

GLOBAL MEDIA COMMUNICATING CHANGE

16



Mobile media are a central factor in the global expansion of mass media. A giant billboard in Riyadh, Saudi Arabia, shows King Salman on a giant mobile phone.

What's Ahead?

- World Media Systems Vary
- Five Political Theories Describe How World Media Operate
- Western Europe and Canada Are Similar to the U.S.
- Eastern Europe Is in Transition
- Middle Eastern and North African Media Work Under Government Controls
- African Media Find a New Voice
- Media Explode in Asia and the Pacific
- Government, Corporations and Dynasties Control Latin American and Caribbean Media
- *International New York Times* Seeks a Global Audience
- Critics Cite Western Communications Bias
- Internet Expands Mass Media's Global Reach
- Mobile Media Open Communications Channels
- Reporters Risk Lives to Report World Events
- Global Media Chase International Consumers
- Ideas Transcend Borders

“International communications is often considered a mixed blessing by rulers. Usually they want technical progress. But at the same time they do not want the ideas that come with them.”

—ITHIEL DE SOLA POOL, AUTHOR OF *TECHNOLOGIES OF FREEDOM*

In the United States, many students assume that mass media in most countries operate like the U.S. media, but media industries in different countries are as varied as the countries they serve. Can you identify the countries in the following media situations?

1. People in this country have access to more wireless Internet **hot spots** than anywhere else in the world. (A hot spot is a public area such as a restaurant or hotel where a wireless Internet router allows people with laptops and hand-held Internet devices, such as smart phones, to use the Internet without a wired connection.)
2. This country produces more movies every year—1,100—than any other nation in the world.
3. This company is the world's biggest advertiser and spends more than \$11.5 billion a year to market its products.
4. This country's citizens must pay the government an annual TV license fee, the equivalent of \$225, and can be fined if they are caught using an unlicensed TV set.
5. In this country, viewers can watch TV news presented by rap-orters, hip-hop artists who use rhyme to convey the day's events.

World Media Systems Vary

The country with the largest number of wireless locations (example 1) is South Korea. In the United States, the place with the most wireless locations (hot spots) is New York City with 1,657—nearly three times the number of hot spots that are available in Los Angeles (637).

The country that produces the most movies (example 2) is India, which celebrated its 100th year of moviemaking in 2013.

The company that spends the most money to advertise globally (example 3) is Procter & Gamble, makers of Tide detergent, among other household products. Procter & Gamble is also the biggest advertiser in the U.S.

People who live in the United Kingdom are responsible for paying a yearly TV license fee (example 4). The fee is due at the post office each year, and the collectors who enforce the fee are actually employees of the post office. The government collects more than \$2 billion a year from

Hot Spot A public area such as a restaurant or hotel where people with laptops and hand-held Internet devices can connect to the Internet without a wire.

the fees, which allows the British Broadcasting Corporation to operate several radio and TV stations without advertising.

The rap-orters are news presenters on the Ugandan TV program *NewzBeat* (example 5). Every Saturday, three popular hip-hop artists use their five-minute news program as a way around government censorship. One of the artists' favorite topics is the country's widespread corruption.

These examples demonstrate the complexity of defining today's international media marketplace, which clearly is a marketplace in rapid transition as the Internet blurs global borders. It is very difficult to control the flow of digital information, although some countries try.

This chapter examines various aspects of global media, including political theories and the media, world media systems, news and information flow and global media markets.

Five Political Theories Describe How World Media Operate

No institution as sizable and influential as the mass media can escape involvement with government and politics. The media are not only channels for the transmission of political information and debate but also significant players with a direct stake in government's regulatory and economic policies, as well as government's attitude toward free speech and dissent.

Remember that *the way a country's political system is organized affects the way the mass media within that country operate*. Media systems can be divided broadly into those systems that allow dissent and those that do not.



In Britain, radio and TV users pay an annual license fee to support the British Broadcasting Corporation (BBC). On May 15, 2015, BBC Northern Ireland Presenter Noel Thompson moderates a general election candidates' debate in Belfast, United Kingdom.

To categorize the political organization of media systems, scholars often begin with the 1956 book *Four Theories of the Press*, by Fred S. Siebert, Theodore Peterson and Wilbur Schramm. These four theories, which originally were used to describe the political systems under which media operated in different countries, were (1) the Soviet theory, (2) the authoritarian theory, (3) the libertarian theory and (4) the social responsibility theory. Scholars recently added a fifth description, the more modern (5) developmental theory, to update the original categories used to help describe the world's mass media systems.

The Soviet Theory

Historically in the Soviet Union (which dissolved in 1991 into several independent nations and states), the government owned and operated the mass media. All media employees were government employees, expected to serve the government's interests.

Top media executives also served as leaders in the Communist Party. Even when the press controls loosened in the 1980s, the mass media were part of the government's policy. Government control came *before* the media published or broadcast; people who controlled the media could exercise *prior restraint*. They could review copy and look at programs before they appeared.

This description of the Soviet press system was conceived before the events of the 1990s challenged the basic assumptions of Soviet government. Many Eastern bloc countries, such as Romania, Slovakia and the Czech Republic, which once operated under Soviet influence, based their media systems on the Communist model. Today, the media systems in these countries are in transition and Russian media are once again under strong government controls.

The Authoritarian Theory

Media that operate under the authoritarian theory can be either publicly or privately owned. This concept of the press developed in Europe after Gutenberg. Until the 1850s, presses in Europe were privately owned, and the aristocracy (which governed the countries) wanted some sort of control over what was printed about them. The aristocracy had the financial and political power necessary to make the rules about what would be printed.

The first idea was to license everyone who owned a printing press so the license could be revoked if someone published something unfavorable

about the government. The British crown licensed the first colonial newspapers in America. Licensing wasn't very successful in the United States, however, because many people who owned presses didn't apply for licenses.

The next authoritarian attempt to control the press was to review material after it was published. A printer who was discovered publishing material that strongly challenged the government could be heavily fined or even put to death. Today, many governments still maintain this type of rigid control over the media.

Most monarchies, for example, operate in an authoritarian tradition, which tolerates very little dissent. Media systems that serve at the government's pleasure and with the government's approval are common.



YOSHIKAZU TSUNO/Getty Images

Japanese telecommunications giant Softbank introduced Pepper, a mobile marketing robot. Pepper is promoting the sale of watermelons in a market in Tokyo. Japanese media combine libertarianism and social responsibility.

The Libertarian Theory

The concept of a libertarian press evolved from the idea that people who are given all the information on an issue will be able to discern what is true and what is false and will make good choices. This is an idea embraced by the writers of the U.S. Constitution and by other democratic governments.

This theory assumes, of course, that the media's main goal is to convey the truth and that the media will not cave in to outside pressures, such as from advertisers or corporate owners. This theory also assumes that people with opposing viewpoints will be heard—that the media will present all points of view, in what is commonly called the free marketplace of ideas.

The First Amendment to the U.S. Constitution concisely advocates the idea of freedom of the press. Theoretically, America today operates under the libertarian theory, although this ideal has been challenged often by changes in the media industries since the Constitution was adopted.

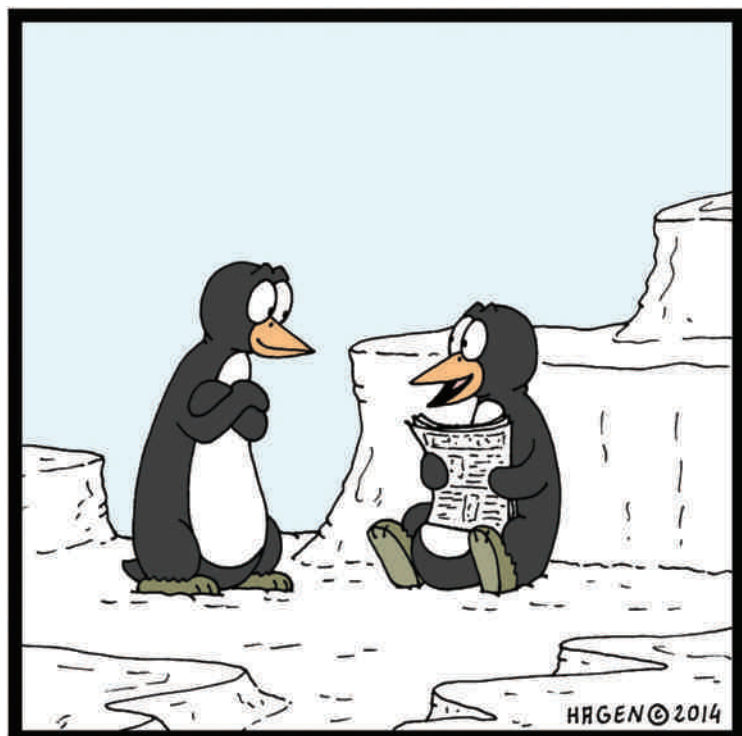
The Social Responsibility Theory

This theory accepts the concept of a libertarian press but prescribes what the media should do. Someone who believes in the social responsibility theory believes that members of the media will do their jobs well only if periodically reminded about their duties.

The theory grew out of the 1947 Hutchins Commission Report on the Free and Responsible Press. The commission listed five goals for the media, including the need for truthful

and complete reporting of all sides of an issue. The commission concluded that the American press's privileged position in the Constitution means that the press must always work to be responsible to society.

If the media fail to meet their responsibilities to society, the social responsibility theory holds that the government should encourage the media to comply. In this way, the libertarian and the social responsibility theories differ. The libertarian theory assumes members of



Hagen/Cartoonstock.com

**I know we're a long way from anywhere,
but I still like to know what's going on in the World...**

the media will work well without government interference; the social responsibility theory advocates government oversight for media that don't act in society's best interest.

The Developmental Theory

The most recent description for media systems is the developmental theory. Under this theory, named for the developing nations where it is most often found, the media *may* be privately owned but usually are owned by the government.

The mass media in the developmental category are used to promote the country's social and economic goals and to direct a sense of national purpose. For example, a developmental media system might be used to promote birth control or to encourage children to attend school. The media are an outlet for some types of government propaganda, then, but in the name of economic and social progress, as defined by the government.

Although the theory that best describes the American media is the libertarian theory, throughout their history the American media have struggled with both authoritarian and social responsibility debates: Should the press be free to print secret government documents, for example? What responsibility do television networks have to provide worthwhile programming to their audiences? The media, the government and the public continually modify and adjust their interpretations of just how the media should operate.

