and policies is at their mercy and others are fed with what the few considered right information to be ditch out. The notable among the media are:

a. British Broadcasting Service
b. CNN
c. Aljazeerah

Radio Coverage

The case of radio coverage differs from television. In telecommunications, the coverage of a radio station is the geographic area where the station can communicate. Broadcasters and telecommunications companies frequently produce coverage maps to indicate to users the station's intended service area. Coverage depends on several factors, such as orography (i.e. mountains) and buildings, technology and radio frequency. Some frequencies provide better regional coverage, while other frequencies penetrate better through obstacles, such as buildings in cities. Radio waves travel wider than television network. That is the reason why some radio station on short waves reach beyond the boundaries of the region in which they operate.

Press Coverage

Newspapers are majorly boundary limited. Circulation of many news prints is within the country in which they publish. Only very few newspapers sell outside their territory. Even in the neighbouring countries where there is not much language difference, circulation beyond national boundaries are not encouraged.

Barriers to International Media Coverage

a. Language
b. Government policies
c. International policies
d. Ownership policies
e. Cultural differences
f. Economic factor
g. Legal consideration

4.0   CONCLUSION

International media coverage largely depends on the extent that a news medium covers international happenings. International media are wider in scope, coverage as well as reach than national or local media. Some factors are also put into consideration before a medium could be considered of international standard. Such factors mostly centred on content, coverage, and reach.

5.0   SUMMARY

You would have noticed in this unit that not all news media are of international when scope, content, coverage and reach are considered alongside the ownership philosophy. It is more than just reporting news from two or more countries to meet international standard, international media have wider tentacles to link nations together by covering and sharing information beyond a boundary.

6.0   TUTOR-MARKED ASSIGNMENT

1. How do you think a news station can go global?
2. Discuss your own understanding of international media networks?

3. In your view, what do you think can constitute problem to effective international media coverage of happenings around the globe?

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MODULE THREE

Module 3   **INTERNATIONAL MEDIA MESSAGES AND AUDIENCE**

UNIT 1:   SOURCES OF INTERNATIONAL NEWS

CONTENTS

1.0 Introduction

2.0 Objectives

3.0 Main Content

       3.1   The concept of international news source

       3.2   Forms of international news sources

4.0 Conclusion

5.0 Summary

6.0 Tutor-Marked Assignment

7.0 References/Further Readings.

1.0   INTRODUCTION

International news sources can be likening to local or national news source. News gathering is the most tasking aspect of journalism because it requires the application of almost all ethics of the profession. If there is an error at the point of gathering news, then the news is likely to be biased, subjective, has some elements of lies, dead, or not of public interest. You will also agree that sources of news determine most often the value of news. The interests of the news source affect news structure and flow. It is therefore necessary to discuss how international news stories are generated through news sources in order to establish its effect on international news flow.

2.0 OBJECTIVES

After a proper study of this unit, students are expected to:

1. Define international news source

2. Identify international news sources

3. Understand how international news are sourced

4. Understand the effect of news sources on international news flow

3.0 MAIN CONTENT

3.1 The concept of international news source

International news source are the avenues through which international news are generated. Much of the happenings around the world are presented in the international media though of varying proportion depending on who owns the means – media. Since some local and national news can graduate to the level of international news most especially if they are of international interest, it implies that news sources at local and national level are also relevant at international level. They sometimes used to authenticate some international news items as they are closer and sometimes have first-hand information.

3.1 FORMS INTERNATIONAL NEWS SOURCES

There are several means through which international news are garnered. You will be exposed to few that are very common. There are many other relevant sources aside those mentioned herein, only that they are not as pronounced as those highlighted.

1. **Government source:** government at various levels constitute news source. Messages issued by government are most often of international news worthy. Also bilateral relationships between governments become issues of international interest and as a result, any document attributed to such relationships requires from governments involved authentication for international news consideration.

2. **International News Correspondents:** international news correspondents are international media staff, adjuncts, freelancers, who gather international news items in the various regions they cover. They are similar to local reporters on beat assignments except that they cover wider areas than local reporters. They are referred to foreign correspondents at the national level. International news correspondents work in accordance with media system that works in the country they cover since media systems and the regulation that guard its conduct vary from country to country. Besides, international news correspondents work or relate with local news source to have a better coverage

of the wider beat. Also, international news correspondents are very versatile in one or more of international languages. Their reportages are consumed internationally, it therefore necessitates that they have the international language in which they report well-polished. Again, are more concerned with news of international interest whether of local, national or international content.

3. **Internet/Interconnectivity:** news sources are numerous and more effective nowadays that the entire world is linked. More than fifty-per-cent of international news are broken on the internet. With the aid of satellites mount in the atmosphere, happenings around the world are monitored. Information are sourced and shared instantaneously across the universe. Internet is therefore acts as medium, source as well as store tank of information. The credibility of internet as a source of international news is questionable. The reason is the same with local and national news. Internet allows information access as well as contribution. It does not separate truth from falsehood and not as regulated as other news media.

