

ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ସମ୍ବଲପୁର  
ODISHA STATE OPEN UNIVERSITY, SAMBALPUR

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ସମ୍ବଲପୁର, ଓଡ଼ିଶା

Odisha State Open University  
Sambalpur, Odisha

JOURNALISM AND MASS COMMUNICATION (JMC)

**INTERNATIONAL & INTERCULTURAL  
COMMUNICATION**

Issues related to International Communication





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Odisha State Open University, Sambalpur, Odisha  
Established by an Act of Government of Odisha.

# **Journalism and Mass Communication (JMC)**

**JMC-15**

## **Block-03**

### **Issues related to International Communication**

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**Unit-1** Democratization of information flow and media systems-  
professional standards; violence against media persons

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**Unit-2** Effects of Globalization on media systems and their functions;  
transnational media ownership and issues of sovereignty and security

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**Unit-3** International Intellectual Property Rights (IPR); International  
media institutions

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**Unit-4** Professional organizations and code of conduct

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## **Unit– 1: Democratisation of information flow and media systems – professional standards; Violence Against Media Persons**

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## **1.1: Learning Objectives**

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After completing this Unit you will be able to:

1. Learn the basic philosophies that media systems, across the world, draw from.
2. Understand the global flow of the information and the primary criticisms against the same.
3. Appreciate the risks undertaken by journalists while discharging their duties
4. Understand the need for free and fair reporting in our society.



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## **1.2: Introduction**

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There are several issues surrounding the flow of news and information across the globe. One of the primary issues is the abysmally low representation of The Third World Nations in the global news platforms. Intense debates on New World Information and Communication Order (NWICO) have emphasized on a balanced give and take of information and ideas between the developing and developed nations. Of late there has been a growing concern about the safety and wellbeing of journalists. The same too need to be addressed in detail.

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## **1.3: Philosophies of Different Media Systems**

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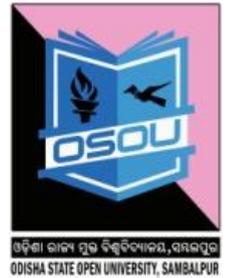
### **1.3.1: Authoritarian Philosophy**

When a media system draws from authoritarian philosophy it follows three common principles. The first is the principle of serving the state. Under this principle, media exists to disseminate information that only the state deems to be appropriate. All information, news, public service information, entertainment, culture must serve the goals of the state. Therefore any information that has the potential to deviate from state initiatives must be approved by officials before it can be disseminated by the media.

Second is the principle of immunity of the state. Under this principle, media are not permitted to criticise the state. One reason given is that the state is morally superior, therefore, criticism from a morally inferior media system would be inappropriate. In addition, any criticism of the state by the media may be detrimental to the stability of a country. It can cause internal divisions.

Third, is the principle of the state control over media. Media are either privately or publicly owned but in either case they are controlled by the state. The control is deemed necessary because of the perception that media influence can be used to unseat the state or destabilise the country.

Authoritarian media philosophy is commonly implemented through two methods. First, is the control of the content, which can take the form of state censorship or self censorship. During state censorship government agency reviews the content prior to its dissemination in the media.



Self censorship occurs when the media organisation prevents content from being disseminated because it is perceived to be contrary to state objectives. Under authorisation philosophy the state has the right to penalise individuals and media organisations for sedition, libel or criticism of the state.

### **1.3.2: Libertarian Philosophy**

When a media system draws on the roots of libertarian philosophy, at least two principles are commonly followed. First it is agreed media can be privately owned and operated. This principle establishes the right of media to operate as a commercial activity and to make a profit. The assumption is that profitable media are evidence of an approving marketplace. In other words, if the public thinks highly of the media content they will vote for it through their habits of television viewing, radio listening, or newspaper reading. In so doing, the public is exercising individual liberty.

Second, government can enter the market place only to maintain fair competition. Thus, it is appropriate for government to enact laws and policies to ensure that bigger players do not have unfair advantages over smaller players. This can prevent predatory pricing.

Third, according to libertarian philosophy, the media regulate themselves rather than be regulated by government. According to libertarian philosophy, when marketplace competition drives the development of media products and services, companies will automatically regulate themselves in order to satisfy the needs and interests of the markets place.

### **1.3.3: Communist Philosophy**

When a media system draws on the roots of communist philosophy, at least three principles are commonly followed. First is the state ownership of property. Under communist philosophy, private property ownership and the profit motive are seen as unwelcome vices that lead to class division, greed and the popularisation of tastes in such a way as to demean culture. The assumption is that if media are privately owned and commercially run, the result will be competition that produces content designed to cater to popular tastes, content with little educational or cultural value. In contrast communist philosophy argues that if media are owned and operated by the



government, content can be produced without falling a prey to a profit making model. Such a content gives priority to knowledge and high arts.

Communist philosophy holds that when the general population is left to determine the media content on their own, the result will be a dumbing down of the content into sensational themes that have little social value. Instead, the communist philosophy calls for media to promote more tasteful and sophisticated content such as ballet, orchestrated music, ice skating and gymnastics.

Third, media are to be used as a tool for teaching communist doctrine. Communist philosophy holds that media should remind people about the importance of communal values that elevates society to more enlightened levels.

### **1.3.4: Social Responsibility Philosophy**

When a media system draws on the roots of social responsibility philosophy at least three principles are followed. First news media routinely provide factual coverage. News is expected to provide an appropriate historical context that helps to put the information into perspective. By discussing related events from the past, news media help to guard against cynicism and sensationalism.

Second, media content contains balanced opinion and commentary. One level of balanced opinion has to do with maintaining equilibrium between contesting opinions. For instance, opinions of the political right should be balanced by political opinions of the left; netative news should be balanced with positive news; commentary in favour of a position should be balanced by commentary against a position and so on.

Third, editors and directors as well as publishers should clarify societal goals and desires. According to social responsibility philosophy, in addition to reporting of news events, the media are expected to analyse the covered events.

Social responsibility philosophy is commonly implemented through two procedures. The first is public accountability through laws and regulations. Such laws stipulate that if there is enough of a public outcry over the activities of a media organisation, the government has a right to interfere. Second is the use of public admonishment.



If a media house engages in activities that the public determines to be at odds with widely held society values, then the government can engage in a dialogue with the public.

### **1.3.5: Developmental Philosophy**

A media system that draws on the roots of developmental philosophy follows three principles. First, media serves as a watch dog of the activities of the government especially efforts to improve physical infrastructures such as roads, bridges, water supply, food distribution, and health care. Second, media pursues cultural autonomy. Cultural autonomy is seen as particularly important for developing countries that may be subject to overwhelming foreign cultural influences via media.

Third, media exports domestic media content to other countries. This serves not only to make the rest of the world more aware of the developing country, but also reinforces the developing country as a sovereign and stable entity in the eyes of the international community. Government of developing countries may need to fund the production of these program or their marketing.

### **1.3.6: Democratic Participant Philosophy**

When a media system draws on the roots of democratic participant philosophy, two principles are commonly followed. First, media houses take exception of government driven objectives and corporate profit motives to make room for citizen initiated media content. This requires a modification in the usual model for creating media content, in that media must allow citizens to have a say in the content that is created by professionals of media organisation. Putting this principle into practice includes placing citizens on advisory boards and allowing citizens to write their own newspaper columns and to host radio and television shows. Second, citizen groups are guaranteed the freedom to express opinions without fear of retribution from the government.

Democratic participant philosophies are implemented in many ways, but some procedures are most common. First, media content includes citizens' view points that take on a number of forms such as internet web sites that can provide links for unedited citizen commentary, newspapers that provide space for editorials appearing as letters to the editor or as expanded articles placed in other sections of the news paper.



Proponents of democratic participant philosophy argue that citizen viewpoints are essential to media content that deal with politics especially campaign coverage. Second, media organisations allow citizens to participate in the process of producing content. Citizens hold seats on advisory boards set up by media organisation to solicit ideas for content.

### **1.3.7: Summary**

Philosophies at work in any given country are increasingly being influenced by philosophies at work in the media systems of other countries, because the forces of globalisation are facilitating greater connectedness between media industries, governments and citizens.

In France, Sweden and the United Kingdom, the prevailing philosophy influencing media policy has been social responsibility. The main focus of the governments in these countries is to use the power of the state of stimulate cultural content even if it is not commercially profitable. Libertarianism is present in these three European countries as a secondary philosophy in so far as news media have freedom in a number of content areas, including news reporting and nudity/profanity. Authoritarianism is present in these three countries as a trace philosophy, particularly in regulations stipulating that certain kinds of television content must be delivered.

In the USA, the prevailing philosophy influencing media policy has been libertarianism. The main approach of the USA Government toward media policies is to avoid excessive government supervision. This means that the USA Government generally is predisposed of allowing the market place to determine media policies, preferring to ensure only fairplay between media organisations.

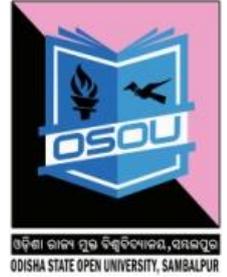
In China, the prevailing philosophy influencing media policy has been communism particularly in the state ownership of media. Examples are the largest of the prominent media organisations such as Central China Television (CCTV), The people's Daily, and Xinhua.

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## **1.4: Democratisation of Information Flow**

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During the 1990's and the early 1980's the United Nations Educational Scientific and Cultural Organisation (UNESCO) was the centre of a hot and emotional debate about the flow of information through media around the world.



Over the years the debate has been labeled with various acronyms including the New International Information Order (NIIO), the New World Information Order (NWIO), and the New World Information and communication order (NWICO).

The debate lost its momentum in 1984 when the USA withdrew from UNESCO, in part because of the information flow debate. Representatives from the USA argued that the first Amendment to the US constitution guaranteeing the freedom of expression prohibited any direct government intervention in the flow of information.

Essentially, global information flow is the study of how media content moves across the globe through newspapers, television programs, radio programs, web sites, and other media that people can access. Some questions that describe how global information flow is studied include, from which countries or regions of the world does media content going around the world often originate ? Do some countries put out more media content to the rest of the world than others ? To which countries or regions of the globe does the media content go to? Do people in some countries receive more foreign media content than domestically created content?

Global information flow is about identifying patterns in the movement of media content from and through countries and regions all around the world.

Criticisms about global information flow revolve around perceptions by representatives from developing countries that their countries receive an unfair share in the flow of global information. One objection has to do with the use of the phrase Third World nations to describe the developing countries. Historically speaking the phrase Third world was invented to describe countries that did not fit into a First World capitalist ideology or the second world communist ideology. The phrase has largely gone out of favour not just because of its negative connotations but also because of the emergence of several countries that do not fit neatly into a capitalist or communist classification.

A second perception has more to do with patterns of information flow across the globe that produces inequities in the direction, volume, and representation of information flowing back and forth between weaker impoverished developing countries and stronger affluent western countries

The criticism has singled out particular countries such as USA and UK and European and North American English speaking countries as being responsible for the unfair and imbalanced information flow.

#### **1.4.1: Direction of global information flow**

The first criticism is against the pattern in which information moves around the globe. The criticism is aimed at information flow that is mostly unidirectional, that is, when information flows mostly from one country or region to another country or region, but not vice versa. This may include the flow of information from the USA and Western countries into developing countries, from Northern Hemisphere into Southern Hemisphere Countries, from English speaking countries into non English speaking countries, from larger countries into smaller countries and from richer countries into poorer countries.

Critics contend that countries with little information flowing out of them to the rest of the world are vulnerable to distorted perceptions about these countries by world wide media content produced in foreign countries.

#### **1.4.2: Disproportionate volume of global information flow**

One particular focus of the criticism about the volume of global information flow is news flow. Critics argue that global news flow is dominated by western news wholesalers, which sell information, news stories, audio and video footage to media organisations, primarily newspapers, television stations and radio stations around the world. These media organisations either redistribute the information they purchase or use it as a building block for constructing news reports. Global news wholesalers consist mainly of video services (CNN, Reuters TV and Worldwide Television News) as well as newswires. Much of the criticism in this area is directed at newswire content, because it provides the basic building blocks for hundreds and thousand of stories delivered by news papers, radio, television channels and the Internet across the world.

In his book Global communication in the Twenty First Century (1984) Robert Stevenson points out that approximately 50 percent of the news that circulates around the globe originates from the big news wire services.



They are the Associated press and the United Press International ( both based in USA), Reuters (based in the UK) and Agence France Press ( based in France).

Those who participate in the debate about unequal global information flow commonly acknowledge that a major contributing factor is that some developing countries have difficulty supplying their people with domestically produced media content. Several circumstances have contributed to this problem. First, developing countries lack the technological resources needed to produce and distribute their own media content. Second, even if technology were available, developing countries also need to provide professional training for their would be media practitioners. This means that a country must have an adequate and experienced supply of writers, directors, producers, engineers and other personnel. Third, some developing countries have found it difficult to raise the investment capital needed to acquire latest technologies. Fourth, some developing countries have been destabilised by political or military conflicts that have affected continuous media operations. Fifth, some developing countries have high rate of illiteracy which interferes with the distribution of newspaper content, whereas other developing countries have a high rate of electronic media illiteracy (people who cannot follow the narrative of a television news show or hyperlink structure of a web page)

Building on the work of Al Hester, theorists have proposed a number of factors to explain why information flows more readily between some countries, and sparsely across others. The factors for explaining information flow between two countries include:

**GEOGRAPHY:** Are the countries close to each other ? Is one or both of the countries an island? Is one or both flanked by a border of steep mountains, open desert, dense jungle, or large bodies of water ?

**LANGUAGE:** Do inhabitants of the countries speak similar languages and dialects? Do they have similar vocabularies?

**CULTURAL / HISTORICAL TIES:** Do the countries have a shared cultural or historical tradition? Has there been emigration from one country to another ? Do the countries celebrate the same or similar holidays ?

**TRADE :** Are goods bought and sold between the counties ? Are goods made in one country sold in another country ?

**MILITARY COOPERATION :** Do the countries have military alliances ? Have the countries fought together or against each other in a war or conflict ? Do the countries supply or receive military equipment and resources from each other?

**RELIGION :** Are the populations of the countries religious ? Do the countries have similar or different religions ?

**UNESCO's recommended changes :** The information order debate that occurred in the 1970s within UNESCO and the United Nations produced a line of thinking that the structure of global information flow possibly needed to be reconfigured and focused on three major changes.

1. Money should be provided by the United Nations to finance new regional newswire services, which would be indigenous to the developing countries.
2. Indigenous news reporters who live in the foreign country should be used by news organisations to report on foreign countries.
3. Editors, directors, producers, reporters and other news personnel should make a thoughtful effort to balance negative news stories with positive news stories while covering developing countries.

#### **1.4.4: International News Flow**

News was the first media product to be effectively commodified for international trade. News has become more or less standardised. The news story can satisfy curiosity and human interest no matter where it is read or heard. Television has accelerated the cross cultural appeal of news. It told stories in words and moving images.

During the debate about the imbalance of news flow as between south and north an attempt was made by the media dependent countries to use UNESCO as a means towards a new world information and communication order (NWICO), that would establish some normative guidelines for international reporting.

A claim was also made for some control over reporting on grounds of equity, sovereignty and fairness. Mc Bride commission made many recommendations for new guidelines, but it was largely ignored and the path via the UNESCO was also



closed. A new phase of liberalisation of communication and globalisation of economy closed down the debates.

It was repeatedly confirmed that news in more developed nations does not typically provide for a larger space to foreign news. Most foreign news events dealt with a small number of crises e.g. conflict in the Middle East. Large areas of the world are found to be systematically and continuously absent or under represented in media of developed nations.

Some factors shape the structure of foreign news. The most basic is the fact that the flow of news reflects patterns of economic and political relations as well as geographical and cultural proximities. The people of a country want to know about those parts of the globe with which their country trades or with which their country is friendly or unfriendly.

### **1.4.5: Professional Standards**

John Herbert in his book *Practising Global Journalism* writes that globalisation of news is having far reaching effects on the news gatherers and the news disseminators. With the world rushing head long into technologically unknown futures, with new changes occurring almost on daily basis, global news flow and the way journalists report is being influenced.

It is within the realms of electronic media that the greatest developments are taking place. World wide multi media coverage is the future everywhere. Digital technology is fast taking production and distribution of news into new heights. Convergence is the new buzz word.

Traditional systems have always been limited by the laws of physics. These restrictions do not exist in the new forms of distribution such as direct broadcast satellites (DBS), cable and the Internet. Broadcast news has been affected by globalisation. The spread of Cable News Network (CNN) international to almost every country has provided a new model for television news format and style of presentation that is being emulated throughout the world.

The digital revolution demands new core journalistic skills. In the era of satellites, digitalisation and instantaneous reporting from anywhere in the world reporting has gone through a sea change.

The global journalists must also understand that in today's world, there are times when journalists have to stop working for a while and try to help people who are suffering. Objectivity does not mean ignoring the plight of the people whose story is being told.

The best stories are those that people in power do not want to be told. Practising global journalism means being there, bearing independent witness, reporting what is happening and then communicating this to the outside world with incredible quickness. Practising global journalism is about talking risks. Journalism is a dangerous profession, never more so than at present. Those involved in the practice of global journalism need to know this.

The digital age global journalist, as never before, has to find ways of putting fast moving stories into a simple, immediately understood context, looking at the historical perspective of a story and how it might affect other events globally. Global journalism has to find stories that go beyond politics and government; it has to find new leads, new ways of presenting stories to a global audience which means global localness. It has to make the global local and the local global. Finally, global journalism practice in the digital era should not suffer from a credibility gap.

The practice of global journalism also means not becoming too dependent on official sources. The global journalists should see for themselves, be there, judge and report for themselves news manipulation can be easy when reporters do not know the country, the people, the politics.

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### **1.5: Violence Against Media Persons**

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Violence against media persons which comes in the forms of censorship, arrest, torture - both mental and physical - and murder is as old as the practice of journalism. If journalism did not matter, why would there be so many laws restricting journalists to do their jobs? Why would editors receive numerous death threats? Why would some journalists be threatened with jail for protecting their sources?

Why would a journalist Daniel Pearl of the wall street Journal be murdered by terrorists for his work? Why would the International federation of journalists, the World Newspaper Organisation (WNO) and the Committee to Protect Journalists

(CPJ) have felt compelled to compile annual lists of journalists killed around the world in the course of their duties.

### **1.5.1: Death Lists**

More than 1100 journalists and other media workers were killed in 60 years upto 2003 around the globe and atleast 20 media persons died while covering the 2003 war in Iraq.

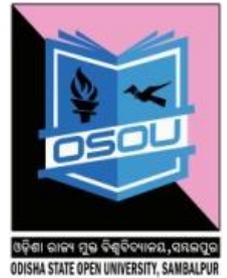
According to the report of the World Newspaper Organisation (WNO), 2005 was a black year for journalists across the globe. As many as 51 journalists were killed during that year while performing their duties in different countries. As many as 500 journalists had been arrested and many governments had attacked the freedom of the press. A large number of media person had been incarcerated due to lack of any safety measures. The continent of Asia was the most dangerous for media workers across the globe. China, Cuba, Belarus and Zimbabwe were the countries in which retaliatory measures taken against media were the highest. The CPJ on May 2, 2005 identified the Phillipines as the worlds most murderous country for the journalists. Marked for Death identified the worlds five most murderous countries for journos. They are Phillipines, Iraq, Colombia, Bangladesh and Russia. Their report was based on the number of killings form 2000 though early 2005. By the end of the year Iraq had replaced Phillipines at the top of that list.

### **1.5.2: Untold Stories**

In Mexico where drug fueled violence endangered the press, the CPJ lobbied vigorously for federal intervention in the cases of several murdered journalists. The investigations have been stalled by the hands of local authorities who were prone to corruption.

In Brazil during 2002, a Television reporter Tim Lopes was tortured and then brutally slayed with a sword while working on an investigative story about the sexual exploitation of children in Rio de Janeiro. The slaying galvanised the Brazillian press and attracted global attention.

In 2005 the CPJ turned to the United Nations Security Council to intervene in the matter of violence against journalists in Lebanon. News paper columnist Aeboan Tuem was murdered in one car bombing and his colleague Samir Qassir was killed in another such bombing. The killings were seen as retaliation for their politically sensitive coverage.



In October 2005, the CPJ highlighted the information vacuum in Colombia created by years of violence against journalists. The CPJ's report *Untold Stories* detailed the many sensitive subjects that the Colombian press no longer covered for fear of reprisals. In startlingly frank interviews journalists described how Colombia's warring factions and criminal gangs had forced them into routine self censorship.

Censorship, detention, legal action and arrests, the threats, historically faced by journalists in China's tight media environment have been long and well documented by the CPJ and other press freedom groups. One report said that 42 journalists were in prison in China during a particular period and most of them had been detained for revealing corruption among high level government officials, advocating political reforms. With rule of law still weak in China and the national government not prepared to actively defend journalists rights to free expression, the reporters have little recourse to defend themselves against attacks. In China, the press has been tightly controlled since the Communist Party took over in 1949. While political reporting is still tightly controlled, the Chinese journalists now have transformed themselves from state propaganda workers and government mouth pieces.

India too is no exception to violence against media persons. A great deal of fear psychosis prevailed for a very long period among media persons in Kashmir valley due to accelerated activities of the militants.

### **1.5.3: The UNESCO Report**

The UNESCO Director General's 2016 report said that one journalist was killed every four and half days. During 10 years of the new century 827 journalists were killed while performing their duties. The shocking report identified the Arab states which include Syria, Yemen and Libya as worst-hit areas. Latin America was the next next worst-hit region, the *Safety of Journalists and the Danger of Impunity* report said.

Unsurprisingly most deaths occurred in conflict zones. As many as 78 journalists were killed in Arab states. Perhaps the most alarming was the increase in deaths of media persons in Western Europe and North America up from none in the year 2014 to 11 in the year 2015. Local journalists were far more at risk than foreign journalists who accounted for 90 percent of the victims.



There was a rise in foreign journalist deaths from an average of four in previous years to 17 in 2014. The year 2015 also saw a massive increase in online media persons being killed with 21 compared to only two in 2014.

The report found that more than two times as many men than women media persons were killed in 2014-2015 while TV journalists were most vulnerable.

The report noted that death was not the any harm “The extent of the risks faced by the journalists was demonstrated by the 827 killings recorded by UNESCO over the course of two years” said the report. To this one needs to add the countless other violations endured by the journalists, which included kidnappings, arbitrary detentions, intimidations and harassments both offline and online and seizure and destruction of material.

#### **1.5.4: Justice delayed is justice denied**

According to CPJ research spanning more than a decade, less than 15 percent of the cases relating to the murder of journalists are ever solved. The CPJ called this a failure of justice, the most urgent threat facing journalists worldwide and described it as a terrible deterrent to the free flow of information.

Freedom of press means the freedom of the authors, journalists and others to write what they wish and publishers and printers to produce and distribute it when the limits of the laws of libel and slander.

#### **1.5.5: The Price of Truth**

The Outlook magazine of November, 2010 published an article titled ‘Press, The Neuralgic Nerve: The Price of Truth’ by Sir Harold Evans, He writes that the price of truth has to be paid for with the lives of our reporters.

A number of world press heroes were murdered for telling the truth. Veronica Guerin was gunned down for exposing criminal gangs in the Republic of Ireland. Tara Singh Hayer an immigrant to Canada from Punjab was murdered for attempting to preach tolerance to separatist Sikhs in British Columbia.

The first shocking thing is just how many are dying. The International News Safety Institute calculates that if we include all news media personnel such as translators, fixers, office staff, drivers no fewer than a thousand have died in the last decade. In Mexico, democracy is undermined by the drug cartels.

During the last four years leading to 2010, 30 journalists have disappeared or been murdered for daring to report and comment. Mexico's Televisa Group has reported that vast self censorship has taken hold in the area where the drug cartels rule.

Nothing less than the survival of the Mexican democracy is at stake. The Mexican government needs to take resolute action to investigate and vigorously prosecute the murderers of the press. Citizens' lives will be vulnerable when democracy and civil rights are not protected by honest reporting and responsible governments. Ireland has set an example. The outcry over the murder of Veronica Guerin by drug barons galvanised the government to crackdown on the leaders of the criminal gang. No civilised society can tolerate the intimidation of journalists for doing their jobs.

### **1.5.6: The Way Out**

There is virtue in pressing member states of United Nations to vote for a Security Council resolution reaffirming that the safety and security of journalists is essential for free flow of information around the world. Any state that consistently fails to investigate and prosecute murderers and violence against the media personnel should forfeit access, privileges and aid. The UN should have a central register of unsolved crimes against members of the media.

### **1.5.7: Truth Shall Never Die**

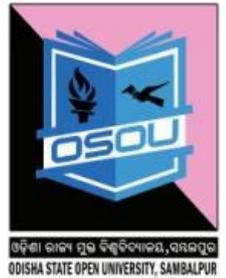
The International Federation of Journalists (IFJ) on February 3, 2016, released its 25<sup>th</sup> report on journalists and media persons killed since 1990. The report lists the killing of 2297 media professionals due to violence. This number includes 112 journalists who were killed in 2015 alone. The IFJ report also highlighted the fact that from double digits at the start of these publications, the figures reached three digits in 11 years.

Two days after the release of the report, the UNESCO organised a day-long international conference of news organisations standing up for the safety of media professionals.

It aimed at providing news organisations with a platform to discuss the existing and new measures to strengthen the safety of journalists worldwide and engage with member states on these issues.

The IFJ report pointed out that wars and armed conflicts accounted for a number of deaths. But these deaths are only a part of the grim numbers. According to the IFJ General Secretary Anthony Bellanger, there were other reasons, often far removed from the theatre of the war, for targeting journalists, many of whom are victims of organised crime barons and corrupt officials.

The United Nations General Assembly adopted a resolution at its 68<sup>th</sup> session in 2013, which proclaimed November 2 as the International Day to end Impunity for crimes against Journalists (IDEI) This resolution not only condemned all attacks on violence against journalists, but also urged member states to promote a safe and enabling environment for journalists to perform their duty independently and without undue interference.





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## 1.5: Check Your Progress

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A) Cite incidences of violence committed against journalists from your own locality?

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B) What additional challenges face the present day global journalists as against journalists of yesteryears?

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C) What are the main features of the debate on New World Information Order (NWIO)?

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## **Unit – 2: Effects of Globalisation on Media Systems and their functions**

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### **2.0: Unit Structure**

- 2.1: Learning Objectives
- 2.2: Introduction
- 2.3: Factors Stimulating Globalisation
- 2.4: Effects of Globalization on Media System
  - 2.4.1: Homogenization
  - 2.4.2: Spread of Cultural Imperialism
- 2.5: Media Imports and Exports
- 2.6: Factors Influencing Content Export
- 2.7: Ethnocentric, exocentric and World centric Countries
- 2.8: Transnational Media Ownership and Issues of Sovereignty and Security
- 2.9: The Indian Scenario is Print Media
- 2.10: Demerits of Foreign Media
- 2.11: Transnational Media Ownership and Control
- 2.12: Structure of Global Media
- 2.13: International Information: Bullet or Boomerang
- 2.14: Check Your Progress

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### **2.1: Learning objectives**

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After the completion of this Unit you should be able to:

- Understand and explain the effects of globalization on media systems across the world.
- Differentiate between different types of cultures and their interaction with foreign media
- Explain the India Media Scenario post-globalisation.

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### **2.2: Introduction**

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The leading impetus for globalisation is corporate profit making initiative, that translates to reaching beyond domestic markets to fertile foreign markets in order to secure cheaper labour pools and raw materials, and newer consumers. The media industry is just one of many commercial industries worldwide that are contributing to the climate of globalisation.

Corporate profit-making is leading to increasing coordination among governments and global quasi government institutions, organisations such as the World Bank, the



International Monetary Fund (IMF), the World Trade Organisation (WTO) the World Health Organisation (WHO), The International Telecommunications Union (ITU) and the United Nations (UN). These international bodies increasingly influence the affairs of member countries.

Scholars continue to study what globalisation means, where do we find ourselves in the globalisation process, what the effects of globalisation really are and what the possible effects are likely to be.

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### **2.3: Factors Stimulating Globalisation**

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Globalisation is being stimulated by at least four factors. These four factors are international travel, communication technologies, global media conglomerates and audience curiosity.

1. The first factor affecting globalisation is the exponential increase in international travel. Simply put, more people are traveling to more and more destinations than ever before. When people travel to other countries and regions of the world, they set into motion an exchange of information that helps give rise to a greater consciousness about countries and regions of the world. The exchange of information occurs at three levels. First, people who travel abroad gain knowledge about foreign countries. Second people who travel abroad interact with people in other countries. Third, people who travel abroad bring back knowledge of foreign countries and spread information mainly through conversations with relatives, friends and acquaintances.

Certainly television is helping out smoothen the way for increased travel to foreign countries. Travel shows on satellite and cable channels provide audiences with a glimpse into the look and feel of foreign countries and cultures. These shows help to identify countries that might be interesting to visit because of their history, landscape, architecture, scenery, climate, food, inexpensive goods, relaxed laws, and other attractive qualities. Travel shows help to demystify countries that were previously perceived as peculiar, or not perceived at all.

In addition, the growth in travel is due to an expansion in the number of airlines and airline routes. The increase in airline routes has increased more competition among airlines, causing a general drop in the prices of plane tickets. Another

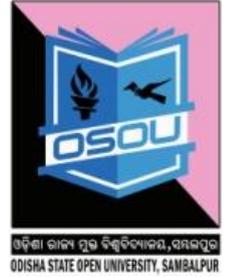


reason why more people are traveling abroad is the internet. People can book their own tickets and hotels through the internet. In essence, the internet provides travelers with more opportunities to customise their own trips rather than by booking a package through a travel agency.

2. A second factor that is playing a prominent role in globalisation involves advances in communication technologies. At one level the personal communication technologies especially email and web based interactive chat programs such as instant messenger, and Window Messenger. PDAs and fax machines have made communication across national boundaries easier, cheaper and faster. At another level, advances in television technologies are spurring corporate commercialism and globalisation. Primarily because of satellite and cable distribution systems, television listings increasingly include channels and programs that either originate in foreign countries or make mention of people and events in foreign countries. As a result, depending on where you live and how you access television, the average selection of television programs include more international content than ever before.
3. A third factor affecting globalisation is the rise of the global media conglomerates. A Global media conglomerate is a giant parent corporation that presides over an amalgamation of wholly or partially owned subsidiaries, companies or divisions that are scattered across the globe and are afforded great local autonomy within individual countries in terms of product design and distribution. Global media conglomerates grow through mergers between companies, acquisitions of companies and strategic alliances with other conglomerates.

Global media conglomerates have largely replaced multinational companies as the predominant business model for overseas media distribution. The old model of a multinational company places the central headquarters in a particular country and runs the subsidiary companies at the company divisions abroad, according to a set of core values emanating from the central headquarters.

In contrast, global media conglomerates have a decentralised value system that responds to local market conditions, individual countries and regions with content that may or may not be desired in home country or other foreign markets served by



the conglomerate. For example, viacom's MTV in the USA generally runs less risk but more violent music videos than those aired by MTV in foreign countries. This example illustrates how media conglomerates have a decentralised value system that gears programming to the perceived unique market demands of individual countries and regions.

Global media conglomerates are generally diversified, in that they get revenue not only from a wide range of media products and services but also from non media products and services. For example, the US based General Electric (GE) owns the National Broadcasting company (NBC) television network, the GE Financial Network which sells auto insurance, home mortgages, and stocks and bonds. The top seven media conglomerates in the world in 2004 were Time Warner (USA), Walt Disney (USA), Bertelsmann (Germany), Viacom (USA), News Corporation (Australia), NBC Universal (USA) and Sony (Japan). The media holding of these conglomerates are colossal and their products and services touch our lives greatly on a regular basis.

Global media conglomerates have world wide reach. The rise of the global media conglomerate is challenging the conception of nationality as a major defining influence on self identity. Because the global media conglomerate is a decentralised and largely amorphous entity that stretches across country borders, audiences are targeted regardless of where they live.

However, despite diminishment of national boundaries, the country as a unit remains a central concept of globalisation. There are enough media products that are increasingly marketed across country borders; the products are shaped and consumed uniquely within individual countries and are influenced by regulations within individual countries. For example a children's television program is distributed in both the USA and the UK. However, there are two essential differences that are a result of shaping it as a product according to perceptions of production conventions and audience needs that differ between the countries.

The final factor affecting globalisation is an escalating curiosity by media audiences about other parts of the world. Satellite and cable television in particular is increasingly delivering shows originating from foreign countries, as well as domestic

shows that portray foreign cultures. Across the globe, offerings in television schedules and internet sites show an increase in content that is foreign based or centered in foreign countries.

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## **2.4: Effects of Globalisation on Media systems**

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### **2.4.1: Homogenisation**

Some economic scholars and media professional have concluded that the increasing concentration of media ownership is leading to an incredible amount of sameness or homogenisation of products and services around the world. The sameness begins with smaller companies being bought by larger global media companies leading to a process of consolidation. For example independent news papers such as the sun have been bought by conglomerates such as the Black Entertainment Network (BET). These former companies were significant media companies in their own right, but as part of larger conglomerates they largely serve as brands that take on a wider corporate strategy.

Examples of formulae that can be used to illustrate now certain media products are homogenised across the world include :

- Newspaper layouts that divide the paper into sections placed in a specific order such as current events, hard news, features, local news, sports and business.
- Television reality shows on which contestants are generally eliminated.
- Internet web pages with common links such as about us, home and contact us.

### **2.4.2: Spread of cultural imperialism**

A criticism of globalisation is cultural imperialism also called cultural hegemony, which has been advanced by a host of scholars including Herbert Schiller, Jeremy Junstall, Nicholas Graham, Peter Golding and Phil Harris.

The term culture refers to rituals, styles, and languages that have historical longevity in a country.

Some scholars discuss cultural imperialism as a kind of electronic colonialism - a phrase that drives away classic colonialism, which involved a combination of military, political and business strategies deployed by European countries to build empires out of conquered countries.

In contrast, the new kind of electronic colonialism begins with the combination of a desire by developing countries to stimulate their domestic media offerings and a desire by media conglomerates and advertisers to sell products and services to foreign markets. These two factors lead to activities that facilitate electronic colonialism. One activity is the gifting or discounting of equipment and old program content. As television and radio networks in rich countries have updated their technology, they have sought to sell their old equipment or give it away to broadcasters in developing countries as a tax write off.

Thus, the argument runs that until a developing country begins to create its own media content, certain cultural traditions are being diluted by traditions of the foreign culture represented by the imported and outdated media content.

A second level of cultural imperialism has to do with what is seen as an invasion of current media content. The criticism is aimed mostly but not entirely at western media. The main invaders are said to be the television genres of dramas, movies reality shows and music television, the music genre of pop format and Hollywood films

The argument is that people living in heavy media-importing countries are normally curious about how people live in countries that have high visibility in global information flow. These audiences satisfy their curiosities by accessing imported media that come from high profile countries. As a result people in the importing country especially the youth begin to dress talk, eat and act like those portrayed in the foreign media. In other words, domestic audiences gradually discard their own cultural traditions as they emulate attributes of foreign cultures.

A couple of examples that illustrate the phenomenon of a culture being dented by imported media are :

- The widespread wearing of hip hop clothing ( baggy pants, backward base ball caps etc) in countries and regions where mainly traditional clothing has been worn.
- The setting of Mc Donald's, Burger King, Pizza Hut, and other fast food restaurants in almost every major city where previously ethnic food was sold.

Proponents of cultural imperialism argue that such examples are indicative of a trend in the world towards a westernised culture, which is being promoted by western media export.

A third level of cultural imperialism pertains to conventions used in the production of media content. The argument is that some countries import not only the content of media but also ways in which that content is shaped and produced in foreign countries. Production and distribution conventions include the financing of media operations e.g. advertising revenue, the scheduling of television programs, the layout of newspaper and so on.

Another counter criticism argues that countries importing the American and British media have the ability to absorb pieces of external culture without losing their own cultural identities. As long as domestic culture are vigorous any traditions adopted by society alongside the import of media content are said to attain only secondary status in relation to native traditions and customs.

On the larger scale those who counter negative appraisals of the overall process of globalisation say that what is happening across the globe is just a natural evolution of cultures meshing together as the earth continues to accommodate population growth. They say that in such an evolutionary contest, old ways of doing things will be replaced by new ways of doing things. According to this view point, therefore, countries that import foreign media content are merely witnessing changes on the part of people who are open to change and who want to be more integrated with a world culture rather than to remain part of the parochial culture derived from a local country.

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## **2.5: Media Imports and Exports : The Effects**

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Media content that leaves one country and arrives in other countries, serves as a kind of ambassador for the originating country. The exported media content thetoretically invites people in other countries who are exposed to the content to gain impressions about the exporting country i.e what the people in that country look like, how they act in certain situations, what issues they consider as important or unimportant and so on. In essence exported media content encourages foreign audiences particularly people with little direct interest in the exporting country to gain

some fairly definitive first impression about the culture of the content originating country.

Similarly media content is carried away to far off places from the media system that originated the content. If the environment is favourable in the new place the content may transform into its own full fledged media system cultivated by local cultural characteristics, philosophies for media operations, regulation, financing and accessibility.

Moreover, trees that undergo a regular inter change with their immediate and distant environments generally tend to flourish, compared to trees that live in insulated environments. Similarly, media systems that do not experience interchange with media systems from other environments are likely to stagnate because there are not enough ingredients from the outside world to keep the media system fresh. In contrast media systems that experience regular interchange with other environments are exposed to a kind of cross pollination of ideas, which nourishes and promotes new growth in the media system Thus writes Robert McKenzie in his book comparing media from around the world.

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## **2.6: Factors influencing content export**

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Some media content purposefully reaches targeted audiences in other countries. Other media content is accidentally exported because it spills over the political border from one country to another

- Newspaper could be exported either by printing the papers in foreign countries or by physically sending the papers via airplane, trucks, cars and trains. Newspaper web site content is often exported anywhere there is Internet access.
- Radio, mostly broadcast short wave radio could be picked up almost anywhere in the world. AM,FM and medium wave radio signals are limited by distance. Besides the terrestrial broadcast, we have today to our advantage satellite radio and internet radio broadcasts. Radio content is increasingly distributed by the internet through web casting and pod casting Foreign radio systems spill across country borders.

- Televisions is mostly distributed by satellite and cable distribution systems in most countries. Access to foreign television is easy because of satellite or cable. Direct to home (DTH) transmission is very popular in countries like india.
- The internet is exported by a range of technologies including phone lines, fiber optics, coaxial cables and satellite.

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## **2.7: Ethnocentric, exocentric and world centric countries**

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Some countries do not import very much foreign media content. They are ethnocentric. Ethnocentric countries are often geographically isolated and have their economically vibrant media industries. Foreign media content that makes a flight into some ethnocentric countries often gets modified to suit the tastes and expectations of the audience of the importing country.

Other countries that tend to be big importers of media content are exocentric. These countries tend to be smaller countries, with comparatively smaller populations. Some but certainly not all are economically disadvantaged and have under developed media systems. Often these countries are trying ot broaden their radio offerings or fill their television schedules and it is cheaper andmore feasible logistically for them to do so with imported media content. Exocentric countries that produce very little domestic content are susceptible to patterns of cultural imperialism.

Still other countries tend to be both big exporters of media content and big importers of media content, that is they are world centric. These countries tend to be smaller but have vibrant domestic media systems, and are in close proximity to multiple countries that have their own vigorous media systems. Some world centric countries have populations of people who speak multiple languages, and are therefore more interested in foreign media content.

Other worldcentric countries are former imperial countries that have histories of trade with many countries.

From a theoretical perspective, the extent to which a country imports and exports media content has profound implications for a country's media system and for many of the people who live in that country. World centric and exocentric nations that import a lot of media content tend to have a more open media system.

Such a media system also known as organic media system, is the one that thrives on an exchange of ideas with other media systems. Because people in these kind of countries have access to a lot of imported media, they are often led to access a wide variety of ideas coming from other parts of the globe. In contrast, ethnocentric countries that import little media content have more closed media systems. People who live in these countries tend to be exposed continuously to parochial ideas, that is ideas that circulate mainly within a localised range, ideas that have a narrow range and ideas that focus mainly on the given country.

Thus some people of ethnocentric countries face difficulties conceptualising the world as a whole or tangible entity. For many of them the world is a two part entity consisting of the home country versus the rest of the globe. This type of primitive outlook can harbour a cultural short sightedness. To them the foreground of the home country is clear while the background of the rest of the world is misty.

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## **2.8: Transnational Media Ownership and Issues of Sovereignty and Security**

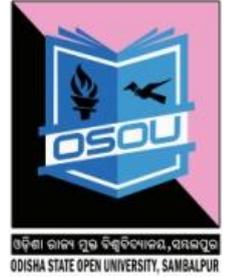
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- **Murdoch's Media Empire**

So far as International media business is concerned Keith Rupert Murdoch of Australia is known as the '*boss of the world*'. He owns 175 newspapers across the globe, controls access to 110 million pay-tv households through a worldwide satellite empire, owns the Twentieth Century Fox and runs Fox News, the number one cable news channel in the United States. He has through a mixture of charm and compromise, managed to gain access to 41 million TV- households in mainland China, a notoriously protectionist country where cable TV was officially banned. In India Murdoch's empire also expanded. It began in 1993 with \$ 2520 crore high-risk purchases of 64 percent equity of Star TV from Li Ka-Shing and his son Richard Li. Since then it has grown to 100 percent ownership of Star TV. Murdoch's media empire is News corp.

### **The Political Murdoch:**

Murdoch is known to have used his media and economic muscles to support politicians and political parties in the UK. The stoutly conservative media baron, a great supporter the former Prime Minister of the UK, Margaret Thatcher, who



belonged to the conservative party, switched his alliance to labor party and publicity endorsed Prime Minister Tony Blair in the run-up to the 1997 elections.

In the United States, Murdoch rallied behind George Bush declaring that the war on Iraq was a moral one that would reduce the price of oil to 20 dollars a barrel. In China in 1994, he not only dropped BBC from his platform for being 'anti-China' but in 1999 also cancelled former Hong Kong Governor Chris Pattern's memoir for being "anti-communist" and in 2001 agreed to carry the state network CC TV-9 in the US West Coast. Later that year they got the permission for Star to broadcast movies, sports and drama in mandarin Chinese language to the affluent Guandom province. On his first visit to India in 1994 Murdoch met the then Prime Minister P.V.Narasimha Rao at Race course road, where he presented him a cheque for the Prime Minister's Relief Fund and a set of VHS tapes of Spanish Maestro Carles suras Tailors.

Time magazine once described Murdoch as the fourth most powerful person in the United States. His global village spreads form his home country Australia to the United Kingdom, the United States, Italy, China and India to Japan.

Murdoch is a dominant player in the media markets of the United States and the United Kingdom. He has been caricatured as a money-grabber in a Bond movie, immortalized as a foxy mogul in an Archer's novel, demonized as Adolf Hiller by his long-time rival Ted Turner CNN and vilified as a clone in several campaigns for greater media diversity.

Murdoch has been constantly criticized for debasing global tastes with page-3 stuff and reality shows. But he has also repeatedly made money and helped revive failing media enterprises. He has rarely been under estimated and has often been admired, even by former editors whom he hired and fired at will.

He has a vast understanding of the media across the world. His experience in dealing with governments and their often sticky regulations is amazing. He is a formidable force in the media scape anywhere in the world.

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## **2.9: The Indian scenario in print media**

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It may be mentioned here that no foreigner is allowed to own a newspaper in India. However a policy drawn up in 2002 by the Government of India allowed 26 percent Foreign Direct Investment (FDI) in print media. The Group of Ministers (GOM) on the print media in May 2005 has clear a proposal to allow Foreign Institutional Investors (FIIs) to pick up stakes in print media provided it fell within the existing 26 percent ceiling on Foreign Direct Investment (FDI).

The introduction of FDI in print media at times provoked a strong response from the newspaper industry. A survey showed that 34 of the 50 newspapers in Delhi were opposed to the idea. The Leftist parties in India were opposed to any idea of increasing the FDI to more than the existing 26 percent.

The Supreme Court of India held that “the special treatment, of newspapers has a historical background behind it. The Freedom of press always has been a cherished right in all democratic countries. Newspapers not only purvey news but also opinions and ideologies besides much else. They are supposed to guard public interest by bringing to force the misdeeds, failings and lapses of the government and other bodies exercising the governing power”.

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## **2.10: Demerits of foreign media**

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- Giving foothold in the country to foreign newspapers would endanger the free and balanced flow of information.
- A powerful outsider like Report Murdoch may not show concern for India’s interest.
- Editorial policies of foreign newspapers cannot be controlled. It would pose a greater danger to national security.
- Globalization of newspapers and other news media cannot be equated in the same category as other economic sectors. News may be a commodity for Western media merchants. But it is not so in a developing welfare country like India.
- Allowing foreign media implies foreigners claiming the right of freedom of speech and expression that is available to Indians.

- Foreign media may adversely affect the social and political thought of Indians. This would result in foreign rule over Indian minds.
- It would definitely influence the electorate and thus endanger the Indian democracy. Murdoch has done this in Australia and the United Kingdom.
- Foreign media may pose a threat to the existing Indian media particularly the small media houses.

Dr. P.C.Joshi who headed the committee on software for Indian Television observed “our windows and doors should be opened to outside influence. But we should not be swept off our feet. At the same time, we have to welcome fresh air. The foreign influence should be used as a catalyst for spurring creativity.”

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## **2.11: Transnational media ownership and control**

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Denis McQuail in his book ‘McQuail’s Mass Communication Theory’ writes that the recent phase of the ‘communication revolution’ has been marked by a new phenomenon of media concentration, leading to the world media industry being increasingly dominated by a small number of very large media firms.

McQuail says certain types of media content lend themselves to globalization of ownership and control of production and distribution. These include news, feature films, popular music recordings, television serials and books. Tunstall (1991) refers to these as “one-off” media in contrast with the “cash-flow” media of newspapers and television stations, which have generally resisted multinational ownership. The “one-off” product can be more easily designed for an international market and lends itself to more flexible marketing and distribution over a longer time-span.

