

Chapter 1

Global Communication

Learning Objectives

1. Understand the world of international communication and how it has changed rapidly in recent years.
2. The relationship between the demise of the former Soviet Union and its impact on a free press.
3. The impact of September 11, 2001, and the global war against terrorism on international communication.
4. Explain why, until 9/11, there was a decrease in the amount of foreign news covered by all major US television networks and other media systems.
5. Define international communication.
6. Define world-system theory.
7. Define electronic colonialism.
8. Understand the role of the New World Information and Communication Order (NWICO).
9. Address several different global communication issues.
10. Explain why US corporations have a vested interest in global communication.

Chapter Outline

Global war on terrorism
Latin American media
Left-wing connection

Chile: US government–media interaction
China: the growing impact of the media
History of the war correspondent
New World Information and Communication Order (NWICO)
Electronic colonialism theory (ECT)
World-system theory (WST)
The connection: electronic colonialism and world-system theories
Communication forces among nations
 Breadth of the problem

Key Terms

International communication
Global communication
Marxism
New World Information and Communication Order (NWICO)
Less-developed countries (LDCs)
United Nations Educational, Scientific, and Cultural Organization (UNESCO)
Western press
Electronic Colonialism Theory (ECT)
World-system theory (WST)
Nationalism
Core
Peripheral
Semiperipheral
Privatization

Activities

- Divide students into small groups and ask them to brainstorm about the definition of international communication.
- Open class discussion: Explore the foundations of world-system theory and electronic colonialism theory. List student responses on the board. The instructor should make sure that the interrelationship dimension is discussed.
- Have students search the World Wide Web for information about the New World Information and Communication Order (NWICO). Ask

each student to bring to class information regarding the history of NWICO, the debate about NWICO, the issues (2 sides), and the nations that support NWICO.

- Ask students to browse through the Sunday paper and ask them to find an international news story. Students will share their articles in class. The instructor and students will evaluate the stories and their newsworthiness.
- Take-Home Assignment: students should explain in writing if they think that US values are exported to peripheral nations. Students must explain in detail.

Test Questions – Chapter 1

Multiple Choice

- 1) _____ refers to the cultural, economic, political, social, and technical analysis of communication patterns and effects across and between nation-states.
 - a. Telecommunications systems
 - b. Trans-American communication
 - c. Intercultural communication
 - d. Global communication*

- 2) What are telenovelas?
 - a. the television phenomenon occurring only in Spain
 - b. Latin America's major television broadcaster
 - c. Spanish soap operas*
 - d. Latin America's major radio station

- 3) Which of the following does NOT represent the past focus of the New World Information and Communication Order (NWICO)?
 - a. a right to national self-determination of domestic communication policies
 - b. international news should be at the forefront of all news coverage*
 - c. a two-way information flow reflecting more accurately the aspirations and activities of less-developed nations
 - d. and evolutionary process seeking a more just and equitable balance in the flow and content of information

- 4) Which one of the following is a theoretical construct that will assist in the understanding of the events, trends, and major stakeholders in the changing field of international communication?
- electronic colonialism*
 - more US reporters in foreign countries
 - less international news coverage
 - video-conferencing
- 5) One key element in the success of mercantile colonialism and the industrial revolution was the invention of _____.
- the Pony Express
 - the railroad
 - the typewriter
 - the printing press*
- 6) What primetime show is the longest-running ever developed?
- Baywatch*
 - South Park*
 - The Simpsons**
 - Dallas*
- 7) _____ states that global economic expansion takes place from a relatively small group of core-zone nation-states out to two other zones of nation-states, these being in the semiperipheral and peripheral zones.
- Military colonialism
 - Mercantile colonialism
 - Electronic colonialism
 - World-system theory*
- 8) According to your textbook, which one of the following is a classic example of a firm promoting electronic colonialism?
- Walt Disney*
 - PBS
 - Bill Gates
 - Steven Spielberg

- 9) In which “zone” are multinational communications conglomerates and major advertising agencies based?
- core nations*
 - peripheral nations
 - semiperipheral nations
 - a combination of all three
- 10) What percentage of MTV’s global audience comes from outside the United States?
- 30%
 - 80%*
 - 58 %
 - 15%
- 11) Which international news outlet self-reported lapses in journalistic integrity for its “sexed up” 2003 report on Iraqi weapons?
- BBC* (p. 7)
 - CNN
 - Al Jazeera
 - CBS
- 12) Who is the author of *Chain of Command*, the book that, despite threats of retribution, described torture by US military personnel in Iraq?
- Richard Sambrook
 - Judith Miller
 - Al Franken
 - Seymour Hersh*
- 13) In which country did an 1850s newspaper report exposing horrible battlefield conditions result in the firing of a government official, skyrocketing newspaper circulation, and a dramatic increase in the importance of the wartime press?
- United States
 - Mexico
 - Great Britain*
 - France

- 14) What is the estimated cost to place and equip a single foreign correspondent abroad for one year?
- \$47,000
 - \$300,000*
 - \$575,000
 - \$84,000
- 15) Who proposed and developed world-system theory?
- Marshall McLuhan
 - Thomas McPhail
 - Immanuel Wallerstein*
 - Jim Collins

True/False

- 16) Latin American governments have failed to liberalize and democratize their mass-communication policies over the past decade. (F)
- 17) The United States withdrew from UNESCO under President Carter. (F – withdrawal occurred under President Reagan.)
- 18) For the most part, the Latin American Marxist movement, favored by academics and labor unions, failed. (T)
- 19) The 1973 military coup in Venezuela provides an example of the US government’s role in the US media when dealing with foreign events. (F – coup was in Chile.)
- 20) Despite the general relaxing of its press-control policies, China arrested a *New York Times* researcher in 2004. (T)
- 21) Satellites and the internet are now common and freely accessible in Saudi Arabia. (F – the internet is heavily regulated.)
- 22) “Parachute journalism” refers to the practice of large numbers of foreign media members descending upon a scene of international conflict or tragedy. (T)

Short Answer/Essay

- What does electronic colonialism theory represent?
- What role do the media have with regard to China?
- What is the connection between electronic colonialism and world-system theories?

- What are some of the characteristics of peripheral nations?
- What are some of the characteristics of semiperipheral nations? (Answer: both have core-like activities, e.g. good wages, high technology, state-of-the-art software; and peripheral-like activities, e.g. labor-intensive sectors, low levels of education, poor reliability of connection, high cost)
- Discuss the reasons behind Western governments' and news organizations' opposition to NWICO.
- Discuss the reasons behind LDCs' support of NWICO.
- What caused the decline in foreign news bureaus during the 1990s, and why?
- Describe the four eras of colonialism, and provide at least one important trend characterizing each era.
- Compare and contrast mercantile colonialism and electronic colonialism.