

**COVENANT UNIVERSITY
NIGERIA**

*TUTORIAL KIT
OMEGA SEMESTER*

**PROGRAMME: MASS
COMMUNICATION**

COURSE: MAC 320

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MAC 320: INTERNATIONAL COMMUNICATION

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1. What is the rationale for the study of international communication
2. Discuss quantitative imbalance and qualitative imbalance
3. What are the levels and forms of information imbalance
4. Present a historical overview of imbalance
5. Cite four current situation about imbalance
6. What is media imperialism?
7. Discuss the features and solutions to media imperialism
8. What is cultural imperialism and discuss possible solutions to cultural imperialism
9. Analyze the relationship between culture and communication
10. What is your understanding of the global news flow
11. Discuss the following controversies 4 surrounding the global news flow
12. Identify nation experiencing at least one of the following news flow
 - (a) Free flow
 - (b) One-way flow
 - (c) Vertical flow
 - (d) Marketing oriented flow
13. List and discuss the operations 3 transnational/world news agencies
14. List and discuss the operations 2 continental/regional news agencies
15. List and discuss the operations three national news agencies
16. What are the roles of news agencies in the global flow of world news
17. Analyze with examples, the world's press system based on socio-political ideologies
18. Name three countries each where the following systems are dominant
 - a. Western/capitalist media
 - b. Revolutionary media
 - c. Development media
 - d. Authoritarian media
 - e. Communist media
19. Discuss the world's press system based on theoretical foundations including:
 - (a) Libertarian media system
 - (b) Social responsibility media system
 - (c) Democratic-participant media system
20. Discuss the five key issues in the NWICO debate

ANSWERS

1. QUESTION 1

Satellite communications and the Internet have greatly changed the flow of information between nations. Before digital communication like television and the Internet, nations were much more separated; information from one country could not as easily travel to another. In modern society, however, the pervasiveness of the media has brought together much of the world, allowing access to the same information. According to the International Journal of Peace Studies, the new global community needs international communication because of the multitude of ideologies in existence. These differing beliefs create conflict between the people of different nations. The study of International communication is important to understand and resolve these conflicts thus keeping them from becoming larger problems. International communication also helps to end injustice in the world. If the people of one nation are suffering from ill treatment by their government, they can send out a cry for help to other nations. This type of communication was seen in both Egypt and Brazil in 2013.

3/4.

QUESTION 6 & 7

Media imperialism is a theory based upon an over-concentration of mass media from larger nations as a significant variable in negatively affecting smaller nations, in which the national identity of smaller nations is lessened or lost due to media homogeneity inherent in mass media from the larger countries. The Media Imperialism debate started in the early 1970s when developing countries began to criticise the control developed countries held over the media.

The place for this conflict was UNESCO where the New World Information and Communication Order (NWICO) movement developed. Supported by the MacBride report, "Many Voices, One World", countries such as India, Indonesia, and Egypt argued that the large media companies should have limited access to developing countries. This argument was one of the reasons for the United States, United Kingdom, and Singapore leaving UNESCO.

Later during the 1980s and 1990s, as multinational media conglomerates grow larger and more powerful many believe that it will become increasingly difficult for small, local media outlets to survive. A new type of imperialism will thus occur, making many nations subsidiary to the media products of some of the most powerful countries or companies. Significant writers and thinkers in this area include Ben Bagdikian, Noam Chomsky, Edward S. Herman, Armand Mattelart and Robert W. McChesney. However, critics have responded that in most developing countries the most popular television and radio programs are commonly locally produced. Critics such as Anthony Giddens highlight the place of regional producers of media (such as Brazil in Latin America); other critics such as James Curran suggest that State government subsidies have ensured strong local production. In areas such as audience studies, it has been shown that global

programs like Dallas do not have a global audience who understand the program the same way (Tamar Liebes and Elihu Katz, *The Export of Meaning: Cross-Cultural Readings of 'Dallas'*. 2nd ed. Polity Press, 2004).

5. QUESTION 8

Cultural imperialism is the practice of promoting a more powerful culture over a least known or desirable culture. It is usually the case that the former belongs to a large, economically or militarily powerful nation and the latter belongs to a smaller, less powerful one. *Cultural imperialism* can take the form of an active, formal policy or a general attitude. A metaphor of colonialism is employed: the cultural products of the first world "invade" the third-world and "conquer" local culture.[1] In the stronger variants of the term, world domination (in a cultural sense) is the explicit goal of the nation-states or corporations that export the culture.[1] The term is usually used in a pejorative sense, usually in conjunction with a call to reject foreign influence.

6. QUESTION 10

This is the control of the information distribution process, which is the most important index to the way in which power is distributed in a communication system, which may be the global community, a country, or some smaller political unit. The flow of information in the international system, when the above distinction is made, may then be represented in rudimentary terms. The growth of communication technology, the expanding national and international market, and the creation of institutional policies and regulations all have made the distribution stage the most important sequence in the chains of communication systems. Emphasis on the distribution stage affords an immediate advantage in analysing the message-sending activities of national actors. Unless a nation has control over the entire distribution process, its messages may be ineffectual. Certainly, the most ingeniously designed message, if it goes nowhere, will have no effect. A further elaboration of the process of information distribution in the international system is provided in Figure 3, wherein a technology axis is added to the communication axis. Figure 3, representing the international flow of information, now properly depicts the pivotal role played by communications technology in the international communication process. Between the formation and distribution of messages stands the means of distribution: communication technology, which is itself divisible into two components. These components are the communication hardware which is the actual physical carrier of messages (such as satellites, broadcasting and receiving equipment, and microwave relay stations) and the communication software which is, in the broadest sense, the know-how and means of utilizing the hardware (such as programme production, content, manpower skills and education).