4. **Local and national media:** while gathering international news, local and national media are cited as sources. International media sometimes rely on information from the local or national media of the country being covered. Most often, such information are more credible because such local media are closer to the scene of the events than the foreign media. Besides, local media understand the people, culture, tradition and the general environment of the event which place them in better position to understand the root causes and likely effects of the news than the foreign media or their staff.

5. **Eyewitnesses, on-lookers and the interviewees:** individuals who have and ready to give information on issues also constitute international news sources. Like local and national news source, eyewitnesses are vital information sources because they have first-hand information which are used to authenticate news stories. Interviewees may not witness the scene of the event but rather they are experts on the field related to the incident or event on vogue.

6. **Victims:** these are people, places or other things upon which news stories revolved. In some texts, only the surviving people among the victims are regarded as news sources. This is not true. Though the dead and non-human cannot testify or answer some question related to the event, the remnants of the victims authenticate news more than the surviving victims. Also, remnants of the non-living objects do the same. Such remnants are:

a. State of the battlefield

b. Recovered ammunitions

c. Remnants of the burnings

4.0 CONCLUSION

International news sources are numerous and highly significant to news gathering at the international level. There is no gainsaying that there is no news without news sources. They are the essence of news production. The essence of news sources is much felt in news authentication. You will find a news item insignificant and incredible if it is not attributed to a particular news source. They serve as avenues through which are gathered and as well act as news authenticators.

5.0 SUMMERY

This unit discusses one of the vital aspects of international communication, which is the international news source. In many text of international communication, it is overlooked and considered insignificant. You should note that how a news item is generated says a lot about the credibility and authenticity of such news item. That is why this unit highlighted and discussed some of the international news sources as you have read above

6.0 TUTOR-MARKED ASSIGNMENT

1. Discussed with relevant example where appropriate some key international news sources?

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UNIT 2:   FLOW OF INTERNATIONAL MEDIA MESSAGES

CONTENTS

1.0 INTRODUCTION

The direction of international news and how each country is covered depend on the influence such a country has in the international relations to others. The relationship and influence with other countries may be in term of economy, power, including media advantage.

2.0 OBJECTIVES

After a proper study of this unit, students are expected to:

1. Understand the pattern of international news flow
2. Identify under- reported and over-reported countries
3. Understand the factors that affect news direction and flow

3.0 MAIN CONTENT

3.1 Concept of news flow

News flow is the movement of news from one direction to the other. In the news pattern, somebody produce the news while some others consume it. At the local and national level, news move from the media to the consumers who are simply the media audience. But at the international level, news flow from the media of a country to other countries. The patterns of international news flow are:

a. **Vertical news flow:** it is a master-servant form of information sharing. News flows from the powerful countries which have media advantage to the less privileged others. This pattern is not favourable to the developing countries as they are at the receiving end while the news producers determine the contents. In this form of news flow:

   1. All voices are not equally represented
   2. Information is skewed
   3. Information is imbalanced
   4. Full under-reportage
   5. Full of over-reportage
   6. There is fear of cultural dominance or acculturation
   7. Full of propaganda

   There are two forms of vertical news flow:
   1. Top-down vertical flow
      Under this, the news generated and produced by the powerful countries which are at the top are sent to the less-privileged countries who are at the bottom.

Powerful Countries


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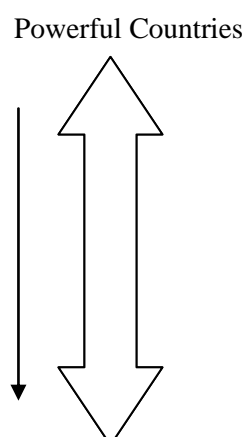
Less-privileged countries

2. Bottom-up

Under this, news are generated and produced by the less-privilege countries and sent up to the powerful countries. You will understand that it is easier flow down than to climb up. It is either the news does not get the countries on-top or its effects and values are lost before it reaches the consumers.

Powerful Countries
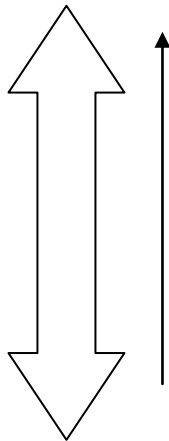
Less-privileged countries

b. **Horizontal news flow:** this form of news flow is between news sources and news consumers of equal strength. Neither the news producer nor the news consumer has dominant power over each other. Horizontal news flow allows a level playground for the parties involved. Countries contribute and receive information in the same level.