It has been nearly seven decades since scholars began using the political theories of the press to define the world's media systems. With today's transitional period in global history, even the recent addition of the developmental theory still leaves many media systems beyond convenient categorization.

Media systems vary throughout the world. The print media form the basis for press systems that developed in North America, Australia, Western Europe and Eastern Europe—where two-thirds of the world's newspapers are published. Many developing countries matured after broadcast media were introduced in the 1920s, and newsprint in these countries often is scarce or government-controlled, making radio their dominant communications medium. Radio receivers are inexpensive, and many people can share one radio.

Television, which relies on expensive equipment, is widely used in prosperous nations and in developing countries' urban areas. Yet many countries still have only one television service, usually

run by the government. In many developing countries, all broadcasting—television and radio—is owned and controlled by the government.

The Internet is blurring international media borders because it is very difficult to control the flow of digital information across geographical and ideological boundaries, although some countries try.

What follows is a description of today's media systems by geographic region: Western Europe and Canada; Eastern Europe; the Middle East and North Africa; Africa; Asia and the Pacific; and Latin America and the Caribbean.

Western Europe and Canada Are Similar to the U.S.

Western European and Canadian media prosper under guarantees of freedom of expression similar to the First Amendment, but each nation has modified the idea to reflect its values. For example, in Great Britain the media are prohibited from commenting on a trial until the trial is finished, and in 2003, Britain banned all tobacco advertising in newspapers, on billboards and on the Internet.

France and Greece, unlike the United States, give more libel protection to public figures than to private citizens. Scandinavian journalists enjoy the widest press freedoms of all of Western Europe, including almost unlimited access to public documents.

Of the Western nations, Canada is the most recent country to issue an official decree supporting the philosophy of press freedom. In 1982, Canada adopted the Canadian Charter of Rights and Freedoms. Before 1982, Canada did not have its own constitution and instead operated under the 1867 British North America Act,



AP Images/Kay Nietfeld

In Western European countries like Greece, newspapers tend to be partisan, and journalists often reflect political points of view. On July 5, 2015, Greek Prime Minister Alexis Tsipras meets the press during a referendum vote on Greece's financial crisis.

sharing the British free press philosophy. In 2010, however, Canada's Supreme Court ruled that Canadian reporters do not have a constitutional right to offer their sources blanket confidentiality. Like the United States, Canada does not have a national shield law.

Print Media

Johannes Gutenberg's invention of movable type rooted the print media in Western Europe. Today, Western European and Canadian media companies produce many fine newspapers. *The Globe and Mail* of Toronto, *The Times* of London, *Frankfurter Allgemeine* of Germany, *Le Monde* of France and Milan's *Corriere della Sera* enjoy healthy circulations.

Whereas Canadian journalists have adopted the U.S. values of fairness and balance as a journalistic ethic, Western European newspapers tend to be much more partisan than the U.S. or Canadian press, and newspapers (and journalists) are expected to reflect strong points of view.

Broadcast Media

As in the United States, the print media in Western Europe are losing audiences to the broadcast media, cable and the Internet. Government originally controlled most of Western Europe's broadcast stations. A board of governors, appointed by the queen, supervises the British Broadcasting Corporation (**BBC**), for example.

To finance the government-run broadcast media, countries like the United Kingdom tax the sale of radios and TVs or charge users an annual license fee, which funds the broadcasts. The BBC collects more than \$2 billion annually in license fees, but government controls the budget. In 2010, the BBC governing board reduced staff positions and proposed cuts to employee pensions. The BBC's 4,100 reporters, who are members of the National Union of Journalists, announced a series of 48-hour strikes in protest, and BBC management was forced to replace scheduled live shows with pre-recorded programs during the strikes. The government continues to threaten further budget cuts.

ITV is the largest commercial network in the United Kingdom, with four separate channels. ITV is a "public service broadcaster," which means the network is required to offer public service programming and is regulated by the government, but the channels are very similar to commercial networks in the United States.

Western Europeans watch less television than people in the United States—an average of three hours a day per household in Europe, compared with seven hours a day per household in the United States. One reason for the difference in viewing time is that some Western European TV stations don't go on the air until late afternoon.

In many countries, commercials are shown back to back at the beginning or the end of a program.

Europe gets some of its programming from the United States. Of the 125,000 hours of TV broadcast in Western Europe each year, less than half are produced in Europe. Many of the programs come from America, with a few shows imported from Australia and Japan. U.S. imports are attractive because buying U.S. programs is cheaper than producing new programming within the country.

The European Union (EU) constitutes a single, unified European market. The policy adopted by the EU is Television Without Frontiers, which promotes an open marketplace for television programs among countries in the EU and between EU countries and the United States.

Some members of the EU (especially France) have proposed quotas to limit imported TV programs, charging that U.S. imports are an example of "cultural imperialism." Countries that favor quotas fear that the importation of U.S. programs imposes a concentration of U.S. values on their viewers.

The United States opposes such quotas, of course, because Western European commercial broadcasting offers a seemingly insatiable market for recycled U.S. programs. Broadcasting in Western Europe is slowly evolving to private ownership and commercial sponsorship. In 2015, the European Union challenged the distribution system of five U.S. film companies, charging them with antitrust violations (See **Impact/Money**, "Film Studios Respond to European Antitrust Allegations," p. 341.)

Eastern Europe Is in Transition

The democratization of Eastern Europe is transforming the print and broadcast media in these countries at an unprecedented pace. Everette E. Dennis, executive director of the Gannett Center for Media Studies, and Jon Vanden Heuvel described the Eastern European challenges in a report issued after a Gannett-sponsored fact-finding trip:

Mass communication in the several countries of the region was reinventing itself. While grassroots newspapers and magazines struggled for survival, new press laws were being debated and enacted; elements of a market economy were coming into view; the media system itself and its role in the state and society were being redefined, as was the very nature of journalism and the job description of the journalist, who was no longer a propagandist for the state.

BBC British Broadcasting Corporation, the government-funded British broadcast network.



AP Images/Briquet Nicolas

In many Eastern European countries like Russia, the government tightly controls mass media outlets. On April 25, 2015, Russian President Vladimir Putin speaks at a commemorative ceremony in Yerevan, Armenia.

Eastern Europe today is in transition, defining a new balance between people's desire for free expression and the indigenous remnants of government-controlled systems. In many of these countries, mass media played a central role in upsetting the established power structure. Often one of the first targets of the revolutionary movements is a nation's broadcast operation.

For example, in Romania in 1989, opposition leaders of the National Salvation Committee and sympathetic employees barricaded themselves in a Bucharest TV station, rallying the audience to action. "Romania was governed from a hectic studio littered with empty bottles, cracked coffee mugs and half-eaten sandwiches, and run by people who had not slept in days," the Associated Press reported.

Print Media

Print media were strictly controlled under Communism, with high-ranking party officials forming the core of media management. Because paper supplies were limited, newspapers rarely exceeded 12 pages. Revolutionary leader Vladimir Lenin, who said a newspaper should be a "collective propagandist," a "collective agitator" and a "collective organizer," founded *Pravda*, the Soviet Union's oldest newspaper, in 1912. The Eastern European nations developed their press policies following the Soviet model.

In the late 1980s, Soviet President Mikhail Gorbachev eased media controls as part of his policy of *glasnost*. In 1988, the first paid commercials (for Pepsi-Cola, Sony and Visa credit cards) appeared on Soviet TV, and in 1989, the Soviet daily newspaper *Izvestia* published its first Western ads (including ads for perfume and wines from the French firm Pechiney and for Dresdner, a German bank).

In 1990, the Supreme Soviet, the legislative body, outlawed media censorship and gave every citizen the right to publish a newspaper. Within 5 months, more than 100 newspapers began publication. Then, showing how quickly government positions can change, in early 1991, Gorbachev asked the Supreme Soviet to suspend these press freedoms, but it refused. Less than a year later, Gorbachev's successor, President Boris Yeltsin, again began to relax government control of the press. In 1996, facing bankruptcy, *Pravda* ceased publication.

Today Russian officials, such as Prime Minister Vladimir Putin, maintain a tight rein on the press, and several reporters who have written critically about the government

have been brutally injured or killed, although the government disavows any connection to the attacks. Putin "thinks that democracy stands in his way," former Soviet leader Mikhail S. Gorbachev told *The New York Times* in an interview published on October 26, 2010. "I am afraid that they have been saddled with this idea that this unmanageable country needs authoritarianism. They think they cannot do without it."

Broadcast Media

Television in the Eastern bloc countries developed under Communist direction because the Communist governments were in power before TV use was widespread. Radio broadcasting also was tightly controlled, although foreign broadcasts directed across Eastern European borders, such as Voice of America and Radio Free Europe, usually evaded jamming attempts by Radio Moscow. Today Eastern Europe is creating a new media environment.

As Eastern European governments change and realign themselves, the adjustments facing Eastern European media are unprecedented. According to Everette E. Dennis and Jon Vanden Heuvel:

Once the revolution came, among the first acts of new government was to take (they would say liberate) electronic media and open up the print press. Permitting free and eventually independent media was a vital beginning for democracy in several countries and a clear break with the past. The freeing up of the media system, speedily in some countries and incrementally in others, was the lifting of an ideological veil without saying just what would replace it.

Middle Eastern and North African Media Work Under Government Controls

Press history in the Middle East and North Africa begins with the newspaper *Al-Iraq*, first published in 1817, although the first *daily* newspaper didn't begin publishing until 1873. With one exception, development of the press throughout this region follows the same pattern as in most developing countries: More newspapers and magazines are published in regions with high literacy rates than in regions with low literacy rates.

The exception is Egypt, where less than half the people are literate. Yet Cairo is the Arab world's publishing center. *Al-Ahram* and *Al-Akhbar* are Egypt's leading government-controlled daily newspapers.

Print Media

The Middle Eastern press is tightly controlled by government restrictions through ownership and licensing, and it is not uncommon for opposition newspapers to suddenly disappear and for journalists to be jailed or forced to leave the country following political upheaval.

According to global media scholar Christine Ogan, "Following the revolution in Iran, all opposition and some moderate newspapers were closed, and according to the National Union of Iranian Journalists (now an illegal organization), more than 75 percent of all journalists left the country, were jailed, or no longer work in journalism." The Palestinian press was subject to censorship by the Israeli government, and all Palestinian newspapers and magazines at one time required permission from the Israeli government to be published.

