MODULE 1   DEFINITIONS OF OPERATIONAL
                  TERMS

Unit 1   Issue Evolution
Unit 2   Communication: Meaning, its Characteristics, Process,
           Types, Functions and Means of Communication
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UNIT 1   ISSUE EVOLUTION

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1.0   INTRODUCTION

Issues in Communication Technology and Policy captures the unresolved discussions on the social origins, significance and effects of the media at the individual and society levels. Thus, it is proper to start the course with What an Issue Is; Issue Evolution: Development and Transformations; Major Issues and Themes in Modern Communication.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

•   define issue as a social concept
•   discuss Issue Evolution Theory
•   identify the various issues involved in modern communication
      explain the major themes in mass media today.

3.0   MAIN CONTENT

3.1   What an Issue is

The Merriam-Webster dictionary app defines issue as "something that people are talking about, thinking about, etc: an important subject or topic." An issue is a question or point under dispute or discussion. In a more specific term, it means a matter which has reached a point where a decision must be made or is desired. Thus, the discussion of an issue is recognized as part of the social process of any group, community or society.

Nigeria is noted for various issues owing to her dynamic nature which is characterized by several development challenges. This is vividly demonstrated in the various agenda settings in our mass media every day. Issues are generated in and around places, events and locations; in various sectors of the nation's life, including health, agriculture, communication, banking, aviation, roads, ports, railways, among others.

In the international arena, a similar situation exists. As political actions between and among nations interplay, issues that arise generate conflicts and disagreements among nations. Indeed, questions are asked when nations cross paths on such matters as arms and armaments, boundaries, economy, politics, development and many more.

In particular, the unfair and unbalanced distribution of the world resources generate enormous conflicts and frictions, which engender issues that emerge for both bilateral and multilateral discussions.

3.2   Issue Evolution: Sources,   Development   and Transformations

Many scholars agree that the Theory and Model of Issue Evolution (Edward G. Carmines & James Stinson, 1990) which examines the issue of racial desegregation in America holds for other times and other nations. Therefore, this model, which we shall rely on here, concerns two central problems:

- First is the *structure of issue evolution*. This relates to the causal process of issue evolution. In this case, policies emanate from professional politicians, leading to the generation of mass response.

- Second: *sequence of changes   in elite behaviour regarding*

mass perceptions on issues.

The theory of issue evolution is developed as a general statement to explain the connection between elite and mass behaviour as a model for politics across time, nations and issues. The theory specifically identifies sources, development and transformations of issues.

A.   Sources of Issues

- Issues generate from interactions in a complex environment and also from chance processes.

- Government environment superimposed upon a disparate social order produces issues.

- The regulation, distribution and redistribution of government acts, multiplied by the number of spheres of social and economic activities, in turn multiplied by time and interaction of government and the governed will produce fresh unresolved social questions in abundance.

B.   Issue Selection for Development

In particular, the Issue Evolution Model identifies four mechanisms which sort out or filter the numerous issue conflicts that can command public attention for development. These are:

- Strategic politicians who promote issues as effective leverage in their struggle for power.

- Issues moved to the centre of public discourse when highlighted by external disruptions to established order.

- Old issues transformed into a new context and bear different social consequences.

- Cybernetic issues are selected for importance due to internal contradictions and imbalances in a political system

3.3   Major Issues in Modern Communication

Our discourse on various aspects of issue as a concept enables the identification of the major issues that dominate debates in modern communication locally and globally. We emphasize that these major communication issues have national, regional and international dimensions. They may sometimes be interdependent. They also raise questions at the individual level - the individual being the smallest unit of a communication entity.

- Many of the issues relate to the growing interface between communication and technology, which has created an expansion in the means of communication.

- They also concern the inequalities between the developed countries and the developing countries due to over-concentration of communication technology in the former.

- What is more, issues of communication disparities within nations in matters of gender, class, rural-urban dichotomy, educational, ethnic and other cleavages abound.

- Disparities also manifest among countries in the same region owing essentially to differences in the availability of means of production and economic resources.

- The linkage between the call for New World Economic Order and New World Information and Communication Order.

- A call for "free and balanced flow of communication" as a *sine qua non* for democratization of communication.

- The fear that the call for "free and balanced flow of communication" may lead to dominance of governments in the developing countries of their peoples.

Essentially, communication issues, which are not in anyway exhaustive above, relate to questions on which public opinion often forms. They also concern questions on which governments are expected to have policies for prevention or improvement because they may not be altogether negative or positive.

McQuail (2005) divides communication issues according to the terrain they occupy as:

Relations with Politics and the State

- Political campaigns and propaganda
- Citizen participation and democracy
- War, peace and terrorism
- The making of foreign policy
- Oppression, liberation and revolution in states.

Cultural Issues

- Cultural and economic globalization
- The quality of cultural life and cultural production
- Questions of identity.

Social Concerns

- The definition and mediation of social experience
- Crime, violence, pornography and deviance
- Civil peace, order and disorder
- The emerging information society
- The problem of information inequality
- Consumerism and commercialism
- The use and quality of leisure time.

Normative Questions

- Freedom of speech and expression
- Social and cultural inequality: class, ethnicity, gender and sexuality relations
- Media norms, ethics and professionalism
- Media policy and regulation
- Media concentration and diversity.

Power and Effects

- Communicating effectively
- The shaping of fashion and celebrity
- The formation and change of public opinion.

4.0   CONCLUSION

Politics is about issues and social relations are their domain. Communications is the instrument that promotes political and social relations. Mankind has reached a communication age in which the world is reduced to "a global village." Communication, because of its diffusion with technology, connects places, reduces the distance between individuals, countries and cultures. Major trends in mass media are said to have both negative and positive effects. Thus, issues about the relevance of the mass media to the society are continuously germane.

SELF-ASSESSMENT EXERCISE

What do you understand by the theory of issue evolution?

5.0   SUMMARY

When we speak of issues in this course, we are referring to specific matters that are in dispute in the public domain. They are concerned with questions which influence public opinion, on which some responsibilities weigh against the media, and on which nations should have policies for guidance. This is the world of mass media today that is laced with enormous possibilities due to technology which has reduced the question of time and speed in communication. It has also established a 'global village,' but ensured the dominance of the weak by empowering the strong. Our ideas of social reality and meaning of message are also blurred today. Mass media reinforce cultural identity by preserving culture, religion and lifestyles of different peoples, while at the same time galvanizing a mass culture because of their mass output. These are issues which continue to dominate debate on mass media today.

6.   TUTOR-MARKED ASSIGNMENT

1.   Discuss the various issues in communication today?

7.0 REFERENCES/FURTHER READING

Carmins, Stimson (1990). *Issue   Evolution: Race and the Transformation of American Politics.* Princeton University Press, p. 1-10

McQuail Denis (2005). *Mass Communication Theory.* London: Sage Publications Ltd. p.7-10.

UNIT 2   COMMUNICATION: ITS MEANING, CHARACTERISTICS & FUNCTIONS

CONTENTS

1.0   INTRODUCTION

Communication has become an all-embracing phenomenon today. It touches all spheres of life. There is hardly anything that man does today that does not have relationship with communication. This is why the modern world has been termed communication age where the world has become a 'global village' of a sort. As we said earlier, communication connects places and cultures; reduces distances between individuals and countries. Thus we must study its meaning, characteristics and functions.

2.0   OBJECTIVES

At the end of this unit, you must be able to:

•   define communication
•   know the characteristics of communication
•   identify the main functions of communication
•   discuss the types of communication.

3.0   MAIN CONTENT

3.1   Meaning of Communication

Communication is   derived from the Latin word '*communis*' or '*communicare*' which means making common. Its prefix *co-* shows

there must be more than one person in the process of communication. Thus, like other words in the family such as communion, commonwealth and community, communication involves exchange. In particular, communication involves conversing, sharing, interacting, participating and exchanging some data, signal, ideas, facts, information and knowledge. A simple definition of communication is: a process of exchange of signals, data, ideas, facts, information or knowledge between a source (originator) through a channel, to a receiver (destination).

However, to stress the interactive process in communication, Brown (1993) says information is intelligence imparted concerning some particular facts, subject or event; a piece of data; an item of news in a one-way or non-interactive means. He identifies preaching in a Christian context as information, and non-interactive, insisting that communication is interactive.