News was the first product to be ‘commodified’ by way of the main international news agencies. These are in effect ‘wholesale’ suppliers of news as a commodity.

Advertising provides another example of very high concentration and internationalization. About six leading super agencies have the lion’s share of the world advertising expenditure. A western, more specifically, Anglo-American stamp is visible on global advertising with a trend towards global branding.

Most attention is tending to be paid to the U.S based multi-media firms with global operations, such as AOL–Time Warner, Disney, NBC-Vivendi, Bertels, News Corporation, Sony.

The main news agencies in the era after the second world war were North American ‘Associated Press’ and ‘United Press International’, British ‘Reuters’, French ‘AFP’ and Russian ‘TASS’. Since then, the U.S. predominance has declined in relative terms with the virtual demise of ‘UPI’, while other agencies such as the German ‘DPA’, Chinese ‘Xinhua’ and Japanese ‘Kyodo’ have grown. TASS was replaced by ITAR-TASS. We shall discuss the news agencies in detail in Block-4.

Globalization and concentration of large media companies tend also lead to cartel formation. Companies also co-operate by sharing revenue, co-production, co-purchasing of movies, and dividing up local outlets.

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## **2.12: Structure of Global media**

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A central organizing idea is that of a center peripheral pattern of relations between nations. The nations with a core position have the most developed media. The peripheral nations have the reverse characteristics. Core nations are likely to have larger flows of media content to other countries which are not balanced by return flows of media content. Mutual exchanges are likely to be greater between countries that are ‘close’ in terms of geography, culture or economic relations. Peripheral countries do not export media content but their capacity to import is also limited by lack of development.

The underlying circumstances of global media structure set the scene for theorizing, debate and research about the reality and desirability of globalization. At the start i.e. around the 1960s, thinking was dominated by the extreme dominance of the USA, especially in Hollywood entertainment and the global news agencies. The former Soviet Union (Now Russia) was core counter player, along with China and the rest of the communist nations.

The third world (comprising of developing and poor nations) account for a large number of peripheral nations. With the near demise of communism, rapid

development of much of Asia and Latin America (South America), the world structure looks quite different.

The USA still dominates as a producer of international entertainment, but a large part of the world's population now lives in the Indian sub-continent or China or a few other countries, including Japan, Brazil, Indonesia, Nigeria and Mexico who are largely self – sufficient in media. Today the largest media content producers (not always exporters) are likely to be the USA, China, Mexico Egypt, Brazil and India. Tunstall says that the most globalized media countries, those that do most importing, fall into three categories:

1. Small-population, poor countries.
2. Small countries with a larger neighbor and a shared language; and
3. The various rich but smaller European countries that import form diverse sources.

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### **2.13: International Information: Bullet or Boomerang?**

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In 1977, the UNESCO sponsored McBride Commission, named after its chairperson, and investigated ways to create New World Information and Communication Order (NWICO) to protect third world communication systems from domination by major western powers. Third world nations had complained that western news agencies, with the blessing of their governments, use their virtual monopoly on news dissemination to vilify the third world (developing and poor countries), ignoring positive developments.

Accordingly, McBride Commission recommended curbs on the uncontrolled flow of information from the west (The First World comprising the rich capitalistic countries) to the third world.

The passage of time has done little to end the controversy. Most western observers refute the controversy. Most western observers refute the charges and denounce the proposed remedies as muzzles on a free preserver in the third world.

Rene' Jean Renault approaches the controversy from an empirical basis. He argues that news does not have hypodermic effect claimed by the proponents of NWICO. Audience transform the meaning of news to suit their own purposes.

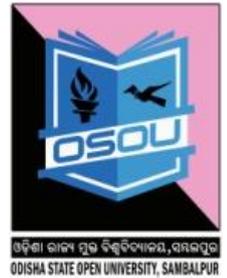
Renault also contend that western news benefits the third world. Conceding a point to the third world critics, he argues western media to focus more on economic and political development news.

While the demand for NWICO had been the source of tumultuous debates both within the UNESCO and in the industrialized western world, especially by the commercial media which firmly opposed it, most scholars and researchers seemed to support it, document it, reinforce it and did their best to publicize it to a large educated audience.

Critics seemed to agree on the necessity to denounce the reigning international information structure. To them the prevailing structure was grossly imbalanced and benefited only the multinational corporations and transnational banks of the western world, instead of contributing to the socio-economic and cultural development of the third world countries. These critics proposed NWICO in which economic and cultural dissociation of the developing countries from the west seemed to be the ultimate solution or panacea.

This cultural dissociation proposal was based on a victimizing view of the communication process in which the receiver was considered to be passive and totally respective to the ‘messages’ broadcast or discussed by powerful producers or senders. This victimization view of communication process had been referred to by Wilbur Schramm, as the Bullet Theory. But the Bullet Theory, during the last large many years, has progressively been considered ill-founded and abandoned by communication researchers. As Schramm put it:

“Communication was seen as a magic bullet that transferred ideas or feelings or knowledge or motivation from one mind to another..... in the early days of communication study, the audience was considered relatively passive and defenseless and communication could shoot something into them ..... But scholars began very soon to modify Bullet Theory. It did not square with facts. The audience, when it was hit by the Bullet refused to fall over. Sometimes, the Bullet had on effect that was completely unintended...’



Contrary to the 'Bullet Theory', the Boomerang Theory did not consider the receiver as a passive target, but gives her/him a power to respond to one-way communication in strong and most efficient ways.

According to the 'Boomerang Theory' the receivers can use the information diffused by the 'cultural dominator' to their own advantages. They can even use this information in order to make decisions and elaborate military, diplomatic, political and economic strategies totally unintended by the sender and sometimes quite detrimental to the dominating sender".

Dissociating third world countries from transnational networks would put them in the situation of their dominators who, while talking, instead of listening, have not been able to foresee and react properly to decolonization, the growing economies of the newly industrialized countries and almost all of the geopolitical and economic changes which have been taking place lately.

Through the 'Boomerang Theory' the functions of communication can no longer be limited to the function intended by the producer or sender; it can have an adverse or pervasive effect.

The core countries of capitalism are seriously disadvantaged by their inability to comprehend adequately, not only of what is going in the world, but most importantly, of how foreign decision makers perceive and make sense out of what is going on in the world.

If the New world information and communication order (NWICO) based on balanced communication traffic (instead of cultural dissociation), were implemented, it would be able to make the core industrialized and technology world better informed about how different social and ethnic strata of different nations in the world do perceive and make sense of what is going on.



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## 2.7: Check Your Progress

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A) Which cultures do you prefer most – ethnocentric or exocentric? And why?

How do you describe the Indian culture?

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B) How does Information Imperialism affect the Third World Countries?

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C) Global media barons can be kingmakers in other nations. Do you agree?

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## **Unit- 3: International Intellectual Property Right's (IPR)**

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### **3.0: Unit Structure**

- 3.1: Learning Objectives
- 3.2: Introduction
- 3.3: World Trade Organization (WTO)
- 3.4: Intellectual Property Right
- 3.5: IPR and Communication Arena
  - 3.5.1: Exclusion Syndrome
  - 3.5.2: The Prevailing Order
  - 3.5.3: Evolution of WTO
  - 3.5.4: The North Well Served
  - 3.5.5: Concentration of Ownership
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- 3.6: Ghana – A case study
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  - 3.9.2: The International Telecommunication Union
  - 3.9.3: The World Trade Organization
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  - 3.9.5: The World Intellectual Property Organisation (WIPO)
  - 3.9.6: International Corporation for Assigned Names and Numbers (ICANN)
- 3.10: Check Your Progress

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### **3.1: Learning Objectives**

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After going through this Unit you should be able to:

- Understand and explain the implications of Intellectual Property Rights (IPR).
- Learn about media related institutions who play key roles in global media governance.

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### **3.2: Introduction**

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The property born out of a person's intellect is known as intellectual property and this property needs to be safeguarded legally, so that it prevents others from exploiting it. Over the years there has been a lot of debate on the execution of IPR laws, with the developing countries alleging that these laws are heavily tilted in favor of developed nations.

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### 3.3: World Trade Organisation (WTO)

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The world Trade Organisation (WTO) has formulated the rules of intellectual property law and brought them within the scope of the Trade Related Intellectual Property Rights (TRIPs). The intellectual property rights are enforceable within the country which has granted those rights.

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### 3.4: Intellectual Property Right

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There are various forms of intellectual property right. They are as follows:

a. **Patents:** New inventions employing scientific and technical knowledge. It is a contract between inventor and government e.g. a new drug.

b. **Trade mark and service mark:** Visual symbol in the form of a word, service or label applied to an article of a manufacturer, e.g. Google, Facebook, Yahoo, Zee telefilms etc.

c. **Industrial Designs:** Idea or a conception as to the configuration pattern, composition of lines or colours applied to any article. Design is for beautifying an industrial product to attract consumer public. Any new or original design adopted for ornamentation, shaping and configuration of an industrial product is eligible for design registration.

d. **Copy Right:** Right to copy and make use of literary, dramatic, musical, artistic works, cinematographic films, records and broadcasts.

e. **Geographical indications:** Geographical indications identify goods as originating in the territory of a country of origin or locality in that territory. Reputations or other characteristics of the goods is essentially attributed to their geographical origin, e.g. Sambalpuri saree, Darjeeling tea.

f. **Protection for plant varieties:** TRIPS or Trade Related Aspects of Intellectual Property Rights make it mandatory for member countries to provide protection for new plant varieties e.g. new variety of rice, wheat etc. As per the provisions, the member countries can give protection to new plant varieties in two ways.

1. Under the patent law
2. By a separate system

Indian Enactments: The four enactments in India related to IPR are as follows

- a. The Design Act-1911
- b. Trade and Merchandise marks act 1958
- c. The Patents Act – 1970
- d. The Copyright Act – 1957

### **Who benefits most?**

Increasingly intellectual property rights has tended to promote the economic interest of the corporations particularly within the media, pharamaceutical and computer software industries.

Intellectual property regulations have also been harnessed for the exploitation of knowledge from the southern hemisphere without equally protecting such knowledge in its places of origin. In the mainstream discourse on intellectual property the southern Hemisphere is portrayed almost exclusively as pirating the knowledge of the northern hemisphere while the latter's appropriation of knowledge from the south receives little attention. There has been little attention within media studies to issues of power within intellectual property.

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## **3.5: IPR and Communication arena**

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The work of James Carey is helpful in discussing the unequal relationships of power in the regulation of intellectual property. Carey proposed a ritual approach to understanding communication. He defines the latter as a symbolic process where by reality is produced, maintained, repaired and transformed. Following this definition, the media of communication come to include the cultural artifacts through and around which reality is produced.

### **3.5.1: Exclusion syndrome**

Typically, intellectual property regulates the circulation of knowledge and information elements that are basic to communcation. As diverse forms of cultural production have been drawn into the global economy in ways that raise issues of ownership and protection, intellectual property regulation has become crucial as a potential means for protecting the rights of gorups that have hitherto remained outside the regulatory framework.

However the ways in which intellectual property is conceptualised and regulated, excludes certain forms of knowledge from protection. Through this exclusion intellectual property regulation has facilitated the exploitation rather than the protection of knowledge of certain groups even where inventions, scientific formula, musical composition and other kinds of knowledge are generally considered to be subjects of intellectual property protection.

We will discuss the prevailing order of intellectual property regulations first and then the ways in which the regulation limits the rights of producers and increases the rights of the owners.

### **3.5.2: The Prevailing Order**

Intellectual property and its main component parts - patents, trademarks and copyright - have come to assume such a taken for granted status that the larger concept is often defined in terms of these three parts. Some basic legal texts do not even offer a definition of intellectual property but proceed straight to a discussion of its component parts. This is partly due to the fact that patents, copyrights and trademarks existed for centuries before the term intellectual property emerged as a summary description of these forms of protected knowledge.

### **3.5.3: Evolution of WTO**

The foundation for the current international framework for the regulation of intellectual property was established when various European states came together in the late Nineteenth Century to establish three major agreements. These were the Paris Convention for the Protection of Industrial Property (1883), the Berne convention for the Protection of Literary and Artistic works (1886) and the Madrid Agreement concerning the International Registration of Trademarks (1891). These three treaties were joined as one in 1893, and in 1967 the World Intellectual Property Organisation (WIPO) was created to administer them. WIPO became a United Nations agency in 1974.

The 1970s witnessed intense activities from nations of the south, many of whom had gained independence from colonial empires in the 1950 and 1960. These nations formed a significant lobby within the United Nations system and were in the forefront of calls for a New World Information and Communication Order (NWICO) within the framework of UNESCO.

These efforts were underpinned by the view that there must be equitable distribution of global resources, including information and communication.

In the area of intellectual property regulation, the demands of the south were for policies that would provide them with access to knowledge originating in the North, knowledge that would enable them to reduce the technological disparities. Such calls for equity were regarded by the North as Political demands that had no place in the discussion of technical issues. In the 1970s and 1980s industries in the North particularly in the United States began to lobby for greater copyright and patent protection of information which was of importance to them. These lobbying efforts were coached in the view that without such protection the incentive to generate new products would be eroded, since they would be easily accessible to all, the piracy of competitors in other countries was part of the evidence used by the lobby to support its demands.

With WIPO dominated by the South the industrial nations sought to make intellectual property regulation an area of international trade policy, not in a United Nations forum but in the General Agreement on Tariffs and Trade (GATT) and its successor the World Trade Organisation (WTO). These efforts culminated in the WTO's 1994 Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS).

#### **3.5.4: The North well served**

The TRIPS agreement provides the stronger protection sought by the United States and other lobbies of the North. However, it does so at the expense of other nations of the south. These issues include TRIPS inclusion of forms of plant and animal life among products that can be patented, a measure that has been opposed by African nations. Another way in which TRIPS undermines the interests of the South is in the reduced scope for policy making in the WTO as compared to the one nation one vote norm of WIPO. The erosion of democratic principles in the international intellectual property policy making means that it has become much harder for countries of the south to press for their concerns and interests within the new order.

Although WIPO continued to provide them with a forum within which they could place those concerns, translating them into internationally recognised and binding regulations is much harder.

### **3.5.5: Concentration of ownership**

The tendency to favour stronger players is a long standing feature of intellectual property protection that has been intensified by the TRIPS agreement. It is also in large part due to the increasing concentration of media ownership and ownership of other industries in the hands of a few. Such concentration in ownership works to the disadvantage of producers of intellectual property in two ways. First, with industries such as publishing and recording, dominated by a few corporation it is extensively difficult for individual writers and musicians to produce and effectively market their own work. Second, intellectual property law protects corporate and individual owners of copyright. Corporate owners are better equipped to profit from intellectual property protection than are individual owners since the former can claim ownership of not only the initial creative work but also products derived from it.

The concentration of ownership does not only affect individual creators but also the industries of the south. In Africa the development of indigenous music production and publishing industries has been handled by the strangle hold of a few large corporations. A serious charge is that in the pretext of preventing piracy the major recording companies of the North acted to stamp out the fledgling music recording industry in Ghana and Nigeria in the 1980s.

Apart from the advantages provided to large corporate houses, there are other problems that arise with the principles of individual authorship and ownership. Individual authorship has been challenged by some scholars who question whether any single artist or inventor can claim to be the sole creator of a work. These scholars point out that creative work occurs within the context of a tradition and builds upon the tradition.

The assumption of individual ownership also works against the interests of the groups. Apart from the option of treating groups as individuals there is no established means of legally protecting group ownership.

Thus the claim by groups in the south to collective ownership of various forms of knowledge are resisted because such ownership cannot be accommodated within the prevailing framework.

### **3.5.6: Knowledge from South**

The protection of knowledge from the South has become a contentious issue in intellectual property regulation because of the increasing appropriation of such knowledge without the consent or compensation of its producers. The general perception of the South, in connection with intellectual property, is that of a region that pirates knowledge originating in the north. But a number of scholars have pointed out that casting the South as a region of piracy is not only inaccurate but a means of justifying increased control.

Debora Halbert points out to the United States stating the United States has gone from being one of the worlds most prolific pirates to copyrights' most dedicated defender. Frances Boyle asserts that contrary to the popular perception of the south as a consumer of knowledge it is in fact a producer of knowledge although not recognised as such by the regulatory establishment.

Cultural forms, dance, patterns, traditional medical knowledge, genetic information from the plants in the rainforest, or from peasant cultivated seed varieties, mainly flow from the developing world unprotected by property rights. In return, the developed countries send their cultural forms - Mickey Mouse, the X-men, Benetton, Marlboro and levis, which are covered under the law.

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### **3.6: Ghana – A case study**

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In 1985 Ghana passed a new copy right law that protected its folklore. This was in response to the appropriation of different forms of folklore for the foreign markets. The protection of folklore was retained when the African country went for the total revision of its intellectual property laws in 2000 in order to make them TRIPS compliant. The rights of folklore was vested in Ghana. As previously mentioned, at WTO folklore is not universally recognised as a form of knowledge that is deserving of intellectual property protection.

It is usually placed in the public domain and therefore accessible to all. However, countries like Ghana have argued that folklore is still being produced and is therefore a living tradition of creativity and thus equivalent to other forms of creative production like novels and music. As the Ghanaian law states folklore is also a part of the national cultural heritage and its unauthorised exploitation amounted to contravention of not only the rights of artisans but also the sovereignty and integrity of the state. In the Ghanaian situation, the authorship of folklore is in fact both communal and individual.

Ghana's response has been to protect its own folklore so that it would never enter public domain. Most of the folklore would be protected in perpetuity. The state claims to hold the rights to folklore on behalf of the trust of the people of Ghana. This means that the state of Ghana becomes the owner of its folklore having all the rights in relation to folklore vested in the state. Such a law pits the state against the producers of folklore. This is reinforced by the state's control of the royalties from the copyright protection of folklore. It undermines the Ghanaian state's very claim to hold the ownership right on behalf of the folklore producers. Further although the state claims to hold these rights in trust for the people of Ghana the latter do not benefit from the copyright protection of folklore. People of Ghana seeking to use the copyright have to pay royalties like any other users. There is restrictive access to a creative resource even for the Ghanaians.

A more equitable solution would be to make provision for folklore producers to receive some royalties that accrue from the protection of their works.

Probably the most important challenge faced by Ghana while protecting its folklore is gaining international recognition and enforcement of that protection. However the Ghanaian example is important in signifying that folklore comprises forms of knowledge that deserve the same recognition as those typically protected by intellectual property regulation. Demand for the protection of folklore and other forms of knowledge that have hitherto been outside the established framework of intellectual property are justifiable on the basis of sovereignty and integrity of the nations and people of the south. They are also justified by the fact that such knowledge is being exploited for profit.

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### **3.7: International Media Institutions**

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As media are not just any other business, media governance is important both in the international and national spheres. This way it acquires a set of rules and norms by the international set ups and national bodies. Media industry is, no doubt, a business venture but it contains elements of public service.

Media activities involve production of goods and services which are private as well as public. Media services have an enormous impact on the lives of people so far as information and education are concerned. The media also constructs social realities, gives meanings to events and situations that impact the ideological forces circulating in a society and across the globe.

The public character of media in an open democratic society derives mainly from their political functions but also from the fact that culture, ideas and information are considered as the collective property of all the media. It is therefore important to encourage, protect and limit them on behalf of public interest. This calls for regulations and institutions to provide the media industry with guidelines that are ultimately aimed at contributing to the robustness of society and to provide the world with vibrant media mechanisms.

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### **3.8: Ownership of Media**

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A study of ownership patterns of media in this context is also important. Most media belong to one of three categories of ownership - Commercial companies, private non-profit bodies and the public sector. However within each of these there are significant divisions. For media ownership it will be relevant whether a company is public or private a large media chain or conglomerate or a small and independent unit. It also matters whether or not a media enterprise is owned by a so-called media baron like Rupert Murdoch of News Corp. or neutral trusts, designed to safeguard independence of operations such as the Guardian of the U.K.

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### **3.9: Mass Media Governance**

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Governance refers to a process in which a range of different actors are drawn from market and civil society as well as from government.

It thus refers not only to formal and binding rules, but also to numerous informal mechanisms, internal and external by which they are steered towards multiple objectives.

Governance applies at various levels. First we can distinguish between the international, national and local levels, according to the way a media system is organised.

### **3.9.1: Global Media Governance**

In the absence of a world government, international communication is not subject of any central or consistent system of control. The forces of a free market and national sovereignty influence the functioning of media.

After the Second World War the United Nations' Universal Declaration of Human Rights made communication a fundamental right of all human beings. The UN provided an arena for debate on mass media matters with particular reference to freedom of expression, the free flow of communication between countries and issues of sovereignty. In 1978 at the behest of the Third World countries an effort was made at the UNESCO, to introduce a media declaration for the conduct of the international media. Opposition by western countries and free market media led to its failure but it did place a number of contentious issues and contributed to the recognition of certain communication rights and obligations.

Certain media related institutions such as the International Telecommunication Union (ITU), the World Trade Organisation (WTO) the United Nations educational, Scientific and cultural organisation (UNESCO) the World Intellectual Property Organisation (WIPO) and the International Corporation for Assigned Names and Numbers (ICANN) now play a variety of key roles in the emerging system of governance. We shall discuss about them in detail.

### **3.9.2: The International Telecommunication Union (ITU)**

The ITU was founded in Paris in 1865 as the International Telegraphic Union to coordinate and monitor the development of telegraph which was a new invention at that time. With the development of other systems, particularly the wireless radio, its name was changed to its present The International Telecommunication Union. In 1947, the ITU entered into an agreement with the United Nations and thereby became a specialised regulatory agency for telecommunication.

The four permanent organisations of ITU are :

1. The General Secretariat,
2. The International Frequency Registration Board (IFRB)
3. The International Telegraph and Telephone Consultative Committee (ITTCC)
4. The International Radio Consultative Committee (IRCC)

The main functions of the ITU when it was founded were to:

- a. Allocate frequencies to avoid interference
- b. Coordinate efforts to eliminate interference
- c. Foster the creation of telecommunication facilities in newly independent and developing countries.
- d. Promote safety measures and
- e. Undertake studies in the field of communication studies.

In the context of the New World and Communication Order (NWICO) the ITU has assumed a different role and perception. On one hand it has to promote telecommunication facilities, on the other it has to manage a vital resource - the electromagnetic spectrum.

Although the ITU performs a very technical function, it is an important agency that is central to communication development. The ITU is governed by a council of delegates nominated by national governments.

### **3.9.3: The World Trade Organisation (WTO)**

It has immense power on economic matters and impinges more and more on media, as the latter becomes bigger businesses and more commercialised. Its central concerns are issues of free trade and national sovereignty.

### **3.9.4: The United Nations Educational, Scientific and Cultural Organisation (UNESCO)**

The UNESCO established in 1945 has a wider competence on cultural and educational matters though it has little power.

In November 1945, representatives of 42 countries met in London in a quest for international peace.



The then Prime Minister of the United Kingdom Clement Atlee and the American poet Archibald Macleish held that since wars being in the minds of men, it is in the minds of men that the defences of peace must be constructed.