In Syria, where rebels were fighting the government of President Bashar al-Assad, opposition journalists began publishing weeklies in 2012, hoping to counteract government-controlled media. The papers are supported by donations and distributed free in Syria and by paid subscription abroad.

Broadcast Media

The foreign-language press is especially strong in the Middle East because of the large number of immigrants in the area, and foreign radio is very popular. Governments within each country control radio and television almost completely, and television stations in Sudan and Yemen, for example, broadcast for only a few hours a day beginning in mid-afternoon.



Egypt is one of the most dangerous countries for journalists. More reporters have been imprisoned under the current administration of President Abdel Fattah el-Sisi than at any other time in Egypt's recent history. On July 12, 2014, journalists called for the release of reporter Abou Zeid, known as Shawkan. He was arrested in 2013 for photographing demonstrators who opposed the current government and remains in custody although he has never officially been charged with a crime.

In the larger Arab states (Jordan, Lebanon, Saudi Arabia and Egypt), TV stations typically broadcast from early morning until midnight. Radio signals beamed from Europe are one of the region's alternative, affordable sources of news. According to the *Los Angeles Times*, "Because of tight censorship, newspapers and television stations in the Arab world frequently reflect the biases or outright propaganda of their governments. But radio broadcasts from outside the region travel easily across borders and long distances, and many Arabs regard those stations as the most reliable sources of unbiased news." The BBC (based in London) and Radio Monte Carlo Middle East (based in Paris) are the main Western European across-the-border program sources.

In the Middle East, as in other developing regions, government-owned media are often perceived as instruments of each country's social and political structure. When demonstrators calling for the ouster of President Hosni Mubarak filled Tahrir Square in Cairo, Egypt, in late January 2011, the government quickly shut down access to the Internet. Officials blamed social media, such as Twitter and Facebook, for mobilizing the demonstrators. This marked the first time that a government had deliberately denied Internet communications access to an entire country.

Within 24 hours of the Internet shutdown, a new voice-based social media platform, Saynow, joined with Google and Twitter to create an alternative way to communicate. Saynow distributed three phone numbers Egyptians could call to record messages that were then distributed using cell phone access, a modern telephone tree.

IMPACT

Money

Film Studios Respond to European Antitrust Allegations*By Daniel Miller*

While five of the six major film studios targeted by European regulators in an antitrust case considered their responses Thursday to what could eventually become a drawn-out legal fight, Walt Disney Co. vowed to fight the action.

The case, filed by regulators of the European Union, alleges that the studios and British pay-TV provider Sky UK have blocked consumers in much of Europe from watching U.S. films, television programs and other content.

The studios—Disney, NBCUniversal, Paramount Pictures, Sony Pictures Entertainment, 20th Century Fox and Warner Bros.—are alleged to have entered into improper licensing agreements with Sky UK. Those contracts prohibit viewers outside Britain and Ireland from accessing Sky UK's programming via satellite or the Internet.

The case aims to remove barriers to the consumption of digital content across Europe. A Sky TV subscriber from London cannot watch a Warner Bros. film on his laptop while vacationing in Paris because the satellite TV service prohibits access using a practice called geo-blocking.

Burbank-based Disney touted its role as a “leader in embracing new and innovative digital technologies that bring its unique entertainment to

families and fans worldwide,” and said it would oppose the action brought by the European Commission, the region's executive arm.

“Our approach is one that supports local creative industries, local digital and broadcast partners and most importantly consumers in every country across the EU,” a Disney spokesperson said in a statement. “The impact of the commission's analysis is destructive of consumer value and we will oppose the proposed action vigorously.”

Warner Bros., Hollywood's biggest movie studio, offered a muted

response. “We are cooperating fully with the European Commission's investigation,” a Warner Bros. spokesperson said. “It is premature to comment further at this time.”

NBCUniversal responded in kind. “NBCUniversal confirms that it has received the notice and will respond and cooperate with the European Commission,” a company spokesman said.

Fox, Sony and Paramount declined to comment.

Each studio faces fines of as much as 10 percent of annual revenue.



Bloomberg/Getty Images

Warner Brothers is one of five American film companies that have been charged with blocking consumer access to U.S. films and TV programs in Europe. The companies deny any wrongdoing.

Daniel Miller, “Film Studios Respond to European Antitrust Allegations,” July 23, 2015, latimes.com.

Today, under the current government of President Abdel Fattah el-Sisi, journalists are constantly under threat, and Egypt has been named by the worldwide organization Reporters Without Borders as the most dangerous country for working journalists.

In July 2013, i24news went on the air in Israel, the first international broadcast channel dedicated to an Israeli point of view. It is privately funded and its founders say they hope to provide a multidimensional view of the country. “What I want to do is to connect Israel to the world and connect the world to the Israeli reality,” i24news’ chief executive Frank Melloni told the Associated Press.

The Arabic-language channel Al Jazeera, founded in 1996 as an independent satellite TV channel based in Doha, Qatar, is the Middle East’s most-watched TV network.

Al Jazeera, available since 2006 in an English-language version at english.aljazeera.net, has made its reputation through comparatively independent news reporting and coverage of events in the region. Al Jazeera was widely credited with extensive video coverage of the January 2011 Cairo protests, although the network experienced continued disruptions in transmission of its signal during its live coverage of the demonstrations.

Al Jazeera blamed the interruptions on “powers that do not want our important images pushing for democracy and reform to be seen by the public,” but did not specify who the “powers” were. In an unprecedented show of solidarity with Al Jazeera, ten other channels in the region interrupted their own programming to simulcast Al Jazeera coverage of the demonstrations live to their viewers. The government efforts failed to stop the demonstrations and eventually President Mubarak resigned.

The rapid spread of technological developments, such as the growing availability of the Internet and the ongoing influence of new media outlets such as the satellite network Al Jazeera, represent ongoing challenges to traditional government authority over mass media in the Middle East.

African Media Find a New Voice

Most of the new nations of Africa were born after 1960. African history is a record of colonialism, primarily by the British, French, Dutch and Portuguese, and the early print media were created to serve the colonists, not the native population.



SAUL LOEB/Getty Images

Radio is a very important mass medium in Africa because less than 5 percent of Africa’s population has access to the Internet. On July 26, 2015, Olive Burrows, producer at Kenya’s Capital FM radio, interviews President Obama during his landmark visit to the East African nation.

Print Media

The first English-language newspaper in sub-Saharan Africa, the *Capetown Gazette and African Advertiser*, appeared in South Africa in 1800. A year later, the first black newspaper, the *Royal Gazette and Sierra Leone Advertiser*, appeared in Sierra Leone.

French settlement in Africa is reflected in the pages of more than 60 newspapers, including *Fraternité-Matin*, French Africa’s major daily. A Portuguese settler founded *Noticias*, published in Mozambique. In Kenya, three tabloid newspapers enjoy wide circulations with relative independence: the English-language *Daily Nation*, *The Standard* and the Swahili daily *Taifa Leo*.

According to media scholar L. John Martin, Africans have never had an information press. Theirs has always been an opinion press. Advocacy journalism comes naturally to them. To the extent that they feel a need for hard news, that need is satisfied by the minimal coverage of the mass media, especially radio.

African culture is very diverse, with an estimated 800 to 2,000 language dialects, making it impossible to create a mass circulation newspaper that can appeal to a wide readership. One publication with a wide circulation in the continent is a magazine called *Drum*, published in South Africa but also distributed throughout Africa.

From 1985 to 1990, the South African government demonstrated its distaste for dissident speech when it instituted strict limits on domestic and international news coverage in the region. Because of violent demonstrations supporting the opposition African National Congress,

President P. W. Botha declared a state of emergency in the country in 1985. In 1988, the government suspended the *New Nation* and four other alternative publications. The suspensions and regulations that prevented journalists from covering unrest show the power of government to limit reporting on dissent.

Today, most newspapers in South Africa, for example, are published either in English or in Afrikaans, a language that evolved from South Africa's 17th-century Dutch settlers. South Africa's first Afrikaans newspaper, *Di Patriot*, began in 1875. South Africa's highest circulation newspaper is *The Star*.

Avusa Limited publishes the *Sowetan*, a handsome newspaper based in Johannesburg, with color graphics, an appealing design and a healthy circulation. Many of the *Sowetan's* original editors spent time in jail for speaking out against apartheid. Avusa also owns South Africa's biggest-selling weekly newspaper, the *Sunday Times*, and a daily print and Internet newspaper, *The Times*.

Broadcast Media

Radio is a very important medium in Africa. One reason for radio's dominance over print is that literacy rates are lower in Africa than in many other regions of the world. Radio is also very accessible and the cheapest way for people to follow the news.

Some governments charge license fees for radio sets, which are supposed to be registered, but many sets go unregistered. Most stations accept advertising, but the majority of funding for radio comes from government subsidies. Government censorship is very active, and journalists look for innovative ways to circumvent government interference. (See **Impact/Society**, "From Headlines to Hip-Hop: The Ugandan TV Show Rapping the News," p. 344.)

A relatively small percentage of the African public owns a TV set, and less than 5 percent of Africa's population has access to the Internet. "Attempts to bring

affordable high-speed Internet service to the masses have made little headway on the [African] continent," according to journalist Ron Nixon. "A lack of infrastructure is the biggest problem. In many countries, communications networks were destroyed during years of civil conflict, and continuing political instability deters governments or companies from investing in new systems."

Media in the region are concentrated in urban areas, although the growing availability of cellular signals throughout Africa has the potential to expand communications rapidly, once the political unrest subsides.

Media Explode in Asia and the Pacific

The development of media in this region centers primarily in four countries: Japan, with its prosperous mix of public and private ownership; Australia, where media barons contributed their entrepreneurial fervor; India, which has seen phenomenal media growth; and the People's Republic of China, with its sustained government-controlled media monopoly.

Japan

Japan boasts more newspaper readers than any other nation in the world. Japan's four major newspapers—*Asahi Shimbun*, *Yomiuri Shimbun*, *Mainichi Shimbun* and *The Nikkei*—are based in Tokyo. These four papers, each of them more than 100 years old, account for almost half the nation's newspaper circulation.

In 2015, the Japanese media company Nikkei Inc. surprised the global publishing community when it purchased the *Financial Times*, Britain's leading business newspaper, in a \$1.3 billion acquisition deal. In this unprecedented move, company president Naotoshi Okada signaled his intention to expand Nikkei's reach beyond Asia. Nikkei Inc. also owns broadcast and Internet properties.



AP Images/Ken Aragaki



The Asahi Shimbun/Getty Images

In a surprising move, on July 24, 2015, Japanese media company Nikkei Inc. announced it had purchased the British business newspaper *Financial Times* as part of a \$1.3 billion deal, an example of the expanding global ambition of this Asian media corporation.

IMPACT

Society

From Headlines to Hip-Hop: The Ugandan TV Show Rapping the News*By Amy Fallon, Agence France-Presse*

Ugandan broadcasters calling themselves “rap-orters” are changing the way news is delivered, after a team of hip-hop artists teamed up to deliver a weekly TV bulletin.

NewzBeat is screened in both English and the local language Luganda on NTV every Saturday before the station’s traditional news bulletins, and first aired [in 2014].

Hearing hip-hop news may sound strange, but in Uganda, where the press faces government censorship and the country’s growing youth population often takes little interest in current affairs, a programme where self-styled rap-orters broadcast with “rhyme and reason” has become hugely popular.

The show is presented by Sharon Bwogi, Uganda’s “queen of hip hop” known as Lady Slyke; Daniel Kisekka, dubbed the “Survivor”; and teenage rapper Zoe Kabuye, or MC Loy.

It aims to: “promote diversity and visibility for marginalised groups” and “push the boundaries of press limitations” in Uganda, according to Lady Slyke.

Bwogi, who started rapping when she was 13, added that today people from all walks of life follow the programme, including businessmen and government ministers.

“People keep asking for more and asking me questions about certain topics,” said Bwogi, 28,

who also raps at venues across Uganda professionally.

NewzBeat, which runs for five minutes an episode, usually features four local, regional and international stories.

Nothing is off limits. The programme has covered stories on Uganda’s anti-pornography laws, the political situation in Ukraine and Ebola updates from west Africa.

Corruption is another favourite topic. “All around the world this problem remains/The abuse so far is keeping people in chains,” rapped Kisekka in a recent bulletin on graft.

Bwogi says the programme talks about corruption because it’s a major problem facing Uganda which journalists are becoming increasingly unable to cover. Uganda’s Human Rights Network for Journalists and other activist groups have repeatedly warned that the space for reporters to operate

freely in the east African country is shrinking.

Kabuye, 14, has rapped about a wide range of issues—from the Egyptian single mother who spent 43 years living as a man to Uganda’s ID card programme—and says many of her friends are disinterested in the news.

“They *used* to say it’s boring,” said the student, who has been rapping since 2009 and now juggles her presenting commitments with her homework.

Kisekka, 40, said that in the beginning many viewers dismissed the show as “just entertainment,” but they have come to “appreciate the art form and start listening to the news.”

“Media belongs to the power of the day,” Bwogi rapped in one episode. “The Chinese have CCTV/ the British have BBC/and we too are making our voices heard on NTV.”



ISAAC KASAMANI/Getty Images

NewzBeat’s host Sharon Bwogi a.k.a. Lady Slyke (left), producer Daniel Kisekka a.k.a. Survivor (center) and 14-year-old rapper Zoe Kabuye in Kampala.

Excerpted from Amy Fallon, “From Headlines to Hip-Hop: The Ugandan TV Show Rapping the News, June 10, 2015, theguardian.com.

Broadcast media in Japan originated as a public corporation called the Japanese Broadcasting Corporation (NHK). During World War II, NHK became a propaganda arm of the government, but after the Japanese surrender, the United States helped establish the direction for Japanese broadcasting.

Japan created a licensing board similar to the Federal Communications Commission, but an operating board similar to that of Great Britain's BBC. Japan also decided to allow private broadcast ownership. As a result, Japan today has a mixed system of privately owned and publicly held broadcast media. NHK continues to prosper and, according to broadcast scholar Sydney W. Head, "NHK enjoys more autonomy than any other major public broadcasting corporation. In a rather literal sense, the general public 'owns' it by virtue of paying receiver fees.

"The government cannot veto any program or demand that any program be aired. It leaves the NHK free to set the level of license fees and to do its own fee collecting (which may be why it rates as the richest of the world's fee-supported broadcasting organizations)."

Private ownership is an important element in the Japanese media, and newspaper publishers own many broadcasting operations. NHK owns many more radio properties than private broadcasters do; NHK shares television ownership about equally with private investors. Japan has very few cable systems, which has hindered access to global communications networks in the past, but its cellular and Internet networks are growing rapidly.

Japan is ranked eighth in the world in the number of wireless hot spots available to the public (see **Illustration 16.1** on p. 350). Tokyo also is the home of Sony Corp., which owns Sony Music and Sony Pictures and is one of the world's largest manufacturers of electronic products, including television sets and PlayStation. Sony has 167,000 employees worldwide.

Australia

In Australia, acquisitions by media moguls such as Rupert Murdoch skyrocketed in the 1980s. The Murdoch empire controls 60 percent of Australia's newspaper circulation, which includes the *Daily Telegraph* in Sydney and *The Herald-Sun* in Melbourne. Murdoch, although somewhat burdened with debt because of his media investments in the 1980s, emerged in the 1990s as Australia's uncontested print media baron.



India has a rich media history, with an especially prosperous film industry, but the country has lagged behind in digital development. In 2015, Prime Minister Narendra Modi announced an ambitious Digital India campaign, a government initiative to expand the Internet's reach beyond the nation's urban areas.

Australian Broadcasting Corporation (**ABC**), modeled after the BBC, dominates broadcasting in Australia. Three nationwide commercial networks operate in the country. All three suffered financial difficulty in the 1990s, a legacy "of the heydays of the 1980s, when aspiring buyers, backed by eager bank lenders, paid heady prices for broadcast and print assets," reported *The Wall Street Journal*. But they have recovered and today are very prosperous.

India

Entrepreneurship is an important element in the print media of India, which gained independence from Britain in 1947. Forty years after independence, in 1987, Indian print media had multiplied 1,000 times—from 200 publications in 1947 to nearly 25,000.

Broadcasting in India follows its British colonial beginnings, with radio operating under the name All India Radio (AIR) and TV as Doordarshan ("distance view"). Doordarshan uses satellite service to reach remote locations, bringing network TV to four out of five people in the country. As in most developing countries, the network regularly broadcasts programs aimed at improving public life, covering subjects such as family planning, health and hygiene.

One of the most prosperous industries in India today is filmmaking. The film industry, which produces 1,100 films a year (more than twice as many as Hollywood), is centered around Film City near Mumbai, where 16 film

ABC Australian Broadcasting Corporation.

studios employ thousands of people working at dozens of sprawling sets. The industry popularly is known as Bollywood, a merger of Bombay, the former name of Mumbai, and Hollywood.

In July 2015, Indian Prime Minister Narendra Modi announced the Digital India campaign, designed to expand Internet access beyond the country's urban areas. India has seriously lagged behind other Asian countries in digital development, with only 100 million broadband subscribers in a country of 1.2 billion people.

People's Republic of China

Social responsibility is a very important element of media development in the People's Republic of China, where a media monopoly gives government the power to influence change. At the center of Chinese media are the two Communist Party information sources, the newspaper *People's Daily* and Xinhua, the Chinese news agency. These two sources set the tone for the print media throughout China, where self-censorship maintains the government's direction.

Broadcasting in China, as in India, offers important potential for social change in a vast land of rural villages. China's 3-tier system for radio includes a central national station; 100 regional, provincial and municipal networks; and grassroots stations that send local announcements and bulletins by wire to loudspeakers in outdoor markets and other public gathering places.

The Chinese government has bought some U.S. TV programs and accepted some U.S. commercials, but the government still produces most of the nation's programming. Chinese media today sometimes use information and entertainment shows from the West to show the dangers of Western influence, proving the power and the reach of a government media monopoly. In the new market economy in China, there are at least ten times as many newspapers and magazines today as there were in 1978, but all operate under government sanctions.

With the increased competition for readers, some of the print media are beginning to look like Western tabloids, running sensationalist stories. This sensationalism has angered Communist Party officials, who are trying to maintain control over what is published.

With the inevitable influx of Western media during the 2008 Beijing Olympics, the Chinese government originally pledged to open up media outlets completely but still restricted journalists' access to many Western news outlets. In 2012, when *The New York Times* reported that Chinese premier Wen Jiabao's family controlled assets worth



In Latin America, broadcast media operate under a mix of public and private control, and sports is a very important part of TV programming, just as in the U.S. On June 12, 2014, photographers gather around one of the doves released during the opening ceremonies of the 2014 FIFA World Cup in São Paulo, Brazil.

at least \$2.7 billion, the country blocked the *Times*' main and Chinese-language Web sites and banned English- and Chinese-language searches for "New York Times" on blogs.

The State Administration of Press, Publication, Radio, Film and Television regulates Chinese media. In 2014, a directive on its Web site warned local journalists not to cooperate with foreign news agencies and issued rules that required journalists to submit stories critical of the government for prior review.

Some Chinese business reporters also have been known to take advantage of the companies they cover, by demanding payment to keep unfavorable stories from being reported. In September 2014, the government arrested eight journalists and charged them with extortion. (See **Impact/Money**, "Journalists in China Describe Extortion," p. 347.)

China has 538 million Internet users, and the government has placed various controls on Web site access, especially for social networking sites, such as Facebook and Twitter, but technology-savvy people in the country often manage to find ways around government censorship.

Government, Corporations and Dynasties Control Latin American and Caribbean Media

In Latin America, where hectic political change is the norm, media have been as volatile as the region. Media are part of the same power structure that controls politics, business and industry. In some Latin American countries, such as Brazil, a family dynasty dominates the

IMPACT

Money

Journalists in China Describe Extortion*By Chris Buckley*

HONG KONG—Journalists who worked for a business news Web site under investigation in Shanghai have described a scheme of extorting Chinese companies, which were pressed to pay in return for the production of flattering articles or the burying of damaging ones, according to reports in the state-run news media.

The accusations against the site, 21st Century Net, came after the arrests of eight people [in September 2014] in the case. On China Central Television, the president of the Web site and several arrested reporters described how they had colluded with public relations firms to identify vulnerable Chinese companies.

China's corporate landscape is pitted with scandals involving corruption, nepotism, bribery and false company results. The CCTV accounts from the 21st Century Net journalists added vivid detail to claims that some members of China's news media have become a part of the problem by turning self-censorship and skewed reporting into a source of revenue.

"These kinds of problems have kicked around for a long time," said Paul Gillis, a professor at the Guanghua School of Management of Peking University, who follows Chinese corporate and accounting problems. "As widespread as corruption can be in China, I'm sure somebody's also figured this out."

Zhou Bin, a journalist who was arrested, said many companies were willing to pay in return for favorable coverage.

The site's president and the reporters said the targets were presented with a proposition: Pay up in the form of advertising orders or become the subjects of damning reports that could unsettle investors and deter regulators from approving plans for initial public offerings of stock or restructuring.

"Using negative reports to extort businesses is a hidden rule of the industry," Xinhua, the state-run news agency, paraphrased Wang Zhuoming, one of the arrested reporters, as saying. "This was collective behavior, and companies all did it, from top to bottom."

The legal affairs office for the Web site and newspaper declined to comment on Thursday. Last week, the Web site issued a statement

that it would cooperate with the police investigation.

In the broadcast, the arrested journalists did not appear to be speaking freely as they contritely described the misdeeds. The interviews, in which the journalists wore orange T-shirts, appeared to be more of the paraded confessions that have become a staple of law enforcement in China. But the journalists' descriptions of corrupted coverage nonetheless rang true, said several people who follow business journalism in China.

"In the Chinese financial media, there's usually no firewall between the business side and the editorial side," Zhao Jing, a journalist who writes regularly for *Caixin*, a weekly business magazine based in Beijing, said in a telephone interview. Mr. Zhao, better known by his pen name, Michael Anti, said *Caixin* had safeguards to deter such practices.



Chinese journalist Zhao Jing, who writes for the business magazine *Caixin* under the pen name Michael Anti, describes a media culture in China that supports corruption among reporters.

Excerpted from Chris Buckley, "Journalists in China Describe Extortion," September 11, 2014, nytimes.com.



Courtesy of Shirley Blagi

Overnight on October 14, 2013, *The New York Times* (which bought the *International Herald Tribune* in 2003) changed the *Tribune*'s name to the *International New York Times* (seen on October 15, 2013, with its new masthead).



media, and in many countries one corporation is allowed to control several different types of media outlets.

For example, Televisa, based in Mexico, owns more than 258 affiliated TV stations, 31 pay TV channels and 158 publications. Organization Editorial Mexicana owns 70 newspapers, 24 radio stations and 43 Internet sites.

Print Media

In Santiago, Chile, the newspaper *El Mercurio* was founded in 1827. Today the *El Mercurio* company owns 9 newspapers and 32 radio stations. *O Estado de São Paulo* in Brazil, owned by the Mesquita family, has represented editorial independence in the region for more than 100 years and often is mentioned as one of the country's best newspapers. Argentina's *La Prensa* refuses government subsidies and has survived great conflicts with people like dictator Juan Perón, who shut down the newspaper from 1951 to 1955.

Home delivery for newspapers and magazines is uncommon in Latin America; the centers of print media merchandising are street-corner kiosks, where vendors offer a variety of publications. *Manchete*, published in Brazil, is one of the most widely circulated national magazines, filled with photos and celebrity profiles.

Broadcast Media

Broadcasting operates in a mix of government and private control, with government often owning a few key stations and regulating stations that are privately owned, but the pattern varies.

Cuba's broadcast media are controlled totally by the government, for example. In Costa Rica and Ecuador, almost all the broadcast media are privately owned. In Brazil, private owners hold most of the radio stations and television networks, including TV Globo Network, which claims to be the world's fourth-largest television network (after the United States' original three TV networks—ABC, CBS and NBC).

International New York Times Seeks a Global Audience

One of the largest global media presences is the *International New York Times*, originally called the *International Herald Tribune* (*IHT*), based in Paris and published in English. Called "the world's daily newspaper," the *International Herald Tribune* was founded in 1887 by American entrepreneur J. Gordon Bennett Jr., and today is the world's largest English-language newspaper. Known for its independence, the newspaper was co-owned by *The Washington Post* and *The New York Times* until 2003, when *The New York Times* became the paper's sole owner. In 2013, it changed the paper's name to the *International New York Times*.

IHT *International Herald Tribune*, the world's largest English-language newspaper, renamed the *International New York Times* in 2013.

The *International New York Times* is the first truly global newspaper, published at 35 sites around the world and covering international news every day. With a global outlook and available by subscription in an electronic edition, the *International New York Times* counts most of the world's opinion leaders and decision makers among its subscribers.

The paper has a circulation of 241,000 and an international readership in 180 countries throughout Europe, Asia, the Middle East, Russia, Africa and the Americas. The biggest regular audience for the print edition is American tourists traveling abroad, and the Internet edition receives 7 million visitors a month.

Critics Cite Western Communications Bias

Countries in many developing areas of the world historically have criticized what they believe is a Western bias to the flow of information throughout the world. These countries charge that this practice imposes cultural imperialism, centered in Western ideology because many of the major international news services are based in the West.

The Associated Press, Reuters (Great Britain), Agence France-Presse (France), Deutsche Presse-Agentur (Germany) and Agencia Efe (Spain) supply news to the print and broadcast media. Visnews, based in Great Britain, the U.S.-based Cable News Network and World International Network (WIN) offer international video services. Sky TV in Europe and Star TV in Asia deliver programs by satellite. The Internet, of course, ignores all national borders.

Despite Western dominance of global news organizations, many regions of the world support information services within their own countries and even within their regions. Middle East News Agency (MENA), based in Egypt, serves all the countries of the Middle East, while News Agency of Nigeria (NAN) limits services to Nigeria, for example.

Within the past 50 years, news services outside the Western orbit have been created—Russian Information Agency (RIA); Asian-Pacific News Network in Japan; Caribbean News Agency (CANA); Pan-African News Agency (PANA); Non-Aligned News Agency (NANA), linking the nonaligned nations with the national news agencies, based in Yugoslavia; and Inter Press Service (IPS), based in Rome as an “information bridge” between Europe and Latin America.

Even with the creation of these added sources of information and the Internet, Western news services dominate. Critics of the system of news and information flow suggested a New World Information and Communications

Order (**NWICO**) should be created because the existing system is **ethnocentric**, or promotes the superiority of one ethnic group (in this case, the Western world) over another.

According to Robert G. Picard in *Global Journalism: Survey of International Communication*, “Developing world media and governments have argued that Western ethnocentrism creates an unequal flow of information by providing a large stream of information about events in the developed world but only a very small flow from the developing world.”

Today, online access to a variety of news outlets and the availability of mobile media throughout the world is quickly changing the balance. (See **Impact/Convergence: Illustration 16.1**, “Top 10 Countries with Public Wireless Locations (Hot Spots),” p. 350.)

Internet Expands Mass Media's Global Reach

When communication stays within borders, it is easier for governments to control information, but the Internet makes it possible for information and entertainment to travel effortlessly across borders.

Until recently, most developing countries were limited to traditional mass media delivery systems—print and broadcast. These systems were regional by nature because they were confined by geography and economics. Print media could travel only through the mail and by carrier. Radio and television were limited by the reach of their towers and depended on people having enough money to purchase receivers. Information from outside the country was limited to reports filtered through each nation's print and broadcast outlets; similarly, news and information about other countries reached the U.S. only through traditional print and broadcast organizations.

A country with government controls on the mass media can use those controls to try to combat dissent and limit awareness, but digital signals carried on the Internet break down international barriers because the delivery system knows no limits. Information on the Internet is controlled by individuals rather than by institutions, which is precisely why many governments

NWICO New World Information and Communications Order. The concept that mass media should include all areas of the world, not just the West.

Ethnocentric Promoting the superiority of one ethnic group over another.

IMPACT

Convergence

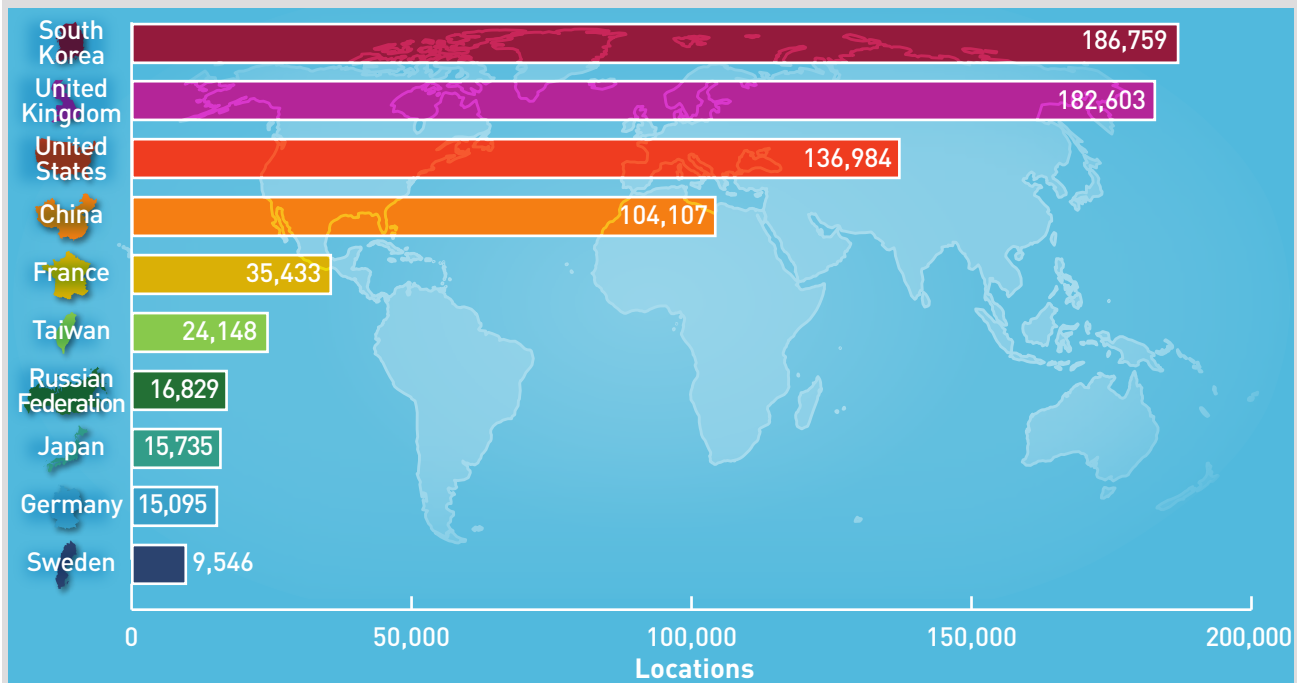


ILLUSTRATION 16.1

Top 10 Countries with Public Wireless Locations (Hot Spots)

South Korea has more public wireless locations (hot spots) than any other country, and the U.K. (ranked second) has more hot spots than the United States. South Korea has 20 times more hot spots than Sweden, which is ranked tenth.