News producer   News consumer
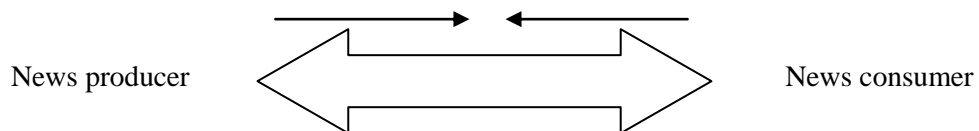
In this form of news flow:

1. All voices are equally represented
2. Information is not skewed
3. Information is balanced
4. No under-reportage
5. No over-reportage
6. No fear of cultural dominance or acculturation
7. Not full of propaganda

c. **Horizontal/vertical news flow:** this is in-between vertical and horizontal news flow. The form of news flow comprises the characteristic of the duo earlier discussed. The world powers are now trying to balance the international media coverage of the developing countries perhaps as a result of the New World Information and Communication Order (NWICO), which will be discussed in the later module. Yet, more than ninety per cent of the reportages are negative. This still reflect information monopoly of the world power. This argument could be supported by the findings of a research carried out by Wayne Wanta, assistant professor in the School of Journalism, University of Oregon and Yu-Wei Hu (Ph.D), Southern Illinois University, on "The Agenda-Setting Effects of International News Coverage: An Examination of Differing News Frames"

In the study, the agenda-setting impact of international news was examined by comparing the coverage of 15 categories of international news in four news media (the *New York Times*, ABC, CBS, and NBC) with the level of public concern with international problems as recorded by all 41 Gallup organization's most important problem polls conducted from 1975 to 1990. The findings suggest that the way in which international news is framed in news reports may determine the magnitude of salience cues. Four categories of news coverage demonstrated the strongest agenda-setting influence: international conflicts

involving the United States; terrorism involving the U.S.; crime/drugs; and military/nuclear arms. Generally, the results support previous findings which concluded that stories with high degrees of conflict and stories with concrete presentations (by including Americans in the stories) have the strongest agenda-setting impact. In addition, two news categories—international trade not involving the United States, and politics not involving the United States— correlated negatively with public concern for two of the news media. This result suggests that press coverage, besides increasing public concern with certain issues, can also *decrease* concern. Certain categories of news, such as stories dealing with international politics and trade, can give individuals cues that the international arena is functioning quite smoothly. These types of international news stories show individuals that international problems are not really serious problems at all. Wanta & Hu (1993)

4.0   CONCLUSION

International news flow is not favourable to the less privilege countries as the powerful countries dominate the scene. News flow in the century is monopolised until twenty-first century when the call for World Information and Communication Order was rigorously pursued. The vertical flow which was in form of master-servant relationship was a bit shifted to allow the unheard voice just little chances.

5.0   SUMMERY

In this unit, you should have noticed how the world powers dominate the information market as a result of the influence and control they have on the world media and economy. You will also notice that vertical and horizontal flow are directly opposite as their characteristics portrayed. The third, horizo-vertical is just a mediate form to check the excesses of the first two.

6.0   TUTOR-MARKED ASSIGNMENT

1. What do you understand by the concept of news flow?
2. Discuss differentiate vertical flow of information from horizontal flow?
3. Which of the information flow will you consider favourable to the developing countries? Discuss why.

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UNIT 3   **DYNAMICS OF INTERNATIONAL MEDIA AUDIENCE**

CONTENTS

1.0   INTRODUCTION

Audience is another element that determines types and modes of media operation. Some newspapers focus on local audience, some on national audience and some others on regional or international audience. The audience in focus plays prominent roles in the type of information published, the language, and the general content of the newspaper. It is therefore necessary to study the forms and dimension of the audience to understand the differences in the categories of audience.

2.0 OBJECTIVES

After a proper study of this unit, students are expected to:

1. Understand the characteristics of international audience
2. Identify various forms of audience

3.0 Main Content

3.1   Definition and Understanding of International Media Audience

'Audience' is a very important concept throughout media studies. All media texts are made with an audience in mind, i.e. a group of people who will receive it and make some sort of sense out of it. And generally, but not always, the producers make some money out of that audience. Therefore it is important to understand what happens when an audience "meets" a media text.

Constructing Audience

When a media text is being planned, perhaps the most important question the producers consider is "Does it have an audience?" If the answer to this is 'no', then there is no point in going any further. If no one is going to watch/read/play/buy the text, the producers aren't going to make any money or get their message across. Audience research is a major part of any media company's work. They use questionnaires, focus groups, and comparisons to existing media texts, and spend a great deal of time and money finding out if there is anyone out there who might be interested in their idea.

It's a serious business; media producers basically want to know their audience and audience potentials, a method of categorising known as **demographics**. Such things to known about the audience are:

- income bracket/status
- age
- gender
- race
- location, and
- needs

Once they know this they can begin to shape their text to appeal to a group with known reading/viewing/listening habits.