The purpose of UNESCO is to contribute to peace and security by promoting collaboration among the nations through education, science and culture. To achieve this goal, the organisation has sought to collaborate in the field of advancing mutual knowledge and understanding of people of all countries. The UNESCO has played a key role in the introduction and expansion of mass media, especially the television, in many developing countries.

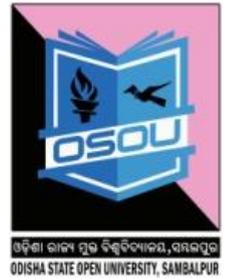
Realising that, qualified professionals were needed to run the media outfits in the decolonised parts of the world, it focusses on the training of journalists. It has set up training institutes in different parts of the world. It has also been instrumental in the setting up of news agencies in the poor countries. Early efforts of UNESCO led to the formation of some African News Agencies as well as some Asian News Agencies in 1963. In India the Indian institute of Mass communication is a result of UNESCO's efforts.

The fifth conference of the Heads of states or Governments of the non-aligned nations in 1976 and the 19<sup>th</sup> General Conference of UNESCO crystallised the idea of a New world information and communication order (NWICO). Mc Bride commission was formed to study the problems of international communication. The commission's report 'Many voices, one world' was adopted by the UNESCO. The report carried a number of recommendations to reduce the imbalance in the flow of information between the developed and the developing countries. The Mc Bride report was a landmark document.

With the acceptance of the Mc Bride report the transnational news agencies suddenly realised the importance of representing the third world nations in the right perspectives by resorting to development journalism which they had almost totally avoided in the past.

### **3.9.5: The World Intellectual Property Organisation (WIPO)**

Established in 1893, the WIPO has the main goal of harmonising relevant legislation and resolving disputes between owners of rights, authors and users.



### 3.9.6: International Corporation for Assigned Names and Numbers (ICANN)

ICANN stands for the International corporation for Assigned names and Numbers. It is the latest addition to the media governance bodies. It is a voluntary private organisation that aims to represent the community of internet users.

It started in 1994 after privatisation of the world wide web and its main function was to allocate addresses and domain names, plus server management. It has little power to deal directly with the emerging social and other problems relating to the internet. Formally it is answerable to the US Department of Commerce but efforts are on to make its governance more genuinely international.

The internet as such does not exist anywhere as a legal entity. It is not subject to any single set of national laws or international regulations. No new legal paradigm for cyber space has been realised although it is at too early a stage of development to conclude that there never will be legal framework. However, those who use the internet can be accountable to the laws and regulations of the country in which they reside.

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### 3.10: Check Your Progress

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A) What has been UNESCO's contribution to the development of media in various parts of the world?

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B) What does ICANN stand for? What is its significance?

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C) TRIPS is discriminatory against the developing and under developed nations. Justify.

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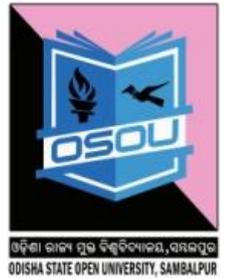
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## Unit-4: Professional Organizations and Code of Conduct

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### 4.0: Unit Structure

- 4.1: Learning Objectives
- 4.2: Introduction
- 4.3: Ethics
- 4.4: Making things better in the world
- 4.5: Fundamental Principles of Ethics
  - 4.5.1: Lessons for Journalistic Ethics
- 4.6: Codes of Conduct
- 4.7: Society of Professional Journalists (SPJ) Code of Ethics
  - 4.7.1: Preamble
  - 4.7.2: Seek Truth and Report It
  - 4.7.3: Minimize Harm
  - 4.7.4: Act Independently
  - 4.7.5: Be Accountable
- 4.8: Code of Ethics: Associated Press Managing Editors (APME)
  - 4.8.1: Responsibility
  - 4.8.2: Accuracy
  - 4.8.3: Integrity
  - 4.8.4: Independence
- 4.9: Code of Ethics and professional conduct: (RTNDA)
  - 4.9.1: Preamble
  - 4.9.2: Public Trust
  - 4.9.3: Truth
  - 4.9.4: Fairness
  - 4.9.5: Integrity
  - 4.9.6: Independence
  - 4.9.7: Accountability
  - 4.9.8: Summing up of ethics / Codes of Conduct
  - 4.9.9: Self-Regulation
  - 4.9.10: Categories of Regulatory bodies
- 4.10: Check Your Progress





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## 4.1: Learning Objectives

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After going through this Unit you should be able to:

- Understand the fundamental aspects of ethics as applicable to the field of journalism.
- Know the Codes of Conduct of International Federation of Journalists (IFJ)
- Know the Codes of Ethics of Society of Professional Journalists
- Know the Codes of Ethics of Associated Press Managing Editors
- Know the Codes of Ethics of the Radio-Television News Director Association

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## 4.2: Introduction

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The topic professional organizations and code of conduct pertaining to journalism comes under the purview of journalistic ethics. We assume that the moral responsibility of professional journalists is primarily to their readership, listenership and viewership. Journalists are morally responsible to the public. It is in terms of the news audience, that journalistic ethics need to be framed.

When journalists exercise their professional rights they incur professional responsibilities. The truth is that journalists wield enormous power. They are regarded internationally as a source of accurate information that begins with intelligent, aggressive and investigative reporting.

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## 4.3: Ethics

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Journalists gather and report the news for us to use and purity of information is a primary concern. All journalistic ethics can be summed up as the responsibility of journalists to provide 'maximally relevant truth in the public interest'. Truth telling in the public interest is a noble ideal.

The difference between journalism and other kinds of business has to do with specific kind of products or services that professional journalism provides. Journalism fulfils its responsibility to deliver true information in the public interest. This society expects the government not to interfere in reporting the news.

Anyone who follows the news regularly may come to recognize that moral issues arise for practicing journalists every day. There are problems about what stories to report and how to report them, conflicts about the public's right to know versus individual privacy, national security or related social pressures for withholding information or protection of confidential sources.

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#### **4.4: Making things better in the world**

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Journalists on the whole are conscientious investigators with a sense of mission. They want to discover and transmit the truth, to share what is of importance. By doing so, i.e. informing a population about important events and acting as watchdogs in the public interest, they can indirectly bring about positive change in the world. This is undoubtedly why many persons choose to become professional journalists aiming to emulate the best examples of how journalism can serve the public interest and make things better in the world.

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#### **4.5: Information Society**

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The fundamental justificatory principle and moral obligations for professional journalists are as follows:

- It is morally obligatory for journalists to tell the truth to the best of their abilities.
- It is morally obligatory for journalists to the best of their abilities to counteract the effects of bias and consider the impact of perspective, predisposition, and other factors that can affect truth telling.
- Journalists are responsible not to plagiarize the reporting of other journalists, thinkers or writers, not merely because to do so represents a violation and theft of the intellectual property rights of those persons, but because to plagiarize without attributions of original authorship constitutes a form of deliberate inaccuracy and misrepresentation of contents of a news story as though it had been independently discovered and verified for its factual content by the journalist whose name it fraudulently bears.

- Finally, when errors in reporting are discovered, journalists are morally obligated to correct them publicly to set the record straight and to mitigate to whatever extent possible the misleading impressions their false reports may have created.

We should emphasize once again that the above imperatives are not the only moral obligations bearing on professional journalistic ethics.

#### **4.5.1: Lessons for Journalistic ethics**

Journalism is expected to provide truth telling in the public interest. It has a responsibility to the general public to publish truths the relevant facts about the world. Journalism in particular reveals new truths when it exposes corruption. We tend to think of the importance of journalism as a force for social good when we consider the reportage of major world events.

We as the members of a world community, whatever particular society we belong to discover all reason for being grateful to newsreporters across the globe everyday. It is often a difficult and dangerous as well as rewarding job.

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## **4.6: Codes of Conduct**

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### **International Federation for Journalists (IFJ) Declaration of Principles on the conduct of Journalists**

(Adopted by the Second World Congress of the international Federation of Journalists (IFJ) at Bordeaux on April 25-28, 1954 and amended by the 18<sup>th</sup> IFJ World Congress at Helsingor on June 2-6, 1986)

This international declaration is proclaimed as a standard of professionals conduct for journalists engaged in gathering transmitting and commenting on news and information.

1. Respect for truth and for right of the public to truth is the first duty of the journalist.
2. In pursuance of this duty, the journalist shall at all times defend the principles of freedom in the honest collection and publication of news and of the right of fair comment and criticism.

3. The journalist shall report only in accordance with the facts of which he/she knows the origin. The journalist shall not suppress essential information or falsify documents.
4. The journalist shall use only fair method to obtain news, photographs and documents.
5. The journalist shall do the utmost to rectify any published information which is found to be harmfully inaccurate.
6. The Journalist shall observe professional secrecy regarding the source of information obtained in confidence
7. The Journalist shall be aware of the danger of discrimination being furthered by the media, and shall do the utmost to avoid facilitating such discrimination based on race, sex, sexual orientation, language, and religion.
8. The Journalist shall regard as grave professional offences the following:
  - Plagiarism
  - Malicious representation
  - Calumny, slander, libel, uninformed accusations
  - The acceptance of a bribe in any form in consideration of either publication or suppression.
9. Journalists worthy of that name shall deem it their duty to observe faithfully the principles stated above within the general law of each country.

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## **4.7: Codes of Ethics: Society of professional Journalists (SPJ)**

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### **4.7.1: Preamble**

Members of the society of professional journalists believe that public enlightenment is the forerunner of justice and the foundation of democracy. The duty of the journalist is to further those ends by seeking truth and providing a fair and comprehensive account of events and issues. Conscientious journalists from all media and specialties strive to serve the public with thoroughness and honesty. Professional integrity is the cornerstone of a journalist's credibility.



#### 4.7.2: Seek Truth and Report It

Journalists should:

- Test the accuracy of information from all sources and exercise care to avoid inadvertent error. Deliberate distortion is never permissible
- Diligently seek out subjects of news stories to give them the opportunity to respond to allegations of wrongdoing.
- Identify sources whenever feasible. The public is entitled to as much information as is possible on sources' reliability.
- Always question sources motif before promising anonymity. Clarify conditions attached to any promise made in exchange for information. Keep promises.
- Make certain that headlines, news teasers and promotional material, photos, video, audio, graphics, sound bites and quotations do not misrepresent. They should not over simplify or highlight incidents out of context.
- Never distort the content of news. Label montages and photo illustrations.
- Avoid misleading reenactments or staged news events. If reenactment is necessary to tell a story, label it.
- Avoid under cover or other surreptitious methods of gathering information vital to the public. Use of such methods should be explained as part of the story.
- Never Plagiarize
- Tell the story of diversity and magnitude of the human experience boldly, even when it is unpopular to do so.
- Avoid stereotyping by race, gender, age, religion, ethnicity, geography, sexual orientation, disability, physical appearance or social status.
- Support the open exchange of views.
- Give voice to the voiceless.
- Recognize a special obligation to ensure that the public's business is conducted in the open and that government records are open to inspection.



#### **4.7.3: Minimize Harm**

Ethical journalists treat sources, subjects and colleagues as human beings deserving of respect.

Journalists should:

- Show compassion for those who may be affected adversely by news coverage. Use special sensitivity when dealing with children and inexperienced sources or subjects.
- Be sensitive when seeking or using interviews or photographs of those affected by tragedy or grief.
- Recognize that gathering and reporting information may cause harm or discomfort. Pursuit of the news is not a license for arrogance.
- Recognize that private people have a greater right to control information about themselves than do public officials and others who seek power, influence or attention. Only an overriding public need can justify intrusion into anyone's privacy.
- Show good taste.
- Be judicious about naming criminal suspects before the formal filing of charges.
- Balance a criminal suspect's fair trial rights with the public's right to be informed.

