

Globalization and Culture
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Lecture-34
Global News

Good morning and welcome to something which probably is new for you. I am going to speaking about international news. News as you all know is an extremely important part of political communication. In the lecture I am going to be focusing on global news, I am not going to talk about national news; I am going to be talking about international news. Who provides international news does it matter that most of the news that is published or broadcast or is even on the internet comes from the relatively few countries yes. What are the implications of that? In other words the focus of my lecture is going to be on the politics of global news and I will talk about it through looking at the structures of international news is 3 an international news system which influences the way certain stories get prominence over others, if that is the case what are the implications for countries like India, where the international news is largely from foreign sources.

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Global news agencies

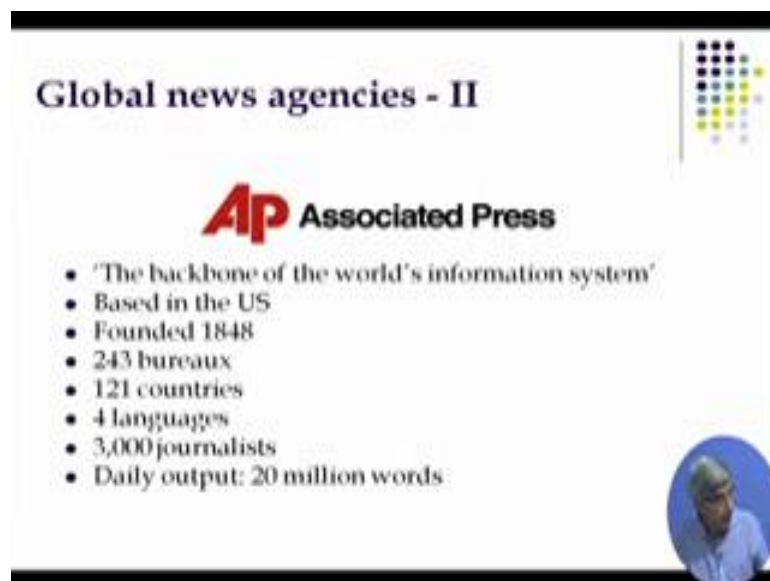


THOMSON REUTERS

- 'The world's largest international news agency'
- Founded 1851
- 200 bureaux
- Covers 157 countries
- Uses 20 languages, 2,700 journalists
- Daily output: 3 million words
- Owned by Thompson Reuters (UK/Canada)

So, let me start with what is arguably the most important provider of news and these are news agencies. One of the most prominent one is Thomson Reuters, which is based in London, but actually is owned by a 50 years. So, only self respecting media organization with newspaper television radio web based portal cannot manage without having access to one of the big news agency and Reuters is one of the biggest and most important one.

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Global news agencies - II

AP Associated Press

- 'The backbone of the world's information system'
- Based in the US
- Founded 1848
- 243 bureaux
- 121 countries
- 4 languages
- 3,000 journalists
- Daily output: 20 million words

The slide includes a decorative grid of colored dots in the top right corner and a small circular inset photo of a man in the bottom right corner.

The other one is Associated press, which is based in the united states as you see again and the backbone of the worlds information system is how it describes itself is been founded long time ago 1848 has bureaus around the world produces millions of word everyday and has been in this business for a very long time you know over a hundred and fifty sixty years ago. I would not worry too much about the specifics of numbers of journalists listed here on the on the screen because these change, you know these change from year to year depending on where the news is. So, they might with draw this from one place and move it to another where there is a new story.

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Global news agencies -III

AFP a world of difference

- Agence France Presse, founded 1944 precursor *Havas* founded 1835 - France
- 140 bureaux
- 165 countries
- 6 languages
- 1,400 journalists
- Daily output: 2 million words

The third major player is AFP, Agence France Presse, which is French news agency. You see it was founded by 1944, but in fact, its precursor was Havas which is the oldest news agency in it was rather the oldest news agency in the world found in 1855.

So, these 3 new organization off course there are many others there is Chinese one and there is Russian, but they are not at the same level globally the basic information about international news is provided by these 3 news agencies and their been doing it for a very long time. So, they have developed a particular standard of procuring news, distributing news and doing it you know news speed is very important and credibility is important and therefore, these organizations have both they have credibility they put out stories very quickly. Especially in the age of the internet and Google their work has become even more complicated, but they been doing it for a very long time.

So, if you look at newspapers in any country look at the foreign pages and see where is the news sourced from and you will find in most cases it is one of the 3 news agencies because most newspapers do not have enough staff to cover the world. So, they depend on the news agency they provide the basic information. So, that is if you like the first layer the foundation of international news the news agency.

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The slide is titled "Global radio news" and features a grid of colored dots in the top right corner. It lists two radio services with their respective logos and statistics:

- BBC World Service** (logo: BBC) - 'the largest radio network in the world' broadcasts in 27 languages to a weekly audience of 166 million.
- Voice of America** (logo: VOA) - broadcasts in 45 languages to a weekly audience of 172 million.

If you look at the am these other global media very old media very important meeting radio again the two most influential global radio stations are as listed here BBC world service and voice of America BBC world service particularly has a global presence in global influence and its available in languages, Can anybody tell me what is the of the two which one is more credible.

Student: BBC.

And why that might be the case you are right that is BBC, but why?

Student one: (Refer Time: 06:41) BBC broadcasting (Refer Time: 06:43).

Right.

Student one: (Refer Time: 06:47).

Why not voice of America?

Student one: it is just the way we have seen one is its the colonial kind of (Refer Time: 06:52).

No I am not talking about India; I am talking about globally at the moment not specific about India.

Student two: It is the perception of America and the very said services.

These are all valid points, but fundamentally it is about the structure of these two organizations. So, the voice of America is essentially part of the basically state department. So, it is a bureaucratic organization largely not exactly, but largely bureaucratic organization the BBC is not part of the foreign office of UK although its influence by that to great extent, but it is not controlled by them. So, so it is got a greater degree of professional output therefore, greater global credibility off course the historical factor is very important the colonial factor etcetera that is additional factor, but the structure is very important.

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The business Bible

THE WALL STREET JOURNAL

- The world's leading business publication
- Comprising *The Wall Street Journal*, *The Wall Street Journal Asia* and *The Wall Street Journal Europe*
- Global audience of nearly 3.6 million
- Owned by News Corporation



Let us look at another medium, which is Financial journalism. This time and age of free market Neo liberalism, what happens in happens in the markets is extremely important

yeah. So, you have to have access to credible and fast information and what is the most important business news paper in the world? It is the wall street where is it based? It is based in the united states who owns it Mr. Rupert Murdoch who is also owner of star plus among others right.

So, I called the business bible it is essentially indispensable source for any serious business if you want to find out what is happening in the world you need to read this regularly and as you see it also has regional editions, dealing with specific economies regional economic trends etcetera and also massive global circulation because of the kind of economies we are living in interconnected globalize free market economies. So, what happens in the one part of the world has a direct impact almost instant impact. So, information becomes very important, financial information becomes particularly important.

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If you look at the another genre which is news, magazines again the most prominent player even today in 2016 is an American magazine called as you all probably know time magazine. If you are on the cover page of time magazine; that means, you made it. In fact, there are stories about Who is the Man of the Year by Time Magazine that is the median the word writes about it. So, is its influence again its is been around for a very

long time 1923, when it was established it was the first news magazine in the world and again it has different editions, catering to different audiences around the world, but it remains essentially and American magazine.

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A global British voice

The Economist

- Established in 1843
- Global circulation over 1 million
- 80 per cent outside the UK
- American circulation accounts for over half of the total
- Owned by Agnelli group (Italy)

The slide features a red box with the text 'The Economist' and a small circular portrait of a man in the bottom right corner. A decorative grid of colored dots is visible in the top right corner.

The other major player, in terms of news magazine is the economist. Which is British publication has been operating for a very long time 1843 was when it was launched, it used to be part of the Pearson group, which also owns used to own the financial times another major financial newspaper and penguin books among others, but last year's owned by an Italian media company. So, we looked at news agencies will look that radio we looked at newspaper news, news agents news magazines is there a pattern emerging in these who are these organization where are they based.

The Britain and USA we do not see a German publication or a Chinese network or a Japanese radio station. Why is it there only UK and US?

English language very good, what are the reason could there be?

Student one: Also we are talking about the world's biggest political super power.

You are living in different planet my friend is Britain, is not a superpower Britain is not even a middle power now us yes so.

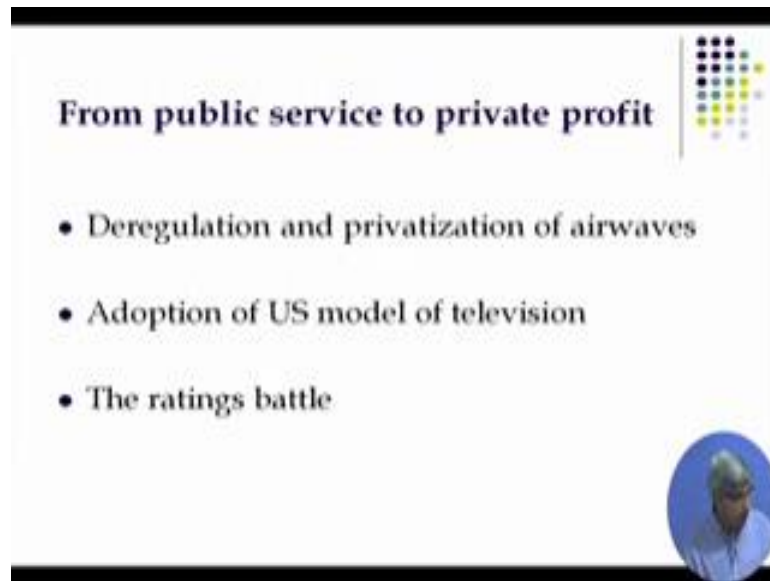
Student: It is also the weight of commercialization of printing industry. So, other than Germany we consider like Russia and Japan which had economic muscle just never commercialized the printing press and that required.

Say the commercial languages this is superpowers commercial, what about the political structure of these countries has. That have any bearing on the fact, that their media has greater degree of credibility, than say Russian media or Chinese media that they are 2 biggest democracies, yes we are the biggest in India, but actually there are US is supposed to have introduced the idea of electing your president the republican idea came from there thank you.

So, there are multiple reasons and off course as a commercial enterprise, they been very successful they marketise journalism US,UK domination of international news media , but let us take a step back and think of the media that I have talked about. These are elite media you have to be educated to a certain degree to read the economist or time magazine.

You have to be aware of what is happening in the world to be able to write or read about you know what is being written in time magazine for example, or New York times or other these publications. In other words we are talking about the elite media and how that elite media sets the standard for other media around the world and this is not nothing new this is been going on for over 100 years if not longer. What is new and what is exciting is what is happening happen to television news television news does not require language visuals have their own way of communicative.

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From public service to private profit

- Deregulation and privatization of airwaves
- Adoption of US model of television
- The ratings battle

So, what is happened on television? I just need to briefly look at that. Almost in every country with possible exception of north Korea there has been a general shift from public to private television. This is being a result of various factors including a largest scale deregulation and privatization of most industries including media industries, including telecommunication industries, including television. So, for example, if we look at India until 1991 India used to have one state broadcaster. Today there are 800 channels and counting news channels it is all there are 400 plus news channels in India. So, there has been a massive expansion because of deregulation liberalization and privatization with that has come commercial model.

So, news has become a commodity, that you need to sell in a very crowded and competitive market place, where many players say for India I have got 400 channels, the audience is fragmented right and this is a trend you see everywhere in the world. Now that is something I want to develop in a later lecture, tomorrow when I am looking at the economics of news the news is also a commodity, which needs to be bought and sold yeah. So, there is cost replication and what then that does to what kind of news we get yeah that is for later. Today I am really going to focus on the political dimensions and remember were talking about international news along we not talking about domestic news.

So, the US model of television which is very different, say from the state model like India has the doordharshan, which was a public broadcaster and its primary audience was the citizen of India it was in the consumer yes or in Europe is very strong tradition of what is called the public service broadcasting. So, the BBC would be an example of that where the broadcaster is not actually in the world of making money. So, even today in 2016 the BBC does not have any advertising on it on its radio programs on television and on its website the domestic BBC I am talking about not international one the international one does have that. So this American model with from its very beginning was based on a commercial idea, that you have both radio and television, that it has you have to sell it you have to make it marketable and make it sustainable in a in a busy market place. That model has been adopted or adapted across the globe and this is meant inevitably the rating battle because that translates it into advertising revenue and that is fundamental for a media organization to survive they need advertising money. Again that something I will elaborate in more detail tomorrow.

So, television has become a global because of these changes deregulation, privatization, and technological shift. We have digital television we have online television. So, things have transformed. As a result what had also happened is one can legitimately speak of a global TV?

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Influence of global TV

- Creates a global audience
- Influences behaviour of actors involved
- Creates a world public opinion
- Blurs boundaries between 'social reality' and 'media reality'.



TV was traditionally a national media, very national media like telephones were very national institutions, you did not want foreigners to listen on what is being discussed on your private conversation today we very openly talk to we have whatsapp which is owned by facebook right later lecture come on that, but let us just move on to continue to with television.

So, if there is a global television there also must be a global audience, if there is not one you create one. So, if you think of global events Rio is happening at the moment there is global audience for that or there is a wars happening in some part of the world, it gets coverage across the globe and if there is a global audience, the presence of cameras can also influence the people who were being filmed. So, if suppose this class was being filmed, that my lecture is being filmed, but you are not being filmed, but suppose you will being filmed and the camera was here and you are only getting 6 people there are another 70 this room, yes you would think there are only 7 people in this lecture this must be a very boring lecture yes, but you move the camera and suddenly you have a much bigger class. So, the question is who is holding that camera and from what angle. Another, words who has the power to film and distributed those films. Remember television is a medium which is driven by moving pictures, if you do not have pictures to do not have a story.

So, there are numerous cases where the presence of television cameras. In fact, influence the events that were being filmed very significant and widely cited example is hand that the tank man in tournament square in June 1989, when this young Chinese guy is in front of this tanks. It became an iconic image and these young Chinese students were protesting against the communist government and they were aware that their film pictures were going live around the world at that time. There was no Google, right it was television which was actually circulating those pictures out and that effective the way it students reacted to that whole event.

So, in other words, global audience, a global television has the capacity to create a global public opinion. So if you ask somebody in average person in Brazil or new Delhi or in Tokyo what is the problem in Syria, they cannot tell you. You ask them on the streets of Moscow or London or New York they cannot tell you they would have very weird idea

of this some you know dictator and he is trying to kill his people and were trying to protect the people etcetera, extremely simplified version of an extremely complex story, but the public opinion is formed it is us versus them. So, Saddam Bad Bush Good off course the picture is much more complicated or Assad in current circumstances Assad bad rest of the opposition ok.

Just few examples I can go on. The problem is that whoever is holding this camera, in other words whoever is framing the story, has the capacity or often it happens without even recognize realizing it that the boundaries between the social reality and the mediated one is very small as showed and is actually blurring. So, the example I gave you about this classroom can be replicated in many other places. That what is actually happening on the ground and what you actually see on your screen may not be exactly the same things and I am not even talking about morphing pictures and you know photo shopping all that that is the different story that is the different lecture in itself, but even in standard main stream television coverage these are the issues. So, if these are the issues you should ask who is providing those pictures, which is providing the footage.

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Global TV news agencies

- Associated Press Television News (APTN)
550 subscribers, covers 110 countries
- Reuters Television (310 subscribers, covers 93 countries).

THOMSON REUTERS

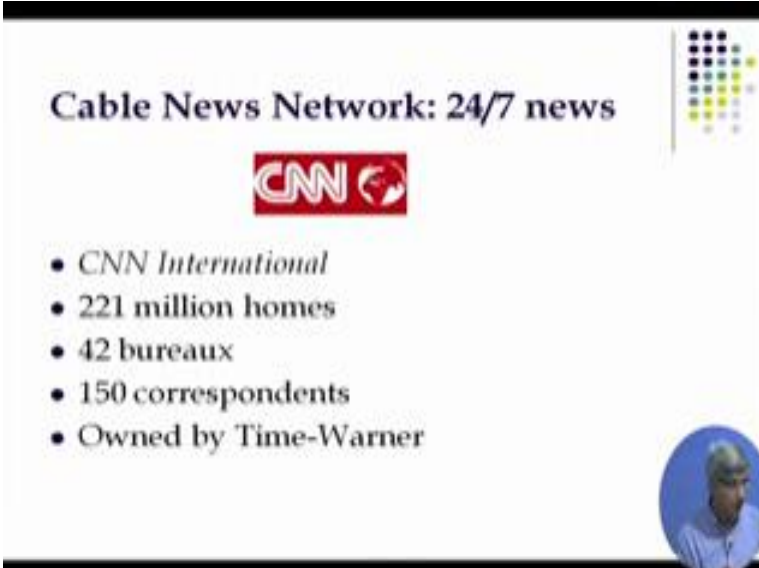
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So, who is doing that? Well like normal news agencies we also have television agencies and the two most prominent examples are Associated Press Television News and Reuters

Television. Remember in the beginning I mentioned AP and Reuters. These are the television wings of the same organizations and again they are all over the world they have subscribed etcetera.

Now what they do is they provide you both raw footage and then you can use your own voice over because the different languages different kinds of media might use 30 seconds from your footage because like in India foreign coverage's abysmally low in private on private channels particularly. So, you could use the direct footage or you could just use your own words on the footage that you received.