One common way of describing audiences is to use a letter code to show their income bracket:

A	Top management, bankers, lawyers, doctors and other highly salaried professionals
B	Middle management, teachers, many 'creative' e.g. graphic designers etc.
C1	Office supervisors, junior managers, nurses, specialist clerical staff etc
C2	Skilled workers, tradespersons (white collar)
D	Semi-skilled and unskilled manual workers (blue collar)
E	Unemployed, students, pensioners, casual workers

They also consider very carefully how that audience might react to, or engage with, their text. The following are all factors in analysing or predicting this reaction.

AUDIENCE ENGAGEMENT	This describes how an audience interacts with a media text. Different people react in different ways to the same text.
AUDIENCE EXPECTATIONS	These are the advance ideas an audience may have about a text. This particularly applies to genre pieces. Don't forget that producers often play with or deliberately shatter audience expectations.
AUDIENCE FOREKNOWLEDGE	This is the definite information (rather than the vague expectations) which an audience brings to a media product.
AUDIENCE IDENTIFICATION	This is the way in which audiences feel themselves connected to a particular media text, in that they feel it directly expresses their attitude or lifestyle.
AUDIENCE PLACEMENT	This is the range of strategies media producers use to directly target a particular audience and make them feel that the media text is specially 'for them'.

AUDIENCE RESEARCH	Measuring an audience is very important to all media institutions. Research is done at all stages of production of a media text, and, once produced, audience will be continually monitored.

Audience reaction to even early versions of a media text is closely watched. Hollywood studios routinely show a pre-release version of every movie they make to a test audience, and will often make changes to the movies that are requested by that audience.

Creating Audience

Once a media text has been made, its producers need to ensure that it reaches the audience it is intended for. All media texts will have some sort of marketing campaign attached to them. Elements of this might include

- posters
- print, radio, TV and internet advertisements
- trailers
- promotional interviews (e.g. stars appearing on chat shows, information leaked to Internet bloggers)
- tie-in campaigns (e.g. a blockbuster movie using McDonalds meals)
- merchandising (t-shirts, baseball caps, key rings)

Marketing campaigns are intended to create awareness of a media text. Once that awareness has been created, hopefully audiences will come flocking in their hundreds of millions.

Counting Audience

Different types of media texts measure their audiences in different ways. The easiest way is to count the number of units sold e.g. for a video game or a downloaded song.

Film	Figures are based on box office receipts, rather than the number of people who

	have actually seen the movie. Subtract the production costs of a movie from the box office receipts to find out how much money it made, and therefore how successful it has been in the profit-driven movie business. Be aware that a film which does not cost much to make and takes even a modest amount at the box office can be considered a greater success than a big action movie which cost more, has a bigger set of box office receipts (ie lots more people went to see it) but has a smaller profit margin. Also be aware that film companies are very coy about publishing production costs of a movie, and that they rarely include the cost of a film's marketing budget, which is probably at least a third again of the production costs, and is frequently more. in some cases, the marketing budget may exceed the cost of originally making the film, especially for an indie hit that is picked up for mainstream distribution
Print	Magazines and newspapers measure their **circulation** (i.e. numbers of copies sold). They are open about these figures - they have to be as these are the numbers quoted to advertisers when negotiating the price of a page.

Radio/TV	Measuring the number of viewers and listeners for a TV/Radio programme or whole station's output is a complex business. Generally, an audience research agency (eg BARB) will select a sample of the population and monitor their viewing and listening habits over the space of 7 days. The data gained is then extrapolated to cover the whole population, based on the percentage sample. The numbers obtained are known as the **viewing figures** or **ratings**.
Internet	Internet sites measure the hit rate of a page or site. Code inserted into the site collects information on the number of visitors, whether they are visiting for the first time or returning, and how many other pages they visit within a site. This information is used to measure the success of a site or page, and to calculate the rates charged for advertising.

4.0 CONCLUSION

Studying media audience is like studying the consumers in the production market. As the consumers are the prime target of any production, audience is the prime target of the media whether local, national or international. Media consider audience before, during and after production to get feedback on the information dished out.

5.0 SUMMARY

This unit discusses the characteristics of media audience. You should note that the same audience that consume local and national news do consume international news but with different mind, belief, attitude and orientation. All these depend on proximity, prominent, interest, and the disposition of the government of each nation to such news. Audience characteristics are identified and how each media measure its audience are discussed.

6.0 TUTOR-MARKED ASSIGNMENT

1. Identify and discuss the characteristic of international media audience?
2. How can you differentiate local audience with international audience?
3. Discuss with examples how media measure its audience.

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INTERNATIONAL NEWS AGENCIES AND OPERATION

UNIT 1:   UNDERSTANDING NEWS AGENCY

CONTENTS

1.0 Introduction

2.0 Objectives

3.0 Main Content- The concepts

      3.1   What is News Agency?

      3.2   Forms of News Agency

      3.3   Ownership and control of news agencies

4.0 Conclusion

5.0 Summary

6.0 Tutor-Marked Assignment

7.0 References/Further Readings.

1.0   INTRODUCTION

It not possible for mass media, whether local, national or international, to have enough staffs, who cover the nook and cranny of the chosen markets. That is one of the reasons why media depend on other sources of news such as news agency. News can be bought or exchanged based on the agreement between the parties involved. Since a medium cannot effectively function independently, it requires that such medium rely on news agency to fulfil all righteousness.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

- Know news agency is and what is not
- Explain how news agencies operate
- Identify and discuss forms of news agencies
- Understand the ownership and control of news agencies

3.0   MAIN CONTENTS

3.1.1   What is News Agency?

A news agency is an organization of journalists established to supply news reports to organizations in the news trade: newspapers, magazines, and radio and television broadcasters. They are also known as wire services or news services.

A news agency can also mean an organization of journalists established to supply news reports to news organizations: newspapers, magazines, and radio and television broadcasters. Such an agency may also be referred to as a wire service, newswire or news service.

3.1.2   The era of news agencies

The newspaper industry played an important role in the development of international communication and increases the demand of news. The establishment of the news agencies was the most important development in the newspaper industry of the nineteenth century altering the process of news dissemination, nationally and internationally. The Francs Havas agency was founded in 1835, the German agency wolf in 1849, and the British Reuters in 1851. The US agency, Associated press (AP) in 1848, but only the three European agencies began as international ones; Not until the turn of the century did an American agency move in this direction.

These three European agencies, all which were subsidized by their respective governments, controlled information marketed in Europe and were looking beyond the continent to expand their operation.

3.1.3   How News Agencies Operate

News agencies generally prepare hard news stories and feature articles that can be used by other news organizations with little or no modification, and then sell them to other news organizations. They provide these articles in bulk electronically through wire services (originally they used telegraphy; today they frequently use the Internet). Corporations, individuals, analysts and intelligence agencies may also subscribe. The business need for wire services to produce reports acceptable to the largest number of clients possible is largely credited for the move away from an openly partisan press toward more objectivity in journalism.

3.2   Forms of News Agency

There are three major forms of news agency:

    a. National News Agencies

    b. Regional News Agencies

    c. International News Agencies

a. National News Agencies

There are numerous news agencies that operate on national level. Some are established and funded by the governments of the country involved while some others are established and funded by corporate bodies. Many governments establish news agencies not only to aid the media system and performance but also to have certain control of the media and monitor media activities. Examples of National News Agencies are:

       i. News Agency of Nigeria (NAN)

      ii. Ghana News Agency

National news agencies perform the following functions:

1. Sell both national and international news and photo news to the mass media in the country in which they operate.

2. Represent the media of the country at international level or events

3. Exchange news and information with other mass media

4. Sometimes act as intermediary between government or its policies and other mass media

5. Acts as archive of national historical news and information where new media can source for historical news

b. **Regional News Agency**

Regional news agency occurs when some country within a region of a particular continent come together to establish news agency to cater for the interest of the region in term of information and communication advantage. If a news agency care for the interest of West African countries, such news agency is regional in function. Besides national news agencies which are on country bases, majority of others are regional news agency. Some of the regional news agencies are so big that they are regarded as international news agencies. Examples of regional news agencies are:

i.   Pan-African News Agency (PANA)

ii. MENA

Regional news agencies perform similar functions with national news agencies such as:

1. Sell both regional and international news and photo news to the mass media of the countries within the region.
2. Represent the mass media in the region at international level or events
3. Exchange news and information with the mass media within the region
4. Sometimes act as intermediary between governments of the country within the region
5. Acts as archive of international historical news upon which national news agencies depend.

c. **International News Agencies**

International news agencies are those whose operations are not limited by national or regional boundaries. Although some of them are sponsored and influenced by the governments of the world power, their operations are made to believe free of political influences and economic dictates. International news agencies are not responsible to media of a particular region, they serve all base on transaction agreement.

In the realm of international news, US/UK –based media organizations produced and distribute much of the world's news and current affairs output. From international

news agencies to global newspapers and radio stations, from providers of television news footage to 24- hour news and documentary channels, the US/UK presence seems to be overwhelming.

International news agencies perform the following functions:

1. Cover and sell local, regional and international news including photos news of interest to international audience to international and regional media.
2. Exchange news and information with the mass media all over the world
3. Acts as archive of international historical news upon which national news agencies depend.

3.3   Ownership and Control of News Agencies

News agencies can be corporations that sell news (e.g. Reuters and Agence France-Press (AFP)), cooperatives composed of newspapers that share their articles with each other (e.g. AP), or commercial newswire services which charge organizations to distribute their news (e.g. Business Wire, CSRWire Canada, uff Strategy, the Hugin Group, Market Wire and PR Newswire). Governments may also control news agencies, particularly in authoritarian states, like China (Xinhua). Australia, Britain, Canada, Russia (ITAR-TASS) and many other countries also have government-funded news agencies. A recent rise in internet- based alternative news agencies as a component of the larger alternative media have emphasized a "non-corporate view" that is independent of the pressures of business media.