#### **4.7.4: Act Independently**

Journalists should be free of obligation to any interest other than the public's right to know.

Journalists should:

- Avoid conflicts of interest, real or perceived.
- Remain free of association and activities that may compromise integrity or damage credibility.
- Refuse gifts, favors, fees, free travel and special treatment, and shun secondary employment, political involvement, public office, and service in community organizations if they compromise journalistic integrity.



- Disclose unavoidable conflicts
- Be vigilant and courageous about holding those with power accountable.
- Deny favored treatment to advertisers and special interests and resist their pressure to influence news coverage.
- Be wary of sources offering information for favors or money. Avoid bidding for news.

#### **4.7.5: Be Accountable**

Journalists are accountable to their readers, listeners, viewers and each other

Journalists Should:

- Clarify and explain news coverage and invite dialogue with the public over journalistic conduct
- Encourage the public to voice grievances against the news media
- Admit mistakes and correct them promptly.
- Expose unethical practices of journalists and the news media

The SPJ code of ethics is voluntarily embraced by thousands of writers, editors and other news professionals. The present version of the code was adopted by the 1996 SPJ National Convention, after months of study and debate among the society's members.

Sigma Delta Chi's first code of Ethics was borrowed from the American society of Editors in 1926. In 1973 sigma delta chi wrote its own code, which was revised in 1984, 1987 and 1996.

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#### **4.8: Codes of Ethics: Associated Press Managing Editors (APME)**

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Revised and Adopted in 1995

These principles are a model against which news and editorial staff can measure their performance. They have been formulated in the belief that newspapers and the people who produce them should adhere to the highest standards of ethical and professional conduct.

The public's right to know about matters of importance is paramount. The newspaper has a special responsibility as surrogate of its readers to be a vigilant watchdog of their public interest.

Commonsense and good judgments are required in applying ethical principles to newspaper realities. As new technologies evolve, these principles can help guide editors to insure the credibility of the news and information they provide. Individual newspapers are encouraged to augment these APME guidelines more specifically to their own situations.

#### **4.8.1: Responsibility**

The good newspaper is fair, accurate, honest, responsible, independent and decent.

Truth is its guiding principle

It avoids practices that would conflict with the ability to report and present news in a fair, accurate and unbiased manner.

The newspaper should reasonable reflect in staffing and coverage, its diverse constituencies. It should vigorously expose wrong doing duplicity or misuse of power, public or private. Editorially, it should advocate needed reform and innovation in the public interest. News sources should be disclosed unless there is a clear reason not to do so. When it is necessary to protect the confidentiality of a source, the reason should be explained.

The newspaper should uphold the right of free speech and freedom of the press and should respect the individual's right to privacy. The newspaper should fight vigorously for public access to news of government through open meetings and records.

#### **4.8.2: Accuracy**

The newspaper should guard against inaccuracies, carelessness, bias or distortion through omission or technological manipulation.

It should acknowledge substantive errors and correct them promptly and prominently

#### **4.8.3: Integrity**

The newspaper should strive for impartial treatment of issues and dispassionate handing of controversial subjects. It should provide a forum for the exchange of comment and criticism, especially when such comment is opposed to its editorial position.

The newspaper should report the news without regard for its own interest, mindful of the need to disclose potential conflicts.



It should report matters regarding itself or its personnel with the same vigour and candor as it would on other institutions and individuals. Concern for community, business or personal interests should not cause the newspaper to distort or misrepresent the facts.

The newspaper should deal honestly with readers and newsmakers. It should keep its promises.

The newspaper should not plagiarist words or images.

#### **4.8.4: Independence**

The newspaper and its staff should be free of obligations to news sources and newsmakers. Newspapers should accept nothing of value from news sources or others outside the profession. Gifts and free or reduced rate travel, entertainment, products and lodging should not be accepted. Special favors and special treatment for members of the press should be avoided.

Journalists are encouraged to be involved in their communities, to the extent that such activities do not create conflicts of interest. Involvement in politics, demonstrations and social causes that would cause a conflict of interest, or the appearance of such conflict, should be avoided.

Work by staff members for the people or institutions they cover also should be avoided.

Stories should not be written or edited primarily for the purpose of winning awards and prizes. Self-serving journalism contests and awards that reflect unfavorably on the newspaper or the profession should be avoided.

Author: Associated Press Managing Editors

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#### **4.9: Code of Ethics and professional conduct: (RTNDA)**

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The Radio-Television News Directors Association wishing to foster the highest professional standards of electronic journalism, promote public understanding of and confidence in electronic journalism and strengthen principles of journalistic freedom together and disseminate information, established a code of Ethics and Professional conduct (Adopted at RTNDA in Minneapolis, Septembers 14, 2000).

#### 4.9.1: Preamble

Professional electronic journalists should operate as trustees of the public, seek the truth, report it fairly and with integrity and independence and stand accountable for their actions.

#### 4.9.2: Public Trust

- Professional electronic journalists should recognize that their first obligation is to the public.
- Professional electronic journalists should understand that any commitment other than service to the public undermines trust and credibility.
- Recognize that service in the public interest creates an obligation to reflect the diversity of the community and guard against oversimplification of issues or events.
- Provide a full range of information to enable the public to make enlightened decisions
- Fight to ensure that the public business is conducted in the public.

#### 4.9.3: Truth

Professional electronic journalists should pursue truth aggressively and present the news accurately, in context, and as completely as possible.

Professional electronic journalists should:

- Continuously seek the truth
- Resist distortions that obscure the importance of events.
- Clearly disclose the origin of information.

Professional electronic journalists should not:

- Report anything known to be false
- Manipulate images or sounds in any way that is misleading
- Plagiarize
- Present images or sounds that are reenacted without informing the public.



#### **4.9.4: Fairness**

Professional electronic journalists should present the news fairly and impartially, placing primary value on significance and relevance.

Professional electronic journalists should:

- Treat all subjects of news coverage with respect and dignity, showing particular compassion to victims of crime or tragedy.
- Exercise special care when children are involved in a story and give children greater privacy protection than adults.
- Seek to understand the diversity in the society.
- Present a diversity of expressions, opinions and ideas in context.
- Present analytical reporting based on professional perspective, not personal bias.
- Respect the right to a fair trial.

#### **4.9.5: Integrity**

Professional electronic journalists should present news with integrity and decency, avoiding real or perceived conflicts of interest, and respect the dignity and intelligence of the audience as well as the subjects of news.

Professional electronic journalists should:

- Identify sources whenever possible. Confidential source should be used only when it is clearly in the public interest. Journalists should keep all commitments to protect a confidential source.
- Clearly label opinion and commentary.
- Guard against extended coverage of events or individuals that fails to significantly advance a story.
- Refrain from contacting participants in violent situations.
- Use technological tools with skill and thoughtfulness, avoiding techniques that skew facts, distort reality or sensationalize events.
- Use surreptitious newsgathering techniques including hidden cameras or microphones. Such techniques can, however, be resorted to only if there is no other way to obtain stories of significant public importance.

- Professional electronic journalists should not pay news sources who have a vested interest in the story.
- They shouldn't accept gifts, favors or compensation from those who might seek to influence coverage.
- They shouldn't engage in activities that may compromise their integrity or independence.

#### **4.9.6: Independence**

Professional electronic journalists should defend the independence of all journalists from those seeking influence or control over news content.

Professional journalists should:

- Gather and report news without fear or favour and vigorously resist undue influence from any outside forces including advertisers, sources, story subjects, powerful individuals and special interest groups
- Resist those who would seek to buy or politically influence news content or who would seek to intimidate those who gather and disseminate news.
- Determine news content through editorial judgment and not as the result of outside influence.
- Resist any self-interest or peer pressure that might erode journalist's duty.
- Recognize that sponsorship of the news will not be used in any way to determine, restrict, or manipulate content.
- Refuse to allow the interests of ownership or management to influence news judgment and content inappropriately.
- Defend the rights of free press for all journalists recognizing that any professional government licensing of journalists is violation of that freedom.

#### **4.9.7: Accountability**

Professional electronic journalists should recognize that they are accountable for their actions to the public, the profession, and themselves.

Professional electronic journalists should:

- Actively encourage adherence to these standards by all journalists and their employers

- Respond to public concerns, investigate complaints and correct errors promptly.
- Explain journalistic processes to the public especially when practices spark questions or controversy.
- Recognize that professional electronic journalists are duty bound to conduct themselves ethically.
- Refrain from ordering or encouraging courses of action that would force employees to commit an unethical act.
- Carefully listen to employees who raise ethical objections and create environments in which such objections and discussions are encouraged. Seek support for and provide opportunities to train employees in ethical decision making.

In meeting its responsibility to the profession of electronic journalism, RTNDA has created this code to identify important issues to serve as a guide for its members to facilitate self-scrutiny.

#### **4.9.8: Summing up of ethics/codes of conduct:**

Journalists like everyone else need to make money and their companies need to make money too. If they do not, they will not be able to pay their salaries or buy the essential equipment, materials and services required to publish or broadcast the news. Financial independence is very important for a media house. There is absolutely nothing morally wrong with any of this as far as professional journalistic ethic is concerned. It is only a question of how the profit is made and what journalists and their supervisors are or are not willing to do in order to make money from reporting of the news. Profit definitely is not a dirty word.

Maintaining independence from both government and finance, avoiding censorship and undue influence in journalistic reportage, protecting privileged sources while respecting the privacy of news subjects, preserving proper journalistic distance and objectivity while gathering and disseminating news are not too much to expect of journalists. Indeed most practicing journalists admirably satisfy these professional expectations.

#### 4.9.9: Self-regulation

Trends in self-regulatory mechanisms include efforts to exert internal and external moral pressures on media practices. New directions in self-regulation begins with the view that media exerts powerful cultural and political influences, that they enjoy legal freedoms and social responsibilities and that proactive regulation by media and citizens can be effective.

#### 4.9.10: Categories of regulatory bodies

1. **Government Related Agencies:** These are bureaucracies that have government over seeing the media operations. In some cases these agencies exert directed control over all aspects of media operations. A government regulatory agency is formed to ensure that media organizations serve the public according to a country specific interpretation of what the media service should be.
2. **Media organizations / Professional Organizations:** These include media entities such as radio stations, television stations, newspapers, Internet providers and others who produce and deliver media content. Media organizations engage in self-regulation that is they enact their own policies on what content is acceptable and what is not. Self-regulation is individualized when a single media entity regulates itself. Self-regulation is collective when an association of media organizations regulate the member organization, for example guidelines issued by a professional organization to its members on the broadcasting of violent or sexual content.
3. **Citizen Groups** These are typically non-profit organizations such as the Parents television council (PTC) in the U.S. Citizen groups are motivated by moral concerns about thwarting media content that is perceived to be causing great harm to the society. A common area of concern is the violation by a news programme of an individual's right to privacy and the potential of minors to be morally corrupted by viewing debased media content.  
  
Citizen groups rarely have the authority, which prevents their recommendations from being legally binding. So, citizen groups often try to convince the media organizations to comply to requested changes by



organizing grassroots pressure on government regulatory agencies or by publicity embarrassing the media organizations into compliance with the desired changes. PTC regularly reviews prime time television shows in the US and conveys materials it considers injurious to the society.

#### 4 Advertisers and sponsors

These are the life-saving agents of media organization so far as revenue is concerned. Advertisers and sponsors can make requests that the media organizations with which they have got business with, to refrain from delivering certain types of content, sometimes issuing threats to withdraw advertising and sponsorship.

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### 4.10: Check Your Progress

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A) Why do you think a media organization should have independence as well as accountability?

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B) Identify five ethical issues which are of utmost importance to a journalist?

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C) Can you identify a recent news story, either printed or broadcast, which you felt was unethical? What did you do about it?

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