7. QUESTION 12

- (a) Free flow ----- Developed countries to developed countries
- (b) One-way flow ----- Most countries in Africa
- (c) Vertical flow ----- Developed countries to the world
- (d) Marketing oriented flow ----- Developed countries to developing countries

8. QUESTION 13

ASSOCIATED PRESS:

AP is today recognized as the biggest of the big four. It is the largest news agency in the world and therefore a major stakeholder in foreign correspondence. The AP provides state, national and international news, photos or pictures news/pictorials, graphics, radio/TV services to more than 15000 outlets worldwide. It is estimated that AP's news and other information reaches about one billion people a day. It operates bureau in 71 countries of the world. In the United States alone, it has 132 bureaus in state capitals and major cities, like its predecessor body, it remains a non profit cooperative association. According to Vivian (1999:268), member newspaper own shares of the cooperative according to their circulation strengths and other agreed factors. Each member newspaper is obligated to furnish its local stories to the AP for distribution to other member newspapers.

The AP maintains 1100 journalists in US alone and 480 abroad, to generate stories for all members. Periodically, the expense of running the AP is tallied, and members are billed for their share. The budget is about \$300 million. The member newspapers also meet regularly to Marshall out policy guidelines and trust. The AP also sells its news to magazines, government agencies and parastatals and operates a profit making news script, audio and video services for Radio/TV newsrooms. These radio and TV stations are not members. Only newspapers are full members with a controlling voice in the policy making arrangements.

Vivian (1999) summarizes AP's strength thus:

- 3000 employees worldwide (this includes journalist management staff and support personnel).
- 1700 US newspapers including 1460 daily ones are member owners.
- 6000 TV, cable and station outlets for its news.
- 1000 radio subscribers to its network news, which is the single largest radio network in the US.
- 8500 foreign subscribers in 112 countries.

UNITED PRESS INTERNATIONAL

UPI came as a result of the limitation of membership, the only one newspaper per city. The policy forced newspaper chain owner E.W. SCRIPPS, who was earlier denied AP membership for the new newspapers he was founding in the 1880s because older papers already had exclusive AP franchises. In 1907, Scripps founded the United Press. The UP was made up of newspapers denied membership by AP. Scripps had a self interest in the formation of this body because of his chains of newspapers. However, the news service was also a profit seeking organization available to any newspaper that wishes to subscribe to it.

International news service founded by William Randolph Hearst in 1909 followed the UP. Both UP and INS tried to match the operation and strength of AP but failed. Even when AP lost a 1945 US Supreme Court decision that forced it to abandon exclusivity, the result further spurred AP's growth. Non AP newspaper joined the AP by the dozen. This limited UP and INS very much.

In 1958, UP and INS merged to form UPI but still it did not march up the AP and it also failed to meet targets. This forced it to selling block. Nobody wanted to buy, even the Reuters, which wanted a stake in US news media decided against buying the company. In the 1980s, UPI went

through a series of owners and there were also numerous attempts at corporate re organization, technological economies, sales blitzes and re engineering but all to no avail. UPI is today a faded major news agency.

REUTERS:

Reuters is inevitably a major news agency in Britain, which started small. Reuters arose as a result of a need. Much of Europe had been linked by telegraph by the late 1840s but a 100 mile gap remained between the financial centres of Brussels in Belgium and Achaean in Russia. Young Paul Julius Reuter then established a carrier pigeon service, with the birds carrying dispatches tied to their legs. This attracted the attention of bankers and Reuter Julius had to move to London to pick the latest American news from the new trans-atlantic cable for his pigeon delivery. In 1858, he offered his service to newspapers via telegraph. From 1858 – 1984, Reuters, increased its ownership base and attracted newspapers in Britain, Australia and New Zealand to its fold. In 1984 precisely, the service became a publicly traded company. With this development, it beefed up financial market reporting and expanded its domestic US service.

In summary, Reuters is considered in the following statistics:

- 6500 media subscribers worldwide including 290 in US alone
- 27000 subscribers worldwide when you add the business and financial community/subscribers to the media subscribers.
- The service is also offered in 11 different languages across the globe.

9. QUESTION 14

Pana Press or **Pana** or **Pan African News Agency** is an African news agency. It has its headquarters in Dakar Senegal. It was founded on 20 July 1979 in Addis Ababa by the Organisation of African Unity and was relaunched by the UNESCO in 1993.^[1] It provides news in English, French, Portuguese, and Arabic. PanaPress works in collaboration with UNESCO.

Pan-African News Agency (PANA) Also referred to as Agence d'information panafricaine (AIPA) and Agence panafricaine d'information (API).

It was founded on 20 July 1979 in Addis Ababa, with the adoption of a convention by African Ministers of Information. PANA took over the activities of the Union des agences d'informations Africaines, which had been set up in April 1963 in Tunis.

PANA was officially inaugurated and commenced news agency activities on 25 May 1983. PANA is a specialised agency of the Organization of African Unity (OAU) and has its headquarters in Dakar, Senegal, with regional offices in Khartoum, Sudan; Lusaka, Zambia; Kinshasa, Democratic Republic of the Congo; Lagos, Nigeria; and Tripoli, Libya.

OAU Charter The OAU Charter was adopted on 23 May 1963. South Africa was admitted to the OAU on 23 May 1994 and the OAU Charter became binding on South Africa on that same date.

PANA Convention

10. QUESTION 18

- a. Western/capitalist media----- United Kingdom and the United States of America
- b. Development media----- Ghana
- c. Authoritarian media----- Chile
- d. Communist media----- China and Russia