4.0   CONCLUSION

News agency is a make-easy avenue through which news and information are garnered and sold or shared across interested media for easier circulation. It is a media-assist industry and its functions are much felt in the media industry, both national and international. National news agencies are as many as nation-states but those that are of international weight are few and belong to the first world countries. They are strong with wider network perhaps because of their long histories

5.0 SUMMARY

The focus of this unit is on the news agencies and how they operate within the context of news gathering, processing and distribution. You will observe from the discussion that news agencies cover certain gaps in the news gathering, production and distribution activities. Some growing media could find it difficult to triumph without the support of news agencies. You will also notice that news agencies vary in capacity and focus; some serve local and national media while few others serve regional and international media.

6.0 TUTOR-MARKED ASSIGNMENT

4. In what ways do you think news agencies support mass media?
5. Are the news agencies mass media? Justify your argument with convincing discussion.
6. Highlight and discuss the functions of international news agency?
7. Who own international news agencies and How?

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UNIT 2: NOTABLE INTERNATIONAL NEWS (AFP, AP AND ITAR-TASS)

CONTENTS

1.0 INTRODUCTION

It not possible for mass media, whether local, national or international, to have enough staffs, who cover the nook and cranny of the chosen markets. That is one of the reasons why media depend on other sources of news such as news agency. News can be bought or exchanged based on the agreement between the parties involved. Since a medium cannot effectively function independently, it requires that such medium rely on news agency to fulfil all righteousness.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- Understand the histories of the international news agencies
- Understand the operations of the news agencies
- Identify the strategies of the news agencies

3.0 MAIN CONTENTS

3.1. Associated Press (AP)

The Associated Press, or AP, is an American news agency, and is the world's largest such organization. The AP is a cooperative owned by its contributing newspapers, radio and television stations in the United States, which both contribute stories to it and

use material written by its staffers. Many newspapers and broadcasters outside the United States are AP subscribers — that is, they pay a fee to use AP material but are not members of the cooperative.

As of 2005, AP's news is used by 1,700 newspapers, in addition to 5,000 television and radio outlets. Its photo library consists of more than 10 million images. The AP has 243 bureaus and serves 121 countries, with a diverse international staff drawing from all over the world.

As part of their agreements with the Associated Press, most newspapers grant automatic permission for the Associated Press to distribute their local news reports. For example, on page two of every edition of the Washington Post, the masthead includes the announcement, "The Associated Press is entitled exclusively to use for republication of all news dispatches credited to it or not otherwise credited in this paper and all local news of spontaneous origin published herein."

The AP Stylebook has become the de facto standard for news writing in the United States. The AP has a straightforward, "just-the-facts" writing style, often using the inverted pyramid style of writing so that stories can be edited to fit available space in a newspaper without losing the essence of the story.

The collapse of AP's traditional rival, United Press International, as a major competitor in 1993 has left AP as the only nationally oriented news service based in the United States. The other rival English-language news services, such as Reuters and the English language service of Agence France-Press are based outside the United States.

3.2. AGENCE FRANCE PRESSE (AFP)

3.2.1 Origin of AFP

AFP traces its history back to the 1835 creation of Agence Havas, the world's first international news agency. Journalists in the resistance seized the Paris headquarters in August 1944 as France was liberated from Nazi occupation, renaming the agency Agence France-Presse.

It defines the fundamental principles that guarantee the independence of AFP and the freedom of its journalists.

The Article 2 of the establishment of the agency states that:

"Agence France-Presse may not under any circumstances take account of influences or considerations that would compromise the accuracy or objectivity of the news; it must not under any circumstances pass under legal or de facto control of an ideological, political or economic group."

3.2.2 Qualities and Characteristics of AFP

a. **Deep local knowledge:** AFP reporters have years of experience in the countries and regions they report from.

b. **Regional experience:** Each region of the world has its own teams of editors bringing their regional experience to the story.

c. **Global coverage:** The service is closely coordinated by the chief editor in Paris to give AFP deep local knowledge and a global coverage and reach. It covers:

- North America : Washington
- Latin America : Montevideo
- Europe Africa : Paris
- Middle East : Nicosia
- Asia-Pacific : HongKong

d. Global reach: AFP delivers fast, accurate, in-depth news from every corner of the world, 24 hours a day

e. **a broad range of clients:** AFP sends the news in video, text, photographs, graphics and a pre-packaged multimedia format to a broad range of clients: newspapers, national news wires, television and radio stations.

f. **Comprehensive coverage:** Every day AFP files: 5,000 text stories in six languages, 20 television news reports, up to 3,000 photographs, 80 still and

interactive graphics. AFP covers the world with a combined 5,000 stories a day in English, French, Spanish, German, Portuguese and Arabic. Other languages are offered through partner agencies including Chinese and Japanese.

g. **Immediate news:** News is delivered by satellite or Internet feed. An easy-to-use service, AFP Direct, offers access to breaking news and a vast database of stories. Fast, accurate news on everything from wars, conflicts and disasters to politics, diplomacy, crime, business and finance, sports, entertainment, fashion and the offbeat. Breaking news complemented by reactions, in-depth analyses, interviews, features, profiles of the people in the news, obituaries, chronologies and fact boxes.

h. **Global coverage:** AFP journalists cover wars, conflicts, politics, science, health, the environment, technology, fashion, entertainment, the offbeat, sports and a whole lot more in text, photographs, video, graphics and online.

AFP journalists are drawn from more than 80 nationalities report for a worldwide audience. In television, graphics and text, AFP uses language that is clear, direct and punchy. In a world where the lines are often blurred between news, rumour, gossip and spin, AFP delivers the facts: accurate, fast, clear and balanced news. The agency is in control of more than 2,900 staff including more than 1,400 staff journalists and 700 freelancers in 165 countries.

3.3.   ITAR-TASS

ITAR-TASS has been in existence since 1904. The news agency is one of the world's largest international information agencies. The successor to the Soviet TASS news agency, it was re-named in 1992, when Russia proclaimed its sovereignty following the collapse of the USSR. It has retained its status of being the state central information agency.

Previously available to only a select few, the agency's resources are now available to anyone who is interested, both within and outside Russia; the mass media, academic institution, organisations, and private individuals.

To better serve a rapidly growing number of subscribers, the agency has developed a new set priorities designed to streamline and improve key aspects of its operation: how topics are selected, expansion of news coverage, and timely delivery of news on the wire. As the very nature of news production continues to evolve, the agency will continually make use of the very latest available technologies in order to make real-time news distribution faster and more efficient.

ITAR-TASS relies on a widespread net of correspondents. Currently, It has more than 130 bureaus and offices in Russia and abroad. ITAR-TASS also cooperates with more than 80 foreign news agencies. ITAR-TASS' editorial and other desks process information from correspondents, check and analyze facts, and translate into five foreign languages.

ITAR-TASS has accumulated a rich body of experience throughout the course of its 100-year history. The agency's widespread network of correspondents, its modern means of distributing and storing information, and a well-oiled mechanism of cooperation between its editorial, reference and reporter departments, all enable ITAR-TASS to provide quick and full coverage of all kinds of events shaping Russia and the world.

ITAR-TASS offers today 45 round-the-clock news cycles in six languages and more than forty information bulletins. The agency also operates a photo service, the largest of its kind in Russia. This unique service offers pictures of the latest breaking developments, available for prompt transmission in digital form. Clients also have access to an extremely rich photo archive dating back to the beginning of the 20th century.

Also available is the INFO-TASS electronic data bank, which contains all agency materials produced since 1987, multimedia products, and unique reference books on Russia and other CIS member states, which are regularly updated. On a daily basis, ITAR-TASS produces and transmits to its subscribers around the world materials that can cover 300 newspaper pages. This service is addressed to all clients desirous of being in tune with continental news.

4.0   CONCLUSION

AFP and AP are the first generation news agencies. They came to existence at a time when the value of information was becoming invaluable and news items was as scarce as gold. The first generation international news agencies started as national or regional news agencies many of which were established as a result of the growth in the press industry and the dare need to ensure news items were at the fingertips of the media houses which ordinarily could have seemed unavailable.

5.0   SUMMARY

This unit discusses three of the first generation international news agencies. The unit traces the origins of the agencies and how they were formed. You will also notice that it focuses on the functions and operations of the agencies most especially gathering and distribution of news of international interest. It concludes by looking into how each of the agencies went global to equality and balance in information sharing around the world.

6.0   TUTOR-MARKED ASSIGNMENT

1. When do you think a news agency qualifies to be regarded international news agency?
2. Can you regard AFP as an international news agency? Why?
3. Trace the origin of AP and compare its formation with that of ITAR-TASS.

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UNIT 3: NOTABLE INTERNATIONAL NEWS (REUTERS, UPI, AND PANA)

CONTENTS

1.0 Introduction

2.0 Objectives

3.0 Main Content- The concepts

      3.1   Reuters

      3.2   Pan-African News Agency (PANA)

      3.3   United Press International (UPI)

4.0 Conclusion

5.0 Summary

6.0 Tutor-Marked Assignment

7.0 References/Further Readings.

1.0   INTRODUCTION

It not possible for mass media, whether local, national or international, to have enough staffs, who cover the nook and cranny of the chosen markets. That is one of the reasons why media depend on other sources of news such as news agency. News can be bought or exchanged based on the agreement between the parties involved. Since a medium cannot effectively function independently, it requires that such medium rely on news agency t

o fulfil all righteousness.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

- Understand the histories of the international news agencies
- Understand the operations of the news agencies
- Identify the strategies of the news agencies

3.0   MAIN CONTENTS

3.1.   Reuters

Reuters Group plc (LSE: RTR and NASDAQ: RTRSY); pronounced is a financial market data provider and news service that provides reports from around the world to

newspapers and broadcasters. However, news reporting accounts for less than 10% of the company's income.