Hotstats as of April 22, 2013, Jiwire.com.

are afraid of the influence that access to the Internet will have if allowed to operate unchecked within their countries.

Governments that are accustomed to controlling information, especially in developing countries, have tried to stop the information flow by pricing Internet access beyond what most people can afford. According to the World Bank, the average consumer pays about \$22 a month for Internet access, but in Tanzania, for example, the price is \$95 a month, and in South Africa the cost is \$60 a month.

Also, many countries simply don't yet have reliable telecommunications technology in place—telephone, broadband, cellular or satellite connections—to handle Internet traffic. None of the countries in South America or Africa is listed among the countries with the highest

number of wireless hot spots available to the public, for example.

This often means that in poorer countries, Internet access to the international flow of information is limited to the rich and powerful. As digital technology grows more affordable, however, it will be difficult even for developing countries to stop information from seeping across their borders. The most promising new and simplest technology today is mobile media.

Mobile Media Open Communications Channels

In 2002, for the first time, the number of mobile phones in the world exceeded the number of landline phones, according to the World Bank. Wireless networks

offer the easiest way for developing countries to modernize their communications systems because these countries have never had extensive wired networks.

“The mobility, ease of use, flexible deployment, and relatively low and declining rollout costs of wireless technologies enable them to reach rural populations with low levels of income and literacy,” reports the World Bank.

“From Kenya to Colombia to South Africa . . . cell phones are becoming the truly universal technology,” according to Anand Giridharadas, reporting for *The New York Times*. “The number of mobile subscriptions in the world is expected to pass five billion this year [2010], according to the International Telecommunication Union, an intergovernmental organization. That would mean more human beings today have access to a cell phone than the United Nations says have access to a clean toilet.”

According to Giridharadas, “The phone has also moved to the center of community life in many places. In Africa, churches record sermons with cell phones and then transmit them to villages to be replayed. In Iran and Moldova, phones helped to organize popular uprisings against authoritarian governments.”

The World Bank points out the interrelationship between reliable communications systems and economic development. Farmers can price and sell goods to markets they could never reach otherwise; city dwellers can transfer money to rural relatives through an online banking network; and smart phones give users access to the Internet, music downloads, movies, radio, games and information services.

Although access to information from outside the country is a major benefit of wireless networks, many governments consider outsiders—and the information they offer—a threat. Digital technology is much more difficult for governments to restrict. Governments often try to restrict the messages sent past the country’s borders, usually with little success. Today, information can travel from anywhere in the world to almost anywhere in the world and back again via the Internet.

The Internet is as near as a smart phone, which is becoming an indispensable tool in the developing world for individuals, businesses and governments. For developing countries especially, today’s digital technology offers



Today mobile media are the world’s fastest-growing communications technology. An attendee walks through a virtual video display of the Tower Bridge in London at the Mobile World Congress in Barcelona, Spain, on March 3, 2015.

a faster path to economic growth, increased literacy and freedom of expression.

Reporters Risk Lives to Report World Events

Journalists in many developing countries are often targets for political and terrorist threats, making a reporter’s life very hazardous.

According to *Global Journalism: Survey of International Communication*, “Threats to journalists come not only from governments but from terrorist groups, drug lords and quasi-government hit squads as well. Numerous news organizations have been bombed, ransacked and destroyed by opponents.” (See **Impact/Society**, “Reporters Without Borders Monitors Journalists Killed and Kidnapped in 2014,” p. 352.)

Journalists face danger because the mass media often represent a challenge to the political power of a country’s leadership or they uncover criminal activity that is being ignored by the government. In all parts of the world, the dangers that journalists face to report unraveling news events form a central part of each nation’s media history.

Global Media Chase International Consumers

International communication on the Internet is just the beginning of an easy, affordable and accessible transfer of information and entertainment back and forth between other countries and the United States. Media companies in

IMPACT

Society

Reporters Without Borders Monitors Journalists Killed and Kidnapped in 2014

The international organization Reporters Without Borders, based in France, issues a yearly report that documents the number of journalists killed and kidnapped each year while on assignment.

Reporters Without Borders statistics are divided into journalists, media workers (such as translators and drivers) and citizen journalists (freelancers).

Reporters Without Borders also maintains the Press Freedom Index on its Web

site, an interactive country-by-country map of 180 countries that tracks reporters who have been killed or are being held hostage. Kidnappings increased 37 percent in 2014, the organization reported. It also was a particularly gruesome year that included the beheading of three journalists by the militant group ISIS, who had demanded ransom in exchange for their release but their demands were not met.

The organization says the report “highlights an evolution in the nature of violence against journalists and the way certain kinds, including carefully-staged

threats and beheadings, are being used for very clear purposes.

“The murders are becoming more and more barbaric and the number of abductions is growing rapidly, with those carrying them out seeking to prevent independent news coverage and deter scrutiny by the outside world.”

71	Journalists Killed
11	Media Workers Killed
20	Citizen Journalists Killed
119	Journalists Kidnapped
221	Total Number of Journalists and Media Workers Killed and Kidnapped in 2014

Source: Reporters Without Borders, en.rsf.org.

Reporters At Risk

Yuri Cortez/AFP/Getty Images

Ruben Espinosa



AP Images/Vahid Salemi

Jason Rezaian



Ahmed Muhammed Ali/Anadolu Agency/Getty Images

Kenji Goto



AP Images

Kathy Gannon & Anja Niedringhaus



Handout/Getty Images

Steven Sotloff



Jonathan Wigg/Boston Globe/Getty Images

James Foley

Top row (left to right): Photojournalist Ruben Espinosa, who reported on the drug trade for the magazine *Proseco*, was found dead in Mexico City on July 31, 2015. *Washington Post* reporter Jason Rezaian, an Iranian-American, was arrested in 2014 by Iran and prosecuted for spying. Japanese journalist Kenji Goto was beheaded by the militant Syrian organization ISIS on February 1, 2015. **Bottom row (left to right):** Veteran Associated Press Correspondent Kathy Gannon (on the left in first photo) was wounded, and Pulitzer Prize-winning AP photographer Anja Niedringhaus (on the right in first photo) was killed on April 4, 2014, in Afghanistan, shot by a local police commander. U.S. journalist Steven Sotloff was kidnapped in Syria in 2013 and beheaded by ISIS on September 2, 2014, two weeks after reporter James Foley, missing in Syria since 2012, met the same fate on August 19, 2014.

the U.S. also are looking at the large populations in other countries that are just beginning to acquire the tools of communication, creating millions of potential consumers for all types of products and services. (See **Impact/Money: Illustration 16.2**, “Top 10 Global Advertisers,” below.)

Today’s media markets are increasingly global. U.S. media companies are searching for new markets overseas at the same time that overseas media companies are purchasing pieces of media industries in the United States and other countries. Here are some recent examples:

- ▶ In Saudi Arabia, young women, who aren’t allowed to drive, can schedule rides online from car services like Uber.
- ▶ Estonians have embraced a national identity card embedded with a microchip that they can use to do their banking, get access to medical care, vote and file their taxes.

▶ Walt Disney Co. has joined China’s largest Internet company, Tencent Holdings Ltd., to develop China’s animation industry. “Our philosophy is to operate as the Chinese Walt Disney Company,” according to Stanley Cheung, managing director of Disney China.

▶ IBM announced plans to supply computing technology and services to upgrade the cell phone network across 16 nations in sub-Saharan Africa.

The global media marketplace includes news and information services, print, broadcast programming, movies and music, as well as products and services plus the advertising to sell them.

Fueling the move to global marketing is the decision by the European countries to eliminate all trade barriers. A further sign of the times is the shrinking proportion of worldwide advertising expenditures

IMPACT

Money

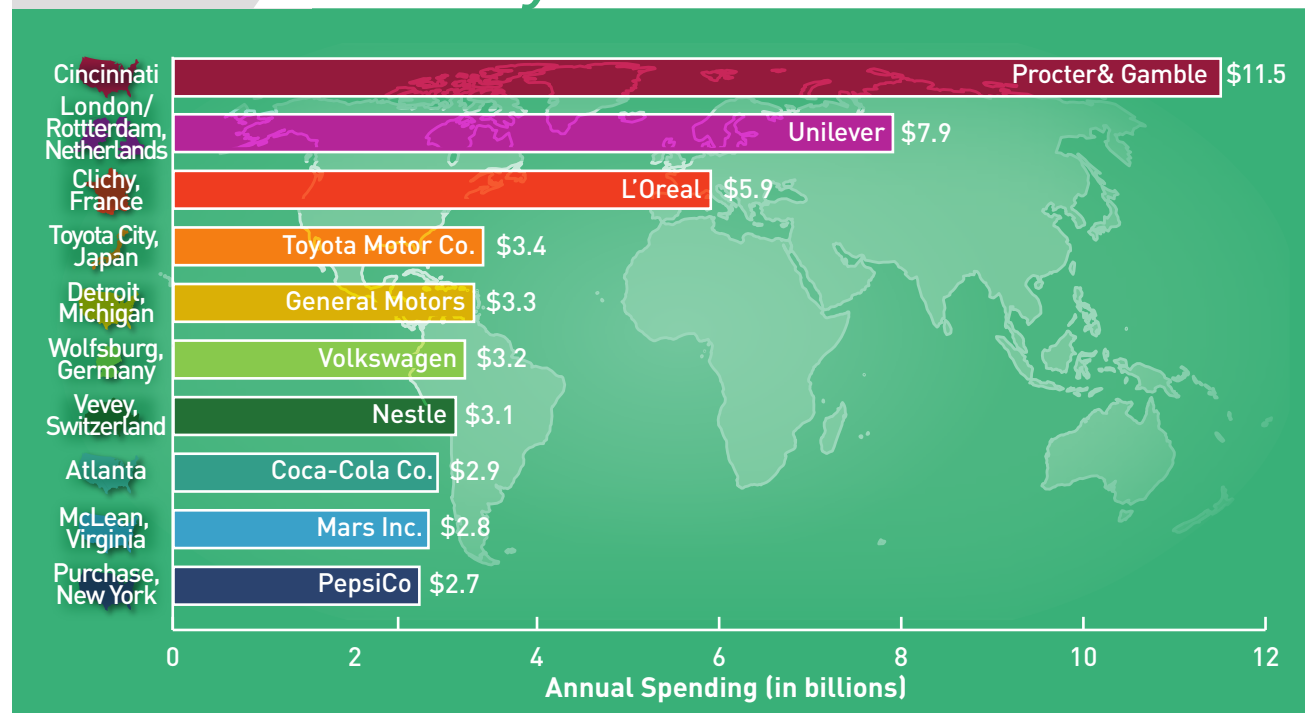


ILLUSTRATION 16.2

Top 10 Global Advertisers—Annual Spending

Half the world’s top 10 global advertisers are U.S.-based companies. Three of the top 10 advertisers sell cars (Toyota, General Motors and Volkswagen), and 4

of the top 10 sell food and beverages (Nestlé, Coca-Cola, candy maker Mars Inc. and PepsiCo). The top 2 global marketers (Procter & Gamble and Unilever) sell household cleaning products, and 1 (L’Oréal) sells cosmetics. Listed is the annual spending by the top 10 global advertisers.

“100 Largest Global Marketers,” *Advertising Age*, December 6, 2014, p. 26.

generated by the U.S., which has long been the world's advertising colossus. In recent years, advertising spending by companies *outside* the United States has begun to overtake the amount spent by companies *in* the United States.

Ideas Transcend Borders

Along with the transfer of information in the new global communications future, however, comes the transfer of ideas. Says the *Los Angeles Times*:

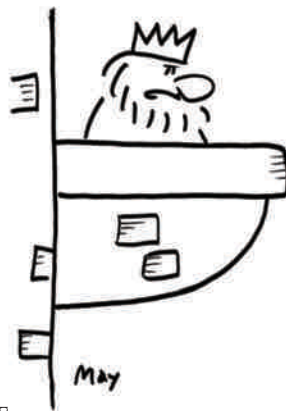
Historically, the empowered elite have always sought to suppress the wider distribution of ideas, wealth, rights and, most of all, knowledge. This is as true today as it was . . . when the German printer Gutenberg invented movable type to print the Bible. Can't tell it's an excerpt. For two centuries afterward, government tightly controlled what people could read through the widespread use of "prior restraint." . . .

Just as censorship of the printed word could not continue with the emergence of democracy in 17th century Britain and 18th century America, so today suppression of the electronic media is thwarted by technology and rapidly growing economies around the world.

Governments that are accustomed to controlling the information that crosses their borders face unprecedented access within their countries to global information sources. According to author Ithiel de Sola

Pool, "International communications is often considered a mixed blessing by rulers. Usually they want technical progress. They want computers. They want satellites. They want efficient telephones. They want television. But at the same time they do not want the ideas that come with them."

Many governments that control their country's mass media, especially broadcast media and the Internet, will continue to try to control access as long as they can regulate newsprint and satellites, but this is becoming increasingly difficult. As more national media boundaries disappear throughout the world, news, information and entertainment will be able to move instantly from each home country as part of an interactive global dialogue. Today the mass media industries operate in a media marketplace without boundaries, using a global delivery system that is truly "transnational."



CSL CartoonStock Ltd



"Okay, you can have freedom of speech, but watch your language!"

REVIEW, ANALYZE, INVESTIGATE

CHAPTER 16

World Media Systems Vary

- Media industries in different countries are as varied as the countries they serve.

Five Political Theories Describe How World Media Operate

- Media systems can be divided into systems that allow dissent and those that do not.
- The original four theories on the press (the Soviet theory, the authoritarian theory, the libertarian theory and the social responsibility theory) plus the developmental theory still leave many press systems beyond specific categorization.
- The global media theory that best describes the American media is the libertarian theory, although American media also have struggled with authoritarian and social responsibility debates.
- The Internet is blurring international media borders because it is very difficult to control the flow of digital information across geographical and ideological boundaries, although some countries try.

Western Europe and Canada Are Similar to the U.S.

- Until the 1850s, presses in Europe were privately owned.
- The print media form the basis for press development in North America, Australia, Western Europe and Eastern Europe.
- Today Western European and Canadian media prosper under guarantees of freedom of expression similar to the First Amendment of the U.S. Constitution, although each nation has modified the idea to reflect differing values.
- In 1982, Canada adopted the Canadian Charter of Rights and Freedoms, becoming the most recent Western country to issue an official decree supporting the philosophy of press freedom.
- Scandinavian journalists enjoy the widest press freedoms of all of Western Europe, including almost unlimited access to public documents.
- Of the Western nations, Canada is the most recent country to adopt an official decree supporting press freedom.
- Western European newspapers tend to be much more partisan than U.S. or Canadian newspapers.
- To finance the government-run broadcast media, countries such as the United Kingdom tax the sale of radios

and TVs or charge users an annual license fee, which funds the broadcasts.

- ITV, a “public service broadcaster,” is the largest commercial network in the United Kingdom, with four separate channels.
- Western Europeans watch less television than do people in the United States.
- Some TV stations in Europe don’t go on the air until late afternoon.
- Some Western European programming comes from the United States.
- U.S. programs are attractive to European broadcasters because buying U.S. programs is cheaper than producing their own.
- Some members of the European community have proposed quotas on the importation of U.S. programs.

Eastern Europe Is in Transition

- Many Eastern European nations developed their press policies following the Soviet model.
- Eastern Europe is defining a new balance between the desire for free expression and the remnants of government control.
- In many Eastern European countries, the media play a central role in upsetting the established power structure.
- Television in the Eastern bloc countries developed under Communist direction because the Communist governments were in power before TV use was widespread; radio broadcasting also was tightly controlled.
- *Pravda*, the Soviet Union’s oldest newspaper, was founded in 1912. In 1996, facing bankruptcy, *Pravda* ceased publication.
- Today Russian officials, such as Prime Minister Vladimir Putin, maintain a tight rein on the press.

Middle Eastern and North African Media Work Under Government Controls

- Press history in the Middle East and North Africa begins with the newspaper *Al-Iraq*, first published in 1817, although the first daily newspaper didn’t begin publishing until 1873.
- In the Middle East and North Africa, more newspapers and magazines are published in regions with high literacy rates than in regions with low literacy rates; the one exception is Cairo, Egypt, which is the Arab world’s publishing center.

- Radio often is the dominant medium in developing countries; television is in widespread use in prosperous nations and in urban areas of developing countries. Yet many countries still have only one TV service, usually run by the government.
- Radio Monte Carlo and the BBC offer alternative radio programming across Middle Eastern borders.
- The Middle Eastern press is tightly controlled by government restrictions, through ownership and licensing.
- Al Jazeera is the Middle East's most-watched TV network and has made its controversial reputation by promising independent news reporting and coverage.
- In the Middle East, as in other developing regions, the mass media are perceived as instruments of each country's social and political agendas.
- In Syria, where rebels were fighting the government of President Bashar al-Assad, opposition journalists began publishing weeklies in 2012, hoping to counteract government-controlled media.
- Egypt is the most dangerous country for journalists to work, according to the worldwide organization Reporters Without Borders.

African Media Find a New Voice

- The first English-language newspaper in sub-Saharan Africa appeared in Capetown, South Africa, in 1800; a year later, the first black newspaper appeared in Sierra Leone.
- African culture is very diverse, making it impossible to create a mass circulation newspaper that can appeal to a wide readership.
- In Africa, radio is a much more important medium than print because it is an inexpensive way for people to follow the news.
- Suspension of five publications in South Africa throughout the state of emergency from 1985 to 1990 demonstrates the power of government to limit reporting on dissent.
- People in Africa have limited access to the Internet, which is mostly available in urban areas.
- In Uganda, rap-orters host a news program called *NewzBeat* where they deliver a hip-hop newscast as a way around government censorship.

Media Explode in Asia and the Pacific

- The four major Japanese national dailies account for almost half the nation's newspaper circulation.
- Japan today has a mixed system of privately owned and publicly held broadcast media.
- In 2015, Nikkei Inc. bought the British business newspaper *Financial Times* in a move to expand the company's global reach beyond Asia.

- Entrepreneurs, including Rupert Murdoch, control large segments of Australia's media.
- The Australian Broadcasting Corporation (ABC) dominates broadcasting in Australia.
- Since India's independence in 1947, the number of publications has increased 1,000 times.
- Broadcasting in India follows its British colonial beginnings.
- The most successful media business in India is filmmaking, an industry nicknamed Bollywood. The industry is based in Film City, a settlement near Mumbai.
- In July 2015, Indian Prime Minister Narendra Modi announced the Digital India campaign, designed to expand Internet access beyond the country's urban areas.
- Chinese media operate under a government monopoly, supported by a belief in the media's social responsibility.
- China has 538 million Internet users.
- In 2014, the Chinese government arrested eight journalists and charged them with extorting business owners for favorable media coverage.

Government, Corporations and Dynasties Control Latin American and Caribbean Media

- Media in Latin America are part of the power structure, and family dynasties as well as large corporations control many media industries.
- Dictator Juan Perón shut down Argentina's independent newspaper *La Prensa* from 1951 to 1955.
- In Santiago, Chile, the Edwards family has owned *El Mercurio* since 1880.

International New York Times Seeks a Global Audience

- The *International Herald Tribune* was founded in 1887 by American entrepreneur J. Gordon Bennett Jr., and today is the world's largest English-language newspaper.
- The *IHT* was co-owned by the *Washington Post* and *The New York Times* until 2003, when *The New York Times* became the paper's sole owner.
- The paper was renamed the *International New York Times* in 2013.
- The *International New York Times* is the first truly global newspaper, published at 35 sites around the world and covering world news every day.

Critics Cite Western Communications Bias

- Some developing nations criticize the news media for their Western slant.
- Despite Western dominance of global news organizations, many regions of the world have their own news services.
- Critics of the system of news and information flow have called for a New World Information and Communications Order (NWICO).

Internet Expands Mass Media's Global Reach

- Governments that are used to controlling information, especially in developing countries, have tried to stop the information flow by making Internet access too expensive for the average consumer.
- South Korea has more public wireless locations (hot spots) than any other country, and the U.K. (ranked second) has more hot spots than the U.S.
- Many countries simply don't have reliable telecommunications technology in place—telephone, broadband, cellular or satellite connections—to handle Internet traffic.
- More than any other factor, the economic potential of the Internet guarantees its future as a global communications medium.

Mobile Media Open Communications Channels

- In 2002, for the first time, the number of mobile phones in the world exceeded the number of landline phones.
- Wireless networks offer the easiest way for developing countries to modernize their communications systems because these countries have never had extensive wired networks.
- Access to information through wireless networks can be a major benefit, but many countries consider outsiders a threat.

Reporters Risk Lives to Report World Events

- Journalists in many developing countries face danger because the media represent a challenge to political power.

- In 2014, 221 journalists and media workers were killed or kidnapped on the job.
- Kidnappings increased 37 percent in 2014.
- The year 2014 was particularly gruesome because three journalists held for ransom by the militant organization ISIS were beheaded when the ransom demands were not met.

Global Media Chase International Consumers

- U.S. media companies are looking for markets overseas at the same time that overseas media companies are purchasing pieces of media industries in the United States and other countries.
- Procter & Gamble spends more money on global advertising than any other company.
- Fueling the move to global marketing is the decision by the European countries to eliminate all trade barriers.
- The global media marketplace includes news and information services, print, broadcast programming, movies and music, as well as advertising.

Ideas Transcend Borders

- Along with the transfer of information in the new global communications future comes the transfer of ideas.
- Governments that are accustomed to controlling the information that crosses their borders face unprecedented access within their borders to global information sources.
- Today the media industries operate in a marketplace that is “transnational.”

Key Terms

These terms are defined in the margins throughout this chapter and appear in alphabetical order with definitions in the Glossary, which begins on page 361.

ABC 345
BBC 338

Ethnocentric 349
Hot Spot 334

IHT 348
NWICO 349

Critical Questions

1. In what ways might a nation's media system be shaped by its government's political philosophy? Cite three specific examples.
2. Compare the evolution of mass media in the various regions of the world. Give three specific examples.
3. Discuss the role of radio in developed and less-developed countries. Cite three specific examples.
4. Explain how the *International New York Times* became one of the largest global media presences. What do you think the *International New York Times* has to do to stay competitive in the growing global media market?
5. List and explain three examples of the global consequences of international access to the Internet, including the impact of the Internet on government control of information and ways that developing countries attempt to deal with the loss of control.

Working the Web

This list includes sites mentioned in the chapter and others to give you greater insight into global media.

BBC News

bbc.com

With an enormous depth and breadth of content, the British Broadcasting Company's site includes news, sports, entertainment and weather as well as an international version, which offers news and audio in 27 languages. The site has links to streaming content from BBC TV and BBC radio channels reporting from Britain and worldwide.

Foreign Policy Magazine

foreignpolicy.com

Founded more than 40 years ago, *Foreign Policy* magazine is a bimonthly print and digital publication about global politics and economics. *Foreign Policy's* mission is to explain "how the process of globalization is reshaping nations, institutions, cultures, and, more fundamentally, our daily lives." Articles from current issues are available along with topical stories and columns from international and regional news sources.

Global Media Journal (GMJ)

globalmediajournal.com

Launched in 2002, GMJ's main intent is to address the global "diverse interests of media and journalism scholars, researchers, teachers, students, and institutions engaged in international activities, particularly communication." The GMJ site has links to a wide variety of information and specialized content, including media structures and practices, global media and culture, the role of media in democratic governance, commercialization of news, new media technologies, media regulations and regional and alternative media.

Global Online Video Association

gova.cc

Founded in 2014 by a group of media companies, the Global Online Video Association is a nonprofit trade association for the online video industry. The association lobbies and advocates throughout the U.S. regarding the industry, including advertising, licensing, production, distribution and best business practices. The site offers current issues and events from the online video industry and updates about the annual Streamy Awards, which honors the best online videos and the creators behind them.

International Association for Media and Communication Research (IAMCR)

iamcr.org

IAMCR is a professional organization for global media and communication academics from more than 100 countries throughout the world. The United Nations Educational, Scientific and Cultural Organization (UNESCO) helped facilitate the establishment of IAMCR in 1957. IAMCR promotes freedom of academic thought in all areas of communication research worldwide. Information is available on the site about published works by IAMCR and IAMCR members, grants and awards and the annual IAMCR conference.

International Center for Journalists (ICFJ)

icfj.org

Believing that "better journalism leads to better lives," the International Center for Journalists promotes quality journalism worldwide. As a direct result of constantly improving, cutting-edge communication technology, ICFJ has established a network of citizen and professional journalists as well as alliances with media companies that allow news reporting from all across the globe. ICFJ offers programs, seminars and fellowships for journalists in the U.S. and abroad, as well as online resources and instructor-led and distance courses and training in Arabic, Chinese, English, Persian, Portuguese, Russian and Spanish.

International New York Times

international.nytimes.com

Formerly the *International Herald Tribune*, the *International New York Times* is the global English-language daily of its parent U.S. publisher, *The New York Times*. Online content includes an ambitious array of print and video news stories with a global focus, the only publication of its kind in the world.

International News Media Association (INMA)

inma.org

The International News Media Association offers members best practices on all aspects of news reporting in a global media environment. Members can access professional contacts using blogs, case studies, conferences, publications, sales and marketing campaigns and networking tools.

International Women's Media Foundation (IWMF)

iwmf.org

Founded in 1990 and based in Washington, D.C., the IWMF raises awareness about, creates opportunities for and builds networks of female journalists around the world. "The news media worldwide are not truly free and representative without the equal voice of women" is its motto. Online resources include links to online training, tips and guides, statistics and studies; links to Web sites of interest to women in the media; and publications and newsletter articles.

Internews

internews.org

An international media development organization, Internews has administrative offices in California; Washington, D.C.; and London along with global hubs in Bangkok and Nairobi. The site has information on the Media Map Project, a joint research project by Internews and the World Bank Institute on the correlation and the relationship between the media and democratic or non-democratically governed countries.

Reporters Without Borders

rsf.org

An international organization that works for freedom of the press around the world, Reporters Without Borders defends

and represents journalists who are threatened, imprisoned or persecuted; works to improve the safety of journalists in war zones; and opposes censorship. The Web site's main feature is the Press Freedom Barometer, a current and archived listing of professional, citizen and online journalists killed worldwide. The site also provides news in five languages about attacks on press freedom and journalists in Africa, the Americas, Asia, Europe and the former USSR, the Middle East and Northern Africa.

Worldpress.org

worldpress.org

Worldpress.org is a compilation of articles from the world's newspapers. The site contains originally written material and articles reprinted from the press outside the U.S., translated from more than 20 different languages. Site resources include daily world headlines, a directory of world newspapers, real-time news feeds, country maps and profiles (from the *CIA World Factbook*), the texts of documents in the news and links to think tanks and nongovernmental organizations.



Impact/Action Videos are concise news features on various topics created exclusively for *Media/Impact*. Find them in *Media/Impact*'s MindTap at cengagebrain.com.

MindTap[®] Log on to MindTap for *Media/Impact* to access a variety of additional material—including learning objectives, chapter readings with highlighting and note-taking, **Impact/Action Videos**, activities, and comprehension quizzes—that will guide you through this chapter.

GLOSSARY

30-Year Rule Developed by Paul Saffo, the theory that it takes about 30 years for a new technology to be completely adopted within a culture.

3-D Printing A process that uses a large commercial printer and liquid plastic to fabricate individual, custom-designed pieces of equipment based on computer-generated designs.

AAM Alliance for Audited Media (formerly Audit Bureau of Circulations). An independent agency of media market research that verifies and publishes circulation figures for member magazines.

ABC Australian Broadcasting Corporation.

Accreditation The process by which the government certifies members of the press to cover government-related news events.

Advance An amount the publisher pays the author before the book is published.

Advertising Campaign A planned advertising effort, coordinated for a specific time period.

Advertorial Paid advertising supplements in newspapers and magazines that often look similar to the regular news pages.

Affiliates Stations that use network programming but are owned by companies other than the networks.

Agenda-Setting The belief that journalists don't tell you *what* to think but do tell you *what and whom* to think about.

All-Platform Journalists Broadcast journalists who act as their own producer, cameraperson and editor, and sometimes also transmit live video.

Alternative (Dissident) Press Media that present alternative viewpoints that challenge the mainstream press.

Analog In mass communications, a type of technology used in broadcasting, whereby video or audio information is sent as continuous signals through the air on specific airwave frequencies.

Ancillary Rights Marketing opportunities related to a movie, in addition to direct income from the movie itself.

App Mobile application.

ASCAP American Society of Composers, Authors and Publishers.

Audiobooks Abridged or complete versions of classic books and popular new titles available on CDs and as Internet downloads.

BBC British Broadcasting Corporation, the government-funded British broadcast network.

Blacklisting Studio owners' refusal to hire someone who was alleged to have taken part in subversive activities.

Blanket Licensing Agreement An arrangement whereby radio stations become authorized to use recorded music for broadcast by paying a fee.

Blind Booking The practice of renting films to exhibitors without letting them see the films first.

Block Booking The practice of requiring theaters to take a package of movies instead of showing the movies individually.

Blockbuster A book that achieves outstanding financial success.

Blog Short for Web log. A running Internet discussion group where items are posted in reverse chronological order. Blogs usually focus on a specific topic.

BMI Broadcast Music, Inc., a cooperative music licensing organization.

Branded Content, Content Marketing,

Branded Entertainment A program or story that mimics regular commercial programming or standard journalism but is custom-produced by an advertiser to promote a specific product and may or may not be labeled as an advertisement.

Broadcast Cross-Ownership The practice of one company owning TV and radio stations in the same broadcast market.

Browser Software that allows people to display and interact with information on Web pages.

Bundle The combination of telecommunications services that the media industries can offer consumers.

CATV Community antenna television or cable television.

CDA Communications Decency Act.

CD-RW (Re-Writable) Drives Computer drives that read data and music encoded in digital form and can be used to record more than once.

Censorship The practice of suppressing material that is considered morally, politically or otherwise objectionable.