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Cable News Network: 24/7 news

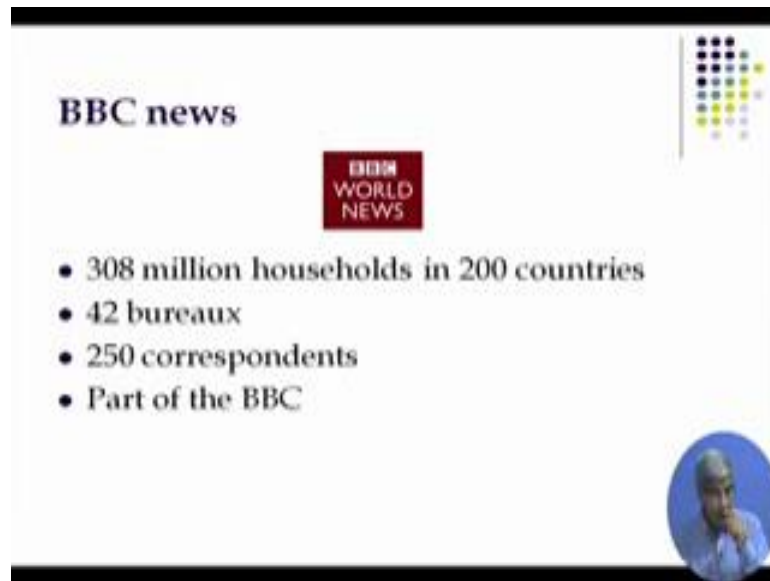
CNN

- *CNN International*
- 221 million homes
- 42 bureaux
- 150 correspondents
- Owned by Time-Warner

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Then you have the 24/7 news channel which provide you 24/7 news coverage around the world and the most prominent of course, is CNN because it was the agency which actually started the whole idea of 24/7 news and now this is a global phenomenon.

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BBC news

BBC WORLD NEWS

- 308 million households in 200 countries
- 42 bureaux
- 250 correspondents
- Part of the BBC

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Murdoch's news?

SKY NEWS

- 145 million viewers in 36 countries
- 90 correspondents
- Links with Fox News (US) and Star News (Asia)
- Owned by News Corporation.

A small circular portrait of a man in a blue shirt is located in the bottom right corner of the slide.

The major player is BBC world news. There was again extremely influential part of BBC and then sky news which is part of Rupert Murdoch's news corporation again is not actually as big as the other 2, but when you combine it with say Fox news in the US which is very big it is an important presence.

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Even in digital journalism where there is much greater scope for diversity, even there the big players are essentially American and here are some examples of Huffington post buzz feed and vice.

So, what does it matter? Why does it matter? That so much of what we see on television or we read in newspaper about foreign affairs or we here on radio or we read on websites is coming essentially from US and UK in large proportion of it. I just make four points and stop as time is short these two words actually summarize what the problem is. There is problem of dominance and there is a problem of dependence. The global news, the dominal global news, remains in English for historical these it is right. There is what (Refer Time: 27:40) a media sociologist in the UK called us UK news duopoly.

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Dominance and dependence

- Global news in English
- US-UK news duopoly
- Setting the global news agenda
- Geo-politics of news



So it is not a monopoly it is a duopoly because UK despite losing kind of global status as a great power still has prominent place, Especially in news media BBC still has very important position in the world. So, there is structural problem in the sense that the mainstream news media, international media, continues to be dominated by US-UK. They have then the capacity because of this to set the news agent, agenda setting is a important concept in media communication studies that on any given day 100 of events take place around the world, somebody decides these are the tem stories we going to pick up. Out of this information we select that we transform that information into news and then be circulate around the world right.

So, if that agenda is set by countries, who actually have presence all over the world and have interests in all over the world. So, for example, US is actually party to the conflict in Iraq, US forces are on the ground in Iraq and were getting info in India for instance we are getting information about Iraq from US sources there is a fundamental structural problem.

And my final point which relates to the kind of core of this lecture, which is about the politics of it that. Why is it that certain parts of the world do not get any coverage or very little coverage and other parts are constantly on television news yes? So, think for an

instance with not very far from India, think of the civil war in Sri Lanka. Which lead to horrendous death and destruction yes just look sometime how much if it was covered in the international media in the us media for instance because US was not interested in Sri Lanka, that was in local conflict did not bother them this is just one example.

Take another example think of the debate about nuclear proliferation. It is been a very important geo political debate. So, Iran's nuclear program is constantly highlighted as a problem in the world, Israelis is not. even India's is not both Israel and India actually not signatory to NPT, which is nuclear non proliferation treaty. In other words the nuclear program both Israel in India, can be questioned on that level Iran is a signatory to identity, but Iran gets different kind of coverage, off course there is been some change in since last year, but essentially that is the story that the news agenda is influenced by the politics.

Now how that the economic dimension makes it even more complicated because you also have to sell this information, that is the lectures for tomorrow and I hope you will have some time we run out I think anyway. So, we will continue that theme tomorrow, but if anyone has any questions, I will be very happy to take them in the limited time we have thank you for your attention.