Its main focus is on supplying the financial markets with information and trading products. These include market data, such as share prices and currency rates, research and analytics, as well as trading systems that allow dealers to buy and sell such things as currencies and shares on a computer screen instead of by telephone or on a trading floor like that of the New York Stock Exchange. Among other services, the most notable is analysis of 40,000 companies, debt instruments, and 3 million economic series

3.2 Pan-African News Agency (PANA)

Pan-African News Agency (PANA) was established on May 25, 1983 to serve as a means of freeing Africa from information colonization by the Europeans. The coming of PANA was with a focus to liberate Africa from information imperialists who did not only dominate information market (media and media apparatus) but also used the information in favour of the first world countries and against the developing countries. Before the establishment of PANA, African media were at the liberty of the European news agency. African media were fed with propaganda of the western world, which work against the development of the African nations.

PANA differs from other news agencies in many ways. It is a political institution as well as a professional organisation. Its convention makes it cleared that its essence is to play political role for realisation of the lost glory of Africa. It is intergovernmental international organisation. Its establishment was a joint effort of African countries for the realisation of common goals. PANA is financed from the contributions by the member countries. Member states also determine how the agency is been run including appointments of the officers as well as media professionals of the agencies including sub-organs of the agency. This makes the aims and objectives of the agency more political than professional like many other international news agencies.

The process of setting editorial policy is helped by member states adopting some general principle which guard the operation of the agency. Apart from acting as an avenue for news exchange network, PANA can perform a standard news agency. Moreover, the agency's **archives** contain over 15 years of African news. PANAPRESS also has archives on the most memorable media events of the continent. In addition, PANAPRESS also offers a personalised service based on the needs of the client. By virtue of the quality and experience of its human resources, PANAPRESS can provide services related to the development of intranet sites and internet gateways, studies and installation of firm networks, advice and training.

3.2.2 Reasons for the establishment of PANA

a. To liberate Africans from information from imperialists' domination and foreign monopolies and to gear it towards the promotion of development.

b. For the realisation of political, economic, social, and cultural aspiration of Africa countries that PANA placed in the New World Information and Communication Order (NWICO).

c. To promote the aims and objectives of the agency for African unity and for the consolidation of the independence, unity, and solidarity of Africa.

d. To give more information about and assist in the liberation and struggle of the people against exploitation and oppression.

e. To rewrite information about Africa which have been distorted by the foreign media.

f. To work for the integration of African countries and strengthen cooperation by ensuring a rapid and constant dissemination of objectives.

g. To promote an effective exchange of political, economic, social, and cultural information among member states.

h. To establish a data bank for Africa.

i. To contribute towards the development of established national news agencies within Africa states and multinational institution of information.

j. To cooperate with African news agencies so as to have greater impacts on the press, radio, television, and cinema.

3.3   United Press International (UPI)

The agency started as United Press Association when it was established in 1907 through the amalgamation of three local news agencies to enhance the competing strength of the agency. It was created mainly to serve the mainstream media in sourcing for news of national interest under the control of E.W Scripps. In 1958, the agency went global when it absorbed the International News Service (INS) owned by William Randolph and it had its name changed to United Press International. The absorption gave the agency market advantage such that it started competing with the first generation international news agencies such as AFI and AP. It served mass media in many countries across globe and made a giant landmark at the time. As a result of changes in ownership, philosophy and financial instability, the agency lost its market to the giant competing agencies. This cause a great setback to the operation of the agency and even nearly caused it total extinction until 2000 when the agency was bought by News World Communications, an international news media company, which was founded in 1976.

4.0   CONCLUSION

Reuters and PANA are also parts of international news agencies. PANA came to existence at a time when Africa countries were clamouring restructure and balance in the world of information gathering and distribution. PANA started as regional news agency to cater for the interest and common aspiration of the African countries. The first generation international news agencies started as national or regional news agencies many of which were established as a result of the growth in the press industry and the dare need to ensure news items were at the fingertips of the media houses which ordinarily could have seemed unavailable.

5.0   SUMMARY

This unit discusses two of the international news agencies. The unit traces the origins of the agencies and how they were formed. You will also notice that it focuses on the functions and operations of the agencies most especially gathering and distribution of news of international interest. It concludes by looking into how each of the agencies went global to equality and balance in information sharing around the world.

6.0   TUTOR-MARKED ASSIGNMENT

1. What do you think led to the establishment of Pan-African News Agency (PANA)?
2. Enumerate some of the aspiration of PANA.
3. Explain how Reuters was formed and how it is being controlled.

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