3.2   Characteristics of Communication

Communication has some basic characteristics or elements, viz: sources, message, channel and receiver; effects (selective perception, intention and recall).

a)   **Source:** is the communication originator, encoder or foundation of the communication process. The source could be an individual or group, human or non-human who sends the message.

b)   **Message:** is what is sent, it could be stimuli, signals, cues; it could be verbal (words) or non-verbal; serious or non-serious.

c)   **Channel:** is the means through which the message is sent and received. This could be waves, touch, sight and hearing, which apply mainly in intrapersonal and interpersonal forms of communication. In the mass mediated communication, channel could be newspapers, television, radio, satellites, books, magazines, etc.

d)   **Receiver:** is the destination of message. This could be human or non-human. Receiver of message receives and processes message, retains some for recall and reacts to some of it immediately.

We stress the interactive nature of communication here because of the change of roles between the source and the receiver in order to strike effective understanding. Thus, communication is a cyclical

process of exchange of messages between the source and the receiver in an inter- play of changing roles in source, receiver and originator and destination order.

e)   **Homophily:** is the degree of agreement between the source and the receiver. Thus, there is likely to be a near perfect communication between two or more people who are close or share close field of experience. For example, there is likely to be a greater degree of understanding or homophily between a father, mother and children than external people to a family. The agreement between the field of experience of source and receiver of message is based on socio- political and economic factors which include class, culture, language, social status, level of education, religion, e.t.c.

f)   **Heterophily:** Conversely, this refers to the degree of lack of understanding or dissonance between the source and receiver of message in a communication process. This occurs especially where the source and the receiver have different backgrounds, attributes or field of experience, including level of education, culture, language, enlightenment, etc.

g)   **Selective Attention:** is the ability of the receiver of message to appraise and select what to attend to or not. Hearing and listening are not the same. While hearing could be passive, listening is an active behaviour, thus there is a variation in the degree of understanding in the activities of communication.

h)   **Perception:** is the deliberate intention by the source of message to get to the common ground of experience with the receiver. Source wants to share a common experience or interaction with the receiver. So the source consciously packages the message, using his value judgment and experience about the receiver and his environment, in order that the message can be received and understood appropriately.

i)   **Retention:** is a logical follow-up of the selective process of communication. What receiver retains in message relates to his degree of understanding and disposition to message. Even if he understands the message, but it conflicts with his biases, the receiver will not likely retain or attend to the message.

j)   **Recall:** It simply means retrieval of message stored in the process of communication. It describes the selective process of recalling message stored in memory.

3.3   Process of Communication

In the light of the foregoing discussion on characteristics, the process of communication, therefore, concisely starts with the sender (also called communicator) who conveys ideas or information to the receiver. For the communication to make meaning to the receiver, it undergoes the "encoding" process. This involves the conversion of the information into text, sounds, images, actions or some other form that can the understanding by the receiver.

The encoding process is important because the information to be conveyed is idealistic, intangible or theoretical at the conception stage. At this point, only the sender understands it.

As a matter of fact, it is after the message is encoded that it becomes information. The sender then selects the communication channel through which the information is transmitted to the receiver. The decoding process takes place at this point and this involves the conversion of the message into an understandable format that enables the receiver to make a meaning out of it. If the receiver correctly decodes the encoded message, meaning is made out of it. The decoding process is also important because the level of the meaning made is proportional to the level of success that is recorded at the decoding stage.

The efficacy of the decoded message is demonstrated in the feedback from the receiver. The type of feedback given is an indication of how correct the interpretation given to the message is. A correct interpretation implies that the receiver understands the message in the same, or most similar, way the sender sent it. Feedback may be textual, image, action, sound or some other form as in the case of the sender.

3.4   Functions of Communication

As indicated in our definition of communication earlier, it is an interactive individual and collective activity involving all transmission and sharing of ideas, facts, and data. The following are the functions of communication:

i)   **Information:** This relates to the collection, storage, processing and dissemination of news, data, pictures, opinions and comments in order to understand and react appropriately to the environment, personal, national and international conditions.

ii)   **Debate:** Communication provides an effective and enduring means for public debates and the classification of view points at

local, national and international levels.

iii)   **Education:** Communication fosters transmission of knowledge for the acquisition of skills and intellectual growth at the individual and collective levels.

iv)   **Socialisation:** Communication also provides a fountain of common experience and knowledge which allows a person to conform, relate and operate as a member of a community or a society.

v)   **Motivation:** Personal aims and aspirations and goals and objectives of a society are achieved through effective communication. The individual motivations are streamlined and geared towards the pursuit of common objectives and goals of the society with the aid of communication.

vi)   **Culture and Entertainment Value:** Communication not only preserves heritage and promotes cultural growth, it also serves as a means of entertainment through the diffusion of drama, dance, art, literature, music, comedy, sports, games for personal and collective recreation and enjoyment.

vii)   **Integration:** Communication provides access to messages for all persons, nations and groups to understand, appreciate and live peacefully with one another.

3.4   Types of Communication

A distinction should be made between *types of communication* and *means of communication*. The latter relates to the channels through which communication takes place. The main types of communication are:

a) Intrapersonal Communication: is the basis of all human communication. It means communication within an individual using the main senses of sight, hearing, touch and smell to feel the environment, make decision to defend himself or herself, create entertainment, provide the means of livelihood as well take decisions on regeneration.

The five senses are senders of messages through the nervous system to the brain. The brain receives the signals or impulses (message) which it reacts to. The brain transmits the message in the form of feedback to the muscles, which manifest as some noticeable or physical activities. There could also be noise in the process in form of external or internal distractions from the environment or from within the person such as

headache, fever or fatigue.

b) Interpersonal Communication: is communication in a one-on-one situation. Thus, it takes place between two persons or groups of persons. It also has the feature of a sender, message, channel and receiver. Noise, which may be either environmental or semantic, is also an element in the process. Noise refers to distractions within the environment of the source, the receiver or the channel.

Feedback, as explained earlier in the discussion on the process of communication, is another element as the receiver reacts to the message from the source.

Effect is a consequence of the impact of the message on the receiver. The elements of both feedback and effect, according to a communication expert, Wilbur Schramm, is real in interpersonal communication as the receiver may also become the encoder or source of message as the source and receiver change roles. Schramm believes communication is never ending; the source and receiver are involved in a process of shared experience.

c) Mass Communication: For mass communication, we need an intermediate transmitter of information. This is mass medium such as newspapers, magazines, film, radio, television, books, or a combination of these. Mass communication concerns messages transmitted through a mass medium to a large audience. Thus, it reduces distances between persons, connects cultures, regions and nations.

The main characteristics of mass communication are:

- mass medium and messages are impersonal
- a large structure or complex organisation
- delayed feedback
- simultaneity of message
- message source is at a distance from the receiver.

4.0   CONCLUSION

We have dealt extensively on the meaning of communication to properly situate the themes that will be discussed later in the course. The definition of communication given is all-encompassing, involving all the forms of communication). A distinction has also been made between types and means of communication to reinforce the diffusion in mass communication due to the impact of technology.

5.0   SUMMARY

In this unit, we have treated the meaning of communication, characteristics and elements of communication, functions and types of communication.

6.0   TUTOR-MARKED ASSIGNMENT

1.   Define communication and discuss its main characteristics.
2.   List and explain the main functions of communication.
3.   Discuss the types of communication.

7.0   REFERENCES/FURTHER READING

Brown, Ronald (1983). *Media Development – A Journal of the World Association of Christian Communication*, Vol. xxx p.3

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UNIT 3   TECHNOLOGY: ITS MEANING, CHARACTERISTICS, CLASSES AND GROWTH

CONTENTS

1.0   INTRODUCTION

Diffusion of technology is one ramification of the ongoing communication revolution in the world. In particular, the integration of telecommunications with modern technologies, such as computers and informatics has created an expansion in the means of communication. This unit deals with the meaning, characteristics and classes of technology. It also deals with the expanse and growth of technology.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

- give a definition of technology and discuss its characteristics and classes
- explain the expanse and growth of technology through the ages.

3.0   MAIN CONTENT

3.1   Origin and Meaning of Technology

The word "technology" has quite a few meanings. Time is a major factor that influences the way it can be defined. Therefore, people from different generations have dissimilar viewpoints and contexts with regard to what technology actually means.

Technology is said to have emerged from the Greek word '*tekhnologia*' and its Latin version '*technologia*'. Scholars say its root is the Greek word 'tekhne' which means an art or craft. In spite of this specific and limited meaning in the 17th century, technology has expanded rapidly in both its denotative and connotative meaning in the 20th century. Today, it is now widely used to encompass a diverse collection of phenomena which include tools, instruments, organizations and methods.

Therefore, put simply, technology entails t h e understanding of how knowledge is creatively applied to organized tasks involving people and machines that meet sustainable goals (www.open2.net/scientechnology.nation). There are three elements that need to be explained in this definition:

1. Technology concerns taking action to meet a human need rather than merely understanding the natural world, which is the goal of science. For example, the invention of spacecraft was driven by the need to explore the world, but it has brought about other technologies, such as satellite communications.

2. It employs much more than scientific knowledge. Technology may include values as much as facts, practical craft, and knowledge as much as theoretical knowledge.

3. It involves organized ways of achieving its ends. It also covers both the intended and unintended interactions between products (machines, devices and artifacts) and the people and systems that make them, use them or are affected by them through various processes.

3.2 Characteristics of Technology

Characteristics of technology also refer to its nature (www.law.com./jsp/ nl). Therefore, we shall now discuss some distinctive characteristics of technology:

i) It is Related to Science

There is a relationship between technology and science, especially as very little of it could be classified as applied science. But technology is distinct. It is marked by different purposes, processes and relationship to establish knowledge. The main concern of technology is change in the material environment, whereas, science is concerned with understanding nature. Technological solutions are not whether it is right or wrong, verifiable or falsifiable, but effective from different

points of view.

ii)   It is Multi-Disciplinary

Technology is multi-dimensional, drawing various specialists, including designer, production engineer and materials scientist in its production and design process. It requires a technologist to perform many functions with others, in the areas of budgets, communicating with clients, operating on deadlines and applying pressure on decision makers.

iii)   It Involves Design

Design is at the centre of technology. Design in technology is a process which starts with identifying a need, proceeds with a formulation of specification; generate ideas and gets to a solution, ending with evaluating the solution.

iv)   It Involves Prototyping, Modeling and Manufacturing

This is a characteristic of technology that follows two logical design processes. This is how the identified need will be met or realized. It could be through building a prototype, batch or mass production or computer model. Scholars say if the need will be met, the design process has to be properly evaluated and purposeful.

v)   Technology is Concerned with Value

Since technology fulfils a need, built into it is value appreciation. Even from its design level, technology must be suitable for a purpose(s). It must be the right solution to a need and must be desired for a purpose.

vi)   It Shapes Society or it is Shaped by Society

Technology is targeted at a social need. This way, the society shapes it. However, technology can also shape a society as the motor car has today conditioned the society to its use.

3.3   Classes of Technology

By the turn of the 20th Century, the usage and expanse of technology is said to have grown to a point that it can be classified into at least five categories:

a)   Technology as objects: tools, machines, instruments, weapons,

appliances – the physical devices of technical performance.

b)   **Technology as knowledge:** the know-how behind technological innovation.

c)   **Technology as activities:** skills, methods, procedures and routines.

d)   **Technology as process:** begins with a need and ends with a solution.

e)   **Technology as a socio-technical system:** the manufacture and use of objects involving people and other objects in combination.

3.4   Expanse and Growth of Technology

Technology, as stated earlier, has been affected by time and context. In particular, its nature, role and impact on our personal and working lives have changed dramatically in the last 100 years.

In the 17th Century, technology was conceived as simply a systematic study of arts or craft. A characteristic reference to technology in 18th Century meant something mechanical. It was mainly in 19th Century, however, that record showed technology to mean 'practical arts'. Scholars said this was the period when technologists were seen as 'one versed in technology; who studies or treats the two arts of manufactures.' It was also identified as a 'new specialised sense of science which opened the way to a more familiar modern distinction between knowledge (science) and its practical application (technology).' Inherent in this distinction also was the term 'technique' in the manner of artistic execution or performance in relation to practical details.

During this period, scholars said many people spoke directly of machines, tools, factories, industry, crafts and engineering, while worrying about 'technology' as a distinct phenomenon.

However, all that changed in 20th Century. Technology expanded into several areas. Today, it now encompasses a diverse collection of phenomena – including tools, instruments, machines, organizations, methods, techniques, systems and the totality of all these and similar things in our daily lives.

To help us understand the shift in the meaning from something precise, limited, simple and specific, to its vague and expansive nature, the definitions of technology in the Webster's dictionary will do. In Webster's Second International (1909), the word was said to mean 'industrial science' – the science or systematic knowledge of the industrial arts, especially of manufactures.

However, in the edition of Webster's third New International Dictionary, the definition of technologies blossomed to: 'the totality of means employed by a people to provide itself with the objects of material culture.'

Today, even this definition seems narrow if we consider the way the word is now used. Obviously, technology has come to represent more than 'national objects of culture.' Some of the modern technologies even involve alteration of both the psychological and spiritual conditions of man.

The vagueness in the meaning of technology has been the concern of social scientists who insist that a precise, manageable definition be fashioned out. For the purpose of this course, we restate our simple definition that: *technology concerns itself with understanding how knowledge is creatively applied to organized tasks involving people and machines that meet sustainable goals.*

4.0   CONCLUSION

The scope of technology keeps widening. The impact of technology on humanity is almost limitless, especially because of its expanding possibilities which could either have a negative or positive effect. There is, therefore, the need for every country to have policies for its development and consumption.

5.0   SUMMARY

The unit has dealt with the origin and meaning of technology, characteristics and classes of technology, and expanse and growth of technology. In particular, the area of expanse and growth of technology is to further delimit the concept of modern technology and demonstrate its growth in ages.

6.0   TUTOR-MARKED ASSIGNMENT

1.   Discuss the main characteristics and classes of technology.
2.   Define the meaning of technology today and show its growth in ages.

7.0 REFERENCES/FURTHER READING

Ellul, Jacques (1964). *The Technological Society* (Trans. John Wilkinson). New York: Vintage Oxford English Dictionary.

Webster's Dictionary (1909).

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UNIT 4   POLICY: MEANING AND POLICY TYPOLOGY

CONTENTS

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         3.1   Classes of Policy
         3.2   Policy Cycle and Contents
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1.0   INTRODUCTION

Policies are decisions or a set of programmed actions in a particular sphere of a society's life to achieve its goals and aims. Without such policies, a society will be without form, unable to control its members' activities, assess its own progress and order its continued existence. This unit focuses on meaning, classes, contents and effects of policy.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

- Explain what policy means and identify its major classes
- Discuss policy cycle, contents and effects of a policy.

3.0   MAIN CONTENT

3.1   Meaning and Classes of Policy

Policy as a term is very elastic. We can, however, explore the English dictionary conception of the word, even if we will arrive at a modified concept later, thus:

Policy concerns a set of decisions by a society or group which they implement for their corporate existence. Indeed, policy is not just an ordinary statement or a set of actions, but decisions with some measure of force of the executive, especially as the decisions have to be implemented.

Also, by inference, a policy usually implies some long term projections and purpose on a particular subject matter; not a series of ad hoc judgments on unrelated fields or subjects. Similarly, we conceive of the term policy rather as a fairly cohesive set of responses to a problem that beset a society or group.

A policy is seen also more from an executive rather than legislative viewpoint. This is particularly so if one considers various government policies, plans and projects which may be short-term, but more specific in time and place to achieve a purpose or solve a problem.

From the foregoing, a policy can be defined as *a set of decisions which are targeted at achieving long term purpose or solving a particular problem.* For a government of a country, such decisions are often embodied in legislations and apply to a country as a whole, rather than to a part of it

Classes of Policy

Policies are classified by many means such as by cause (reason), determinism (what it hopes to achieve), opportunity (opportunities it offers) and so on. They could also be classified by their intrinsic character or effects they are supposed to achieve, such as distributive policies, regulatory policies, constituent policies and government or public policies.

Going by the theme of this course which centers on communication, policies are classified by their effects on people or their character:

Government or Public Policies

Thomas Birkland in *An Introduction to the Policy Process* (2001) identifies the definitions of public policy by many scholars:

(a)   *The term public policy always refers to the actions of government and the intentions that determine those actions –* Clarke E. Cochran, et al.
(b)   *Public policy is the outcome of the struggle in government over who gets what –* Clarke E. Cochran, et al.
(c)   *Public policy is: 'Whatever governments choose to do or not do –* Thomas Dye
(d)   *Public policy consists of political decisions for implementing programmes to achieve societal goals –* Charles L. Cochran and Eloise F. Malone.
(e)   *Stated most simply, public policy is the sum of government activities, whether acting directly or through agents, as it has an influence on the life of the citizenry –* B. Guy Peters.

We have provided these definitions of public policy in order to show that they generally fall within our earlier provisional definition and also to stress the character of public policy which are also broadly applicable to other organizations, including private companies and non-profit oriented organizations.

Birkland, on the history of policy also notes that though the study of politics has a profound history, the systematic study of public policy, on the other hand, can be said to be a 20th Century creation. While making reference to an author, Daniel McCool, he asserts that this dates back to1922, when the political scientist Charles Merrian sought to connect the theory and practices of politics to the knowledge about public policy.

In general, examples of public policy are: Communications and Information Policy, Domestic Policy, Education Policy, Economic Policy, Energy Policy, Environmental Policy, Foreign Policy, Health Policy, Housing Policy, Human Resources Policy, Macro Economic Policy, Monetary Policy, Defence Policy, Population Policy, Public Policy in Law, Social Policy, Transportation policy, Urban and Regional Planning Policy, Water Policy, Agriculture Policy, etc.

Distributive Policy concerns extension of goods and services by an organization as well as distributing the costs of the goods and services.

Regulatory Policy limits the discretion of individuals and agencies or otherwise compels certain types of behaviour. This policy is generally applied in situations where good behaviour can be easily defined and bad behaviour can also be easily regulated and sanctioned. An example of successful regulatory policy is fastening of seat-belt by drivers as compelled by the FRSC in Nigeria.

Constituent Policy: creates executive powers and deals with laws. It can also deal with fiscal policy in some situations.

Miscellaneous Policy is usually dynamic in character and implementation. It does not concern static goals or laws. It deals with policy blueprints and their unexpected results. Miscellaneous policy treats social problems on the ground of implementation as well as occurrences at the decision making stage.

3.2   Policy Cycle and Contents

A.   Policy Cycle

In political science, policy cycle can be defined as a tool used for analyzing a policy item at different stages. One identified standard version includes the underlisted order of stages:

- Agenda setting (problem identification) Policy formation
- Decision making
- Policy analysis and evaluation (policy may continue or terminate)

There is, however, an eight-step policy cycle said to have been developed in the Australian Policy Handbook by Peter Bridgman and Glyn Davis thus:

- Issue identification
- Policy analysis
- Policy instrument development
- Consultation (this permeates the entire process) Co-ordination
- Decision Implementation Evaluation

B.   Policy Contents

Policies have standard forms typical to the organization issuing them. They are also brought to life through official written documents. Policy forms may vary, but policy documents usually contain certain items including the following:

- **Purpose statement**: outlines the reason(s) why the policy has become necessary or needed and the effects desired there from.
- **Applicability and scope statement**: describes   who the policy will affect and which actions are impacted by the policy. If need be, it might state those the policy excluded, including organizations and groups.
- **Effective date**: indicates a particular date the policy comes into effect. Experts say retroactive policies are rare, but can sometimes be found.
- **Responsibilities section**:   details   responsibilities   to particular   parties,   organizations   and   groups.   These responsibilities may be oversight and or executive in nature.
- **Policy statements**: indicates the specific regulations, requirements or modifications to organizational or group behaviour that the policy seeks to create,

- **Policy background**: gives the history that led to the creation of the policy, usually referred to as the motivating factors.
- **Definitions**: provides clear definitions of terms and concepts used in the policy document.

3.3   Effects of a Policy

Policy has intended effects and unintended effects:

Intended Effects are the positive benefits that a policy seeks to achieve or attract to the people. Clearly, a policy is created in order to avoid some negative effects on a group or some people, and thus to the extent that it solves the problems (negative effects), such a policy has fulfilled its aims and achieved the intended effects. For example, the speed limit policy on Nigerian highways is to reinforce the essence of safe driving and reduce high death rate through dangerous driving on our highways. To the extent that number of deaths is reduced drastically on Nigerian roads, the policy of speed limit will have achieved its intended effects.

Unintended Effects relate to the side effects, unintended or unforeseen consequences of a policy. Unintended consequences occur because a policy is contextualized according to time, situations and circumstances. These elements are dynamic and may affect a policy. For example, the Federal Government's policy to limit the importation of used motor vehicles popularly called "tokunbo" to eight years old (or less) recently had the unintended effects of reducing the number of import into Nigeria and boosting smuggling from Nigeria's neighbours (e.g. Republic of Benin) who took advantage of the situation by allowing more car imports.

4.0   CONCLUSION

Policy formulation process covers the entire aspects of a nation's life. A policy process targets many areas of potential impact and lessens the incidences of unintended consequences or effects. While it may be practically impossible for a policy to be fully impactful, the essence is to fashion out counter policies that will alleviate the unintended consequences.

5.0   SUMMARY

Policies are instruments that a nation or organisation uses to prevent or tackle problems and challenges. In the absence of policies a nation will experience instability or a breakdown. This is the reason why Nigeria urgently needs an effective and efficient policy system on

communication technology to avoid a position of subservience in the global space.

6.0   TUTOR-MARKED ASSIGNMENT

1.   A nation's life is governed by a cycle of public policies. Discuss the intended and unintended effects of a policy in the light of statement.

7.0   REFERENCES/FURTHER READING

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MODULE 2   CONCEPT OF COMMUNICATION POLICY, COMMUNICATION TECHNOLOGY, PARTICIPANTS IN MODERN COMMUNICATION

UNIT 1   CONCEPTS OF COMMUNICATION TECHNOLOGY

CONTENTS

1.0   Introduction
2.0   Objectives
3.0   Main Content
      3.1   Origin and Meaning of Communication Technology
      3.2   Varieties of Modern Communication Technology
      3.3   Functions of Communication Technology
4.0   Conclusion
5.0   Summary
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1.0   INTRODUCTION

The world is witnessing a communication revolution. Communication technologies have created almost limitless possibilities in production, multiplication, storage and retrieval of messages. While new communication technologies have not completely erased the use of traditional media technologies, modern communication technologies, including computers and satellites, have affected the communication greatly, especially as they reduce distances between nations, regions, and continents (Cairncross, 2000) They connect cultures and peoples, and engender a semblance of mass global audience, while at the same time functioning as the awareness for expression and preservation local culture and heritage.

In this unit, we shall study the origin and meaning of communication technology, the varieties of modern communication

technology and functions of communication technology.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

- Define what communication technology means and its varied forms.
- Discuss the functions of communication technology.

3.0   MAIN CONTENT

3.1   Origin and Meaning of Communication Technology

The foundations of modern communication technology are in the traditional communication devices, however rudimentary and limited the latter might be. The early humans in about 20,000BC carved symbols on walls of caves and used drums and signs to signal one another.

Mankind later improved on this to invent writing, which increased the possibility of making coded data both permanent and portable. This pictographic writing in about 1,000BC gave way to the development of alphabets. Some 600 characters were initially said to have been identified. Subsequently, paper was invented around 100A.D, with the claim that the oldest-known printed piece (known as *Sutra*), was published in Korea in 750A.D.

However, modern printing was made popular in Germany in the mid-15th century even though the Koreans, Chinese and Japanese had developed printing much earlier. History was made in 1500 A.D when Johan Gutenberg completed the printing of the Bible with a technology called the movable type through a printing process he had developed. Gutenberg's achievement led to a revolution in communication process as significantly boosted the printing of text and other visual items.

Others communication technologies created within this period included the ancient Greeks' high walls which stretched across the countryside and through which message were relayed using fire and smoke. Also, the Persians and Romans developed a postal system where official correspondence was carried on horseback between one station and another. Indeed, great developments in printing between 1500s and 1600s led to the invention of newspaper as it is today.

In this period also, the postal service was improved upon, leading to the linking of major cities in Europe by mail service. This was extended into many countries subsequently in 1700s.

The telegraphic communication was invented in 1800s by Morse, thus introducing electronic technologies which boosted the range and immediacy of communication.

The capability of rapid transmission of data was enhanced with the crossing of the Atlantic Ocean by cable. This helped Marconi's development in 1895 as wireless telegraph or radio messages were now sent and received through the waves. Also, the typewriter and telephone proved great achievements in communication technologies about this time. The mid-1950s saw the expansion of the use of television, while satellites communication was developed in 1960s, serving a similar function like that Greeks fire tower (mentioned earlier) but more sophisticated.

Later, miniature radios, stereophonic audio equipment, home viewing system, photocopying appliances, among others, were manufactured. Recent developments include video games, video disc, video text, viable television, home computers, world processors, wireless telephones and other telecommunications technologies. The essential function of these technologies is to support or extend humanity's communication abilities. The smoke signals, telephones, typewriters, television and computers all qualify as communication technologies as they expand our capacities to see (visual), hear (auditory), smell, taste and touch (tactile).

Therefore, we can define communication technology simply as *any tool, device or medium which helps in the production, distribution, storage, reception and display of data.*

3.2   Varieties of Modern Communication Technology

At this juncture, we shall make a subtle distinction between traditional forms of communication technologies, including smoke signals, fire towers, cave wall drawings and drums, and the new communication technologies, including computers and telecommunications. This distinction is necessary in order to observe adequately and appropriately the tremendous development in modern communication technologies.

According to McQuail (2005), while the 'old media' and 'new media' are linked by three associated social contexts the 'new media'

differ essentially with their features of interconnectedness, accessibility to individual users as senders and/or receivers, interactivity, their multiplicity of use and open-ended and larger-than life character, and de-localisation. The ubiquitous character of the internet (and World Wide Web) as a new medium demonstrates the power of the new communication technologies. The internet incorporates radio, film and television. In particular, the internet has extended the limits of the print and broadcast models by:

- enabling many-to-many conversations;
- enabling simultaneous reception, alteration and redistribution of cultural objects;
- dislocating communication action from territorialized spatial relations of modernity;
- providing instantaneous global contact; and
- inserting the modern and late modern subjects into a networked machine apparatus.

In general, the new communication technologies produce, process, store and disseminate vocal, visual, textual and numerical information through a micro electronics-based combination of computers and telecommunications. In a simple sense, this is the point of the interface between telecommunications which can send data and computers which can store and retrieve data. Thus, new communication technology covers the ability to collect, store, and display, transmit and receive messages over long distances.

The range of new communication technologies include:

Computers: At the heart of the ongoing information revolution is the computer which allows messages to be transmitted with great efficiency in any place and in different media. It allows different media forms, including newspapers, radio and television messages, to be distributed across its channel, thus reducing their distinctive character. For example, all major newspapers, magazines, radio and television in Nigeria have websites, and relay all their messages on the internet which can be accessed through the computer and satellites technologies.

Vital to the operations of the computer is the process of digitalization which is simply defined as the process of identifying between two choices through a switch.

Experts say all complicated mathematical calculations in computing are possible because sums are based on either adding one or subtracting one. Thus, a computer is based on binary 0 and 1. The smallest piece of information in a computer is called a bit from binary digit.

A computer is said to be capable of processing eight bit at once, called a byte as an industry term. In all, the ability of one to handle information is based on making a choice between true or false, right or wrong, or to go this way or the other way.

Indeed, the computer has remained a powerful machine in communication because every switch works instantaneously. A mini-computer is said to contain thousands of circuits, while a large computer with mainframe has millions. To reinforce how speedily a computer works, it is said that each switch can turn itself on and off one billion times in a second.

For one to effectively use or achieve many tasks through the computer therefore, one needs to:

- be able to store data in these minute switches;
- link the stored data with instructions of what to do with the data;
- display the results of the results.

This is an opening into the ubiquitous world of the computer which has covered all facets of human life. We need to include here other computer based technologies that have affected mass communication, and which will be discussed later. They are: Cable, satellite, video recorder (VCR), CD-ROM, compact disc, DVD, cameras, camcorders, digital radio, digital television, cellular radio telephone, cellular radio telephone systems, etc.

Satellites: Satellite communication involves a sophisticated means of transmission of data through the outer space back to the earth to receiving antennas. This is the interface between telecommunication and space-computer technology.

History was made on July 10, 1962, when America's National Aeronautics and Space Administration (NASA) and a telecommunications giant, AT&T, successfully launched television signals on antennas in North America and retransmitted images back to the earth on receiving antennas stationed in England and France. The telecast said to have lasted for less than an hour started the fusion of broadcasting and satellite technology for efficient communication.

Further experiments in 1963 led to the launch of signals over the equator and Atlantic Ocean, covering some 22,300 miles in the synchronized orbit. The US Navy ship, Kingsport, sailing off the coast of Nigeria, received loud and clear a message relayed from New Jersey in the United States. In many ways the synchronized satellite

communication signalled the second era as it advanced the payload satellite communication.

COMSAT and INTELSAT

COMSAT or Communication Satellite Communication became the early planner and manager of international satellite consortium of a group of some 14 countries which later grew to 54. In 1974, it was renamed international telecommunications satellite organization (INTELSAT) which had more than 80 countries as members under a Secretary General. Its membership has grown to 100 countries and it covers some 95 per cent of the world's communication traffic. INTELSAT launched its first satellite *Early Bird* into space on April 6, 1965. Other launches that followed increased the capacity of the body to beam signals world-wide.

The satellites operate through a system called beam separation, which allows signals to be transmitted to and from satellite at the same frequency. The beam separation technology ensures improved and direct beam to earth as well as eliminates the need to beam signals over ocean areas.

It is interesting today that with the array of satellites that continue to roam the space, a system of building and maintaining the satellites has been evolved. It involves using the space shuttle to construct space station where engineers will be able to provide maintenance for these communication facilities. The space station allows experts to work and live in space. Experts in space technology hope that successful development of the space station will enhance space communication systems.

Teletext: operates through a computer connected to a television transmission system which sends data to receivers that are equipped with a special decoder. Teletext allows over-the-air broadcast of messages.

Videotex: involves a wired connection between a computer and a home receiver. Thus, videotex permits a two-way interactive relationship between the user and the transmission system via telephone or cable system. Videotex differs from teletext in that a user gets the information immediately from the called up data bank, whereas, information is delayed, say for a minute in teletext before messages requested for are sent.

On-Line Newspapers and Magazines: All major newspapers and magazines in Nigeria and in the world today are on the web.

Through a home computer linked with a telephone, a subscriber can access a data base which provides a "menu" of available information, including a list of electronic newspapers and magazine. A subscriber can select given pages and full stories from a newspaper or magazine, such as latest front page, sports, weather, leisure and entertainment.

The story selected appears in full on the home computer screen. The subscriber can electronically write letters to the editor using the same process, which guarantees a two-way communication.

VCRs and Video Discs: VCR covers the range of recording and reproduction of TV images on the magnetic tape. It includes video tape recorder, video cassettes, video tape players. VCRs are used in television, libraries and instructional centres, and in homes. Video disc is an improvement on VCRs. It guarantees smoother operation than VCRs. It can be used for almost the same purposes as VCRs. It is gaining more extensive usage in homes in Nigeria.

Low-Power TV (LPTV): rebroadcasts signals of other stations. LPTV station can, however, originate its own programmes. They are popular in the United States where licensing procedure for them is less cumbersome than a full-service television station.

Technological changes in TV reception and transmission:

a.   **Stereo TV: The** StereoTV is an improvement on the sound quality of television. The manufacturers of television sets enhance the television with stereo capabilities. Television stations too now broadcast some programmes in stereo. This is to cash in on the advantage of the radio over television in the area of sound quality.

b.   **Cable-Ready Television:** This is a television set with built-in cable capacity to connect to a cable company linked with more than 13 channels. This is an improvement by television manufacturers which eliminates purchase of a separate home converter from a cable company to link TV channels in its package. Its popularity depends on the willingness of consumers to pay extra cost for the TV set and for the cable company to agree for its use, rather than its own home converter.

c.   **Component TV:** is a sophisticated television set which enhances interactive video and stereo system. It appeals to those who values sound and stereo VCR on compact disc player.

d.   **Large Screen TV:** is an attempt to get a large clear picture on a TV screen. Achievements in this regard are said to have made possible a large-screen to produce clear pictures and good sound quality like small screen sets.

e.   **High-definition TV:**   This consists of the technology that further improves on the pictures of a large screen TV set. High definition TV allows crisp pictures and significantly reduces the formation of pixels. Pixels are the dots that fuse together to make up an image. The tinier they get, the clearer the image; the larger they become the poorer the image.

f.   **Digital TV:** is a technology aimed at eliminating interference such as shadows, guests and other distractions in television. The TV set is designed with many digital circuits to eliminate these interferences. Experts believe this will also enhance teletext and videotext systems.

g.   **Teleconferencing:** This combines the telephone and television facilities for a meeting simultaneously among discussants. Business people and executives who are separated by thousands of kilometres away find this technology particularly useful. The system, also called "picture-phone meeting service," consists of full-colour television facilities installed in meeting rooms in major cities with cameras and monitors placed in strategic position. Business executives in different parts of a country can carry out discussions in full view of one another. Teleconferencing eliminates the risk and cost of travel, but loses the naturalness in face-to-face communication.

h.   **Cellular radio telephone systems:** mobile phone operates through a series of radio transmitters with limited coverage. Thus, a subscriber's call on mobile phone connects with the   closest transmitter that is connected to land lines. A computer switching device transfers calls from one transmitter to another.

This was why in Nigeria, with the launch of mobile phone system in 2001 with initial three service providers, transmitters or "cells" had to be built quickly throughout the country to ensure adequate coverage. The providers insist that the cost of constructing and maintaining the transmitters without government's assistance has made

phone tariffs very high in Nigeria.

In any case, mobile phone has been a fad among Nigerians irrespective of class and status in society. Mobile phones provide a range of services, including calls, text messages, radio electronics, etc.

i.   **Cable Radio and Television:** also called "community antenna television" receives radio frequency signals of other far flung radio or television stations through co-axial cables and links these signals directly to radio and television receivers in homes. This is unlike terrestrial broadcasting technology where radio and TV signals are transmitted over the air by radio waves. Subscribers pay a fee for this service as cable television ensures clear reception of television images, eliminating interference. While the cable television is popular in Nigeria, cable radio is yet to find its feet.

j.   Some commercial radio broadcasters in the country are not favourably disposed to the existence of cable radio because they believe radio as a medium is a local one. They opine that when a community imports broadcast signals of one or two stations from outside the locale, the local radio stations' business is hindered. In particular, they are faced with reduced audience, and consequently, reduced advertisement, and may be thrown out of business.

k.   This problem is not visible in the cable television business. In fact, cable television operators in Nigeria now transmit signals from local television stations to customers, thereby widening the audience base of these local stations.

l.   **Two Way Cable:** is a two-way interactive television, which permits the subscriber the chance for a feedback. It allows the subscriber to engage in banking services, including deposit and fund transfer, or shopping. The subscriber can make purchases through the terminal (end) and receive the goods via direct shipping. The Automated Teller Machine (ATM) system uses this technology.

m.   **Pay Cable:** is where subscribers enjoy viewing programmes, especially sports and movies, and pay bi-annually or annually. There is also the need for a two-way communication so that subscribers can request for the desired programmes.

n.   **Fiber Optics:** is an improvement on cable technology which could not hitherto transmit or receive heavy current of data

directly into homes. Fiber optics concerns tiny glass fibers through which waves pass, thus increasing the capacity of the cable to receive and transmit large information with required speed. Since fiber optics is now available to even telephone companies it is envisaged that these companies would apply this technology to radio and television stations as part of the efforts to improve on them as channels of communication.

o.   **Microwave Technology** uses short electromagnetic waves which transmit at high frequencies than the cable. Microwavestravel in direct line-of-sight path between the transmitters and receivers. Microwaves carry signals over long distances through relay antennas which are set in some 30 miles apart to the transmitting stations. A television station needs not directly own a microwave; it can rent or lease it. Signals are received by the television station first from the microwaves and then retransmitted to the home receivers through the station's antennas.

p.   It is noteworthy that signals from microwaves relay network are relatively free from interference; they can be received over long distances with clear reception. Besides the ground-based microwaves relay network discussed above, television stations can also receive signals through satellite transmission in space. Thus, Cable News Network (CNN) International television station based in the United States can broadcast its signals (programmes) through a microwave to a satellite thousands of miles in space, which relays the signals back to earth- receiving station in Nigeria for example.

q.   **Electronic Newsgathering System:** (otherwise called ENGS) is a technology that enables outdoor live television transmission. With a mobile van (OB Van) and portable camera, a television station can stream live games, exhibitions, trade fairs and the like to its audience. In Nigeria, the Nigerian Television Authority (NTA) Network and African Independent Television (AIT) do broadcast conventions of major political parties and their campaigns in this manner.

3.3   Functions of Communication Technology

Essentially, the functions of communication technology are visible in the benefits/roles they perform. The functions are the following:

Production, Transmission and Display: these are perhaps the most identifiable functions of communication technology from the early conception. These functions relate to the capacity of communication technology to extend human ability to create, transmit and display auditory and visual data at a distance in space and time. From the development of the spoken word, man extended their ability to hear (auditory) to the use of drums, other musical instruments, telegraph, telephone, AM and FM radios. For the sight, the extension of the human capacity started with cave drawings and the 600-character of the early alphabets. This steadily developed into use of hand and arm signals, other non-verbal cues or signs, flags, billboards, lanterns, printing, photographs, and a range of photocopying equipment. Television, films, video disc and video cassettes have extended both the capacity of man to hear and see. Other communication tools such as pencils, pens, typewriters and art designs also boost our capacity to produce, transmit and display images and signals, just as the computers, video games and calculators extend our ability to perform all these functions.

Multiplication, Duplication and Amplification: Communication technologies in this respect multiply, duplicate and amplify communication messages beyond the face-to-face or one-on-one process discussed above. These functions concern our ability to use the technology beyond the interpersonal level to a level of one-for-many or mass-mediated communication. In this regard, we are concerned with a range of communication technologies including radio, television, movies, satellites, computers, etc, which make it possible for a message to be multiplied, duplicated and amplified or enlarged as in mass communication. These technologies, because of its mass nature, draw immense attention to messages. They function in such a way that the communicator is unknown to and separated from the receiver of message.

Reception, Storage and Retrieval: The computers are today possibly the most invaluable communication technologies which aid our ability to record, store and retrieve images. These functions are also enhanced by capacity of the computer to multiply, duplicated and amplify messages. However, there are other communication technologies which extend our capacity to receive, store and recall messages. They include, even as ordinary as they might seem today because of the great developments in technology, eye glasses, mirrors, contact lenses, x-rays microscopes, magnifying glasses, binoculars, radar, periscopes, telescopes, air phones and stethoscopes. Even diaries, files, wills and appointment calendars, tape recorders, dictating and copying machines, phonograph records

and microfilm fit the bill of our storing and recall functions.

SELF-ASSESSMENT EXERCISE

1.   List a range of traditional and new communication technologies that you know.

4.0   CONCLUSION

Communication technologies have become an octopus in the modern world as they offer us almost limitless functions depending on the ability to manipulate them or needs of them. However, the new communication technologies are sometimes an extension of the traditional ones. While the traditional tools, such as smoke signals, gongs and drums, are still largely in use in many developing countries, including Nigeria, their relevance in the developed countries, like the United States and Britain is not visible, except perhaps as museum pieces or artifacts. The fact remains that there is great advantage in the developing countries to design policies for a mix of the traditional forms with the new communication technologies.

5.0   SUMMARY

This unit has explored the origins of communication technologies, attempted a definition of the concept and identified their functions even in their varied and diffused forms.

6.0   TUTOR-MARKED ASSIGNMENT

1.   Discuss the notion that new communication technologies are extensions of traditional communication tools in both forms and functions.

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UNIT 2   INDIVIDUAL'S RIGHT TO COMMUNICATE, ROLES OF COMMUNITIES AND VOLUNTARY ORGANISATIONS IN COMMUNICATION

CONTENTS

1.0   INTRODUCTION

Communication basically originates from the level of the individual. But the individual operates in a community, society or even social groups. The individual is governed by his private and public interests, and even other business, political and international interests, some of which he has little or no control over. Communication has moved from the plane of the personal and is linked with all these interests. Thus, we shall be concerned now with the roles played or should be played by the individual, communities, social groups, public authorities, transnational companies, the state and international bodies.

2.0   OBJECTIVES

At the end of this unit, you should be able to:
• identify the basic communication rights of the individual and how far these rights are and can be guaranteed in modern communication today,
• discuss the role of the community and how it has helped or hindered communication and development,
• explain the roles played by voluntary organisations in broadening the spectrum of communication.

3.0   MAIN CONTENT

3.1   Individual's Right to Communicate

Communication is a basic right of the individual. Indeed, the individual originated communication at a personal level, and developed it as a functional instrument in a society in an organized process. According to UNESCO, the individual's right in the field of communication is predicated on three basic principles:

- The right to speak (expression and discussion): sees communication as an exchange between two or more persons or groups in an open process of response, reflections and debate.

- The right to know: to seek and be given information desired, especially in relation to the individual's work, life and in order to comport himself according to the norms and traditions and functions as a reasonable member of a community.

- The right to impart: to give information to others about the society, his living condition, aspirations, grievances, needs, etc.

The UNESCO says that the right to discuss or right of expression guarantees "genuine agreement as collective actions and enables the individual to influence decisions" made by different levels of authority. If this right is denied by any means, a divine right of an individual is infringed as God made man as a higher animal to communicate and tend this world in order to ensure regeneration of the world. In the same vein, whenever information is deliberately withheld or false or distorted information is disseminated for whatever reasons, the right of an individual to know the truth has been infringed upon. Furthermore, the right of an individual to impart knowledge on others can be infringed upon by intimidation, denial of access to the means or channels of communication, etc.

A quick look at the situations in many developing authorities, including Nigeria, shows different levels and degrees of infringement of the right of the individual to communicate. These infringements relate to statutes, regulations, punishment and denials to access various forms of the communication and even channels of communication.

The individual is both an originator of communication and a receiver of communication. The infringement of his right to communicate is said to be more observed as a receiver of information, where he is treated as a passive entity and a mere consumer of information which is often not relevant to his needs, aspirations and development. Based on

the observed situation, the individual's right to express his thoughts is sometimes completely ignored.

Incidentally, demographic factors such as the level of income, literacy, enlightenment and class also attest to the existing imbalance in communication between the lower rung and upper strata of the society, thereby making them information dependent and information independent respectively.

Apart from the three characteristics of the individual's right to communicate as discussed previously, UNESCO has added a fourth right – the right to privacy. This is contextualized as a necessary right in the face of the effects of modern communication technologies on the individual life. With the diffusion in modern communication technologies, the individual cannot be said to have a right to his privacy.

The increased use of telecommunications, satellites and computers has not only opened the individual to unsolicited stream of information, but also as unprotected target of information. For example, the development of data banks, which contain such demographic facts as date of birth, sex, number of children, religion, income, educational level, etc, is considered an intrusion on the individual's privacy. Added to this is that these data may be accessed without the individual's personal knowledge, especially in a largely rural and illiterate society. Such details may also be used for reasons other than those the individual is aware of, as the information can be transferred from one data bank to the other; for example, from census to immigration office, police and so forth.

Similarly, the management and ownership of the media, whether private or public, also reinforces the information gap between the educated and uneducated, urban and rural, the rich and poor, etc. The ownership structure can make the media take sides with the authority- a visible corporate behaviour in the developing countries.

There are, however, options being evolved to strengthen the individual's right to communicate. These include the phone-in programmes on radio and television stations, letters to the editor in newspapers and efforts by media organizations to fashion programmes based on researches they conduct to identify the public's preferences.

3.2   Role of Communities in Communication

A community is a group or groups of people driven by certain objectives, aims and goals for their corporate existence. Communities may also be identified by common language, culture, sometimes by geographical location, religion and political structure and organization. A community may also vary greatly in respect of religion, political organization, language, culture and social class.

A small unit of community is a village, neighbourhood, centre of employment, etc. Communication network binds any social community together. Indeed, communication or exchange of information supports and develops the social and political structures of the community, helps the community to achieve its goals and objectives, supports its defence and guarantees peace of the community.

In practical terms, however, communication is usually used to repress and silence the minorities in many cases. This situation is made possible by the intrinsic characteristics of the community with a varied social class, income level, education level, etc. In developing countries, the rural-urban dichotomy creates another character of imbalance in communication contents and channels of communication. What all these do is weaken the cohesion of the community, hinder the democratization of communication and limit the people's ability to fully express their opinions.

There is, therefore, the need to increase the communities and individuals' capacity and rights to communicate. Policies must be designed in such a way as to ensure that mass media contents reach all classes of people. All members of the society should be galvanized for development through relevant media contents.

3.3   Role of Voluntary Organisations

Voluntary organizations are pressure or interest groups. They are guided by clearly identifiable goals and exert pressure on the authorities in order to achieve these goals. There are in different categories. Some pressure groups have permanent structure and existence such as political parties, trade unions, churches, women and youth groups and professional organizations. Others operate on a local scale such as thrift societies, tenants or landlords' associations, youth clubs and age grades. Still others are not permanent because they are set up to fight a particular legislation, protect the environment, or to campaign against some phenomena in the society. They cease to exist when such issues or objectives are fulfilled.

Interest groups do promote alternative ideas for the authorities as well as provide a forum for debate on current issues that affect them and the public. They are also concerned with those vital issues that may be ignored by the authorities. Their main instrument is communication. They usually create avenues for minority opinions and views and mobilize the people for action against the authorities using the appropriate media channels.

As a result of the lopsided ownership of mass media, especially in developing countries, the messages of disadvantaged people may not be given adequate space and attention they deserve in the dominant media. Pressure groups endeavour to tackle this challenge by creating their own avenues of communication which are usually below-the-line in nature. These include books, journals, leaflets, rallies, street-corner meetings and so forth.

In certain heated political situations in Nigeria, pressure groups have embarked on "underground press" similar to Western idea of the concept. The idea is to give a voice to the voiceless in the society, especially with their shade of journalism imbued with fresh tone, frankness and fearlessness, albeit clandestinely.

Communication scholars have agreed that the existence of voluntary organizations with their varied avenues of communication have engendered the democratization of communication, mass participation, development and progress.

4.0   CONCLUSION

The individuals, communities and voluntary organizations play different roles in communication in the society. Their relevance varies in line with the peculiarities of each country, but policy makers must design policy frameworks that strengthen these realities in line with overall developmental goals.

5.0   SUMMARY

In this unit, the individual's right to communicate, the roles of the communities and voluntary organisations in communication were discussed. The shortcomings in these regards were identified and suggestions on how these can be redressed were explained.

6.0 TUTOR-MARKED ASSIGNMENT

1. Explain how the individual's right to communicate can be infringed upon.
2. Discuss the idea that voluntary organizations are no evils in the society; they are instruments for the democratization of communication in the society.

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UNIT 3   ROLES OF PROFESSIONALS, NATIONAL AND TRANSNATIONAL COMPANIES IN COMMUNICATION

CONTENTS

1.0   INTRODUCTION

A media practitioner can be called a professional in many senses if one considers the roles he or she performs in a society. A media practitioner can be described in terms of the demand of the aptitudes and conditions required of a professional. These aptitude and conditions include the ability to perform a skilled trade or occupation expertly based on specialized training. A media practitioner professes an open declaration or an avowal of a disposition to a professional craft that requires some degree of learning; a calling to a collective body of persons; a means of subsistence as opposed to an amateur and an undertaking which reflects skill, artistry or standard of conduct appropriate to a member of a profession.

Specifically, the International Labour Organisation (ILO) gives the following criteria for defining a professional or a profession:

a.   A profession must possess certain body of knowledge or skill which is learnt through the guidance of senior members. This is where the term "sitting by Nelly" applies to the media. Nelly is said to be a legendary figure in the news room and around who the learners cluster to draw from his residue of knowledge, experience and skill. In the media practice in Nigeria today, training institutions such as Nigerian Institute of Journalism, departments of mass communication in polytechnics and universities perform this legendary role.

b.   A professional must observe certain ethical codes so that he can draw a line between what is proper and improper in the discharge of his duties. In this regard, global and national bodies of communication have drawn ethical principles that govern media practice.

These principles, also applicable in Nigeria, are the sacredness of truth/facts (facts are sacred; comments are free); fairness and impartiality (non-bias); objectivity –to rise above emotional, sentimental, ethnic, political class, caste or religious attachments or any such private, partisan or vested interest; confidentiality of source, especially when sources are in danger; respect for privacy, correction of errors or retraction of mistakes. These principles are approved by the Nigeria Union of Journalists (NUJ), the Nigeria Guild of Editors (NGE) and Newspaper Proprietors Association of Nigeria (NPAN).

c.   A professional should imbibe the concept of service and social interest, whereby he subordinates his private or self interest for the wider public interest. This is a disposition for social service or social responsibility by media practitioners.

d.   A professional must subscribe to the core values of self discipline and control. This becomes even more necessary in media practice whose influence is so pervasive on the society.

Ordinarily, media practitioners include journalists working for the press, radio and television stations; and producers and directors who work behind camera, consoles and monitors the broadcast stations. These are the people who decide the form and content of information disseminated to the public.

But with the growing technological development, there is a radical transformation of expertise. The ranks of professionals who collect, formulate, store, retrieve and disseminate messages have swelled to include others who do not operate within the traditional media of press, radio and television. The sophistication of the technologies demands specialized skills, qualification and training. The media environment today present an interesting scenario - pervasive communication which extends to all aspects of human life, economy, social, and development; multiplied and amplified communication technologies demanding specialized skills and training. And there is still the "Sitting by Nelly" tradition of learning on the job, especially in television which requires team work among editors, camera men, sound technicians, light men and so on.

Special attention also needs to be paid to foreign journalists who need a

lot of background information regarding proficiency in language, culture, traditions and the people who they cover.

Communication scholars, however, say this challenge extends to journalists in the developing countries with substantial rural population like Nigeria. The typical Nigerian journalist is urban-based and greatly limited in reporting rural areas. Many Nigerian journalists can barely speak a local language, nor are they attuned to local cultures and traditions. This, obviously, calls for training and continuous education on the part of media practitioners.

2.0   OBJECTIVES

At the end of this unit, you should be able to:
* discuss the role of professionals in Communication
* discuss the influence of National and Trans-national companies and the roles they play in communication generally, and
* compare both roles and evaluate their values.

3.0   MAIN CONTENT

3.1   Roles of National and Transnational Companies

One defining character of the communication business is the dominance of private capital, financing and investment. In many countries, privately owned communication organizations influence policies, attitudes and behaviour of the citizens. In some cases they are more visible than government. Indeed, privately owned companies are visible, perhaps, in the newspaper publishing than other media in Nigeria as more than 90% of newspapers and magazines belong to privately owned media organizations. They include: *This Day*, *The Nation*, *Nigerian Tribune*, *The Guardian*, *Vanguard*, *Daily Independent*, *New Age*, *Daily Trust*, *Daily Champion*, and *Daily Sun*.

These titles have both the daily and weekend editions. They are trailed by other privately-owned ones, which though pretend to be national in outlook, actually harbour regional sentiments. These include *Niger Delta Standard*, among others. There are also magazines such as *Tell*, *Newswatch*, *Insider*, *Source* and other specialized ones like *Business Eye*, *Business World*, and *Business Day*, which is published daily. There are still others which appeal to the rural populace with restricted circulation in some states, as well as religious magazines and professional ones.

Government newspaper organizations in Nigeria have fragile existence owing to their unrestrained partisanship u s u a l l y to the government of the day. Among these are *Daily Times*, *Sketch*, *The Chronicles*, The *Nigerian Herald*, The *Nigerian Tide*, *The Voice*, *Nigerian Standard*, *Nigerian Triumph* and *New Nigerian*. Unlike many privately-owned firms which continue to publish both the online and hard copy editions, some government-owned ones manage to publish only online.

In the broadcast category, government owns both radio and television stations. Until the 1980s, only the Nigerian Television Authority (NTA), owned by the Federal Government, operated as a monopoly. Today, however, there are many privately owned television companies in Nigeria, including African Independent Television operated by Daar Communications, Channels Television, Minaj Broadcast International (MBI) television, Silver Bird Television (STV), Murhi Television, Superscreen, DBN Television, G65and others. What applies to television applies to radio. Radio organizations are both privately and government owned in Nigeria. It is estimated that Nigeria has no fewer than 500 terrestrial radio and television stations.

The cinema, right from its inception, has been privately operated. T h e e a r l y r i s e r s o f t h e N i g e r i a n f i l m i n d u s t r y - Herbert Ogunde, Ade Love, Victor Olaiya (Baba Sala) and Eddie Ugboma, a m o n g s t o t h e r s, *all* had their production, marketing and distribution privately executed.

The advent of Nollywood has, however, remained a watershed in the h i s t o r y o f t h e Nigerian cinema. Nollywood, patterned after America's Hollywood and Indian's Bollywood, is a private initiative of cinema practitioners, including script writers, directors, producers, camera man, make-up artistes and others, to redefine Nigerian movies as a viable economic enterprise, effective communication channel and purveyor of Nigerian traditions and culture. These efforts have made Nigeria world's second largest movie producer with billions of dollars in revenue. Nigerian films a r e being exported to o v e r 1 0 0 countries, including those of Europe and America.

Like the cinema, telephoning which is dominated by t h e mobile system of communication (GSM), is in private hands. Besides, the MTN, GLO, Airtel and Etisalat, there are others such as Starcomms, Multilinks, MTS, etc, which operate land lines, albeit, with difficulty owing to competition. M o s t o f t h e m o b i l e n e t w o r k s are transnational as they operate in s e v e r a l o t h e r c o u n t r i e s apart f r o m N i g e r i a.

It is important to know that whole gamut of the information communication technology (besides regulation) is dominated by

privately owned national and transnational companies worldwide, Nigeria inclusive.

We have gone this far in order to establish the fact of the immense power of privately-owned organizations in the control of communication content and production, distribution and marketing of communication technologies in particular. The UNESCO classifies the exercise of this power thus:

1.   Ownership of media and other communication channels, or investment in telecommunication channels.
2.   Production and distribution of software programmes.
3.   Advertising and marketing; and
4.   Various indirect ways of influencing the production of messages. UNESCO also notes that in many countries, the ownership structure in t h e communication sector takes the following forms: ordinary business enterprise, enterprise enjoying special status, public corporations, co-operative mode, trust or mixed public/private companies.

Private ownership of mass media is advantageous in many respects. These advantages include the capacity for great expansion, symbiotic relationship between the manufacturers of communication technologies and media organizations, efficient content distribution and steady integration of technologies and operators. Many media landline operators can now delve into GSM operations. For instance, the owners of AIT, a television network, have reportedly secured a license to operate telephoning services. The media organization may just need to buy some few components to add to its broadcast equipment to embark on the provision of telephone services in the country.

However, despite these advantages and contributions of private capital in the field of communication, there is the danger of extreme capitalism. Therefore, governments have found it necessary to control these private communication organizations. This is essentially in form of licensing and regulation of their operations. For example, the Nigerian Communication Commission (NCC) issues licenses to radio, television, telephone, computer and other telecommunications companies. It also regulates their operations through certain guidelines and intervenes when the need arises.

NCC, like its counterparts in many developing countries, finds it difficult to exercise efficient control owing to the overbearing influence of the *telcos* as they are fondly

called. Today, the dominance of these companies and the effects of their activities have opened up debates on global communication. The contentious issues are around the local and foreign equities, influence of foreign culture on the language, educational, social, economic and political lives of a developing country like Nigeria

4.0   CONCLUSION

The preponderance of private capital in the field of communication technologies is highly visible. While it has its advantages, especially in terms of growing the industry, communication should not be treated as a fast moving consumer good. Journalism practice has its ethics and norms and should not be sacrificed on the altar of profiteering and extreme capitalism. This is why policies must be designed to curb extreme capitalism and imperialism.

5.0   SUMMARY

We have focused on the roles of professionals in the fields of communication. We have identified that a professional should be guided by certain ethics as socially responsible practitioner. We have seen that with the plurality that the fields of communication have witnessed with the diffusion of technology, ethical universals are almost impossible to achieve. You have also read that telecom companies operate overbearingly, which makes control difficult for local regulators.

6.0   TUTOR-MARKED ASSIGNMENT

1.   Discuss the fact that private capital is a critical factor in global communication today in relation to the roles of national and transnational communication companies.
2.   Do you agree that the growing pluralism in communication contents and channels has rendered ineffective professional ethics of a journalist?

7.0   REFERENCES/FURTHER READING

Many Voices, One World – *UNESCO Report on New World Information and Communication Order* pp. 117-119.

UNIT 4   ROLES OF THE STATE / INTERNATIONAL BODIES IN COMMUNICATION

CONTENTS

1.0   INTRODUCTION

The State and International Bodies, such as United Nations and its agencies, play important roles in communication generally. Nations control communication activities within their territories through legislations or local agencies. Nations also relate with other nations through bilateral and multilateral agreements as well as play a role in the United Nations and its agencies in matters that concern communications.

This extensive framework of relations by nations, among nations and within the United Nations and its agencies demonstrate the significance of communication in the world today, especially as it is linked to all facets of the people's lives and existence.

In this unit, we shall examine the different roles of the state and how these roles have further hindered the growth and practice of communication. We shall also look at the efforts and instruments of the United Nations and its agencies with the regard to their effects on the democratization of global communication.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

- explain the roles/responsibilities of the government in communication and effects of these roles on the development of communication, and

- discuss the role of the United Nations and its agencies, such as UNESCO, FAO, ILO, WIPO, UNIDO, WMO, ITU, UPU, etc, regarding global communication.

3.0   MAIN CONTENT

3.1   Role of the State in Communication

The state or government of a country, through its agencies, plays a pre-eminent role in communication activities within and across its borders. There are reasons why a government's control, regulation or participation is necessary.

(a)   A nation is a sovereign entity. What is done by companies, agencies and its people in the area of communication activities has impacts on its honour and essence as a sovereign state. This way, for sundry political reasons, a nation must control and regulate communication activities within its borders.

(b)   A nation should be conscious of its roles in communication activities of its citizens for ideological reasons. In many cases, countries sign agreements with one another based on ideological compatibility. Such ideological pacts could be endangered if citizens of a nation engage in communication activities that are at variance with the   spirit   of   such agreements and ideology. North Korea, Venezuela and Cuba are examples of countries that are still ideologically sensitive especially when dealing with the West.

(c)   Another reason is economic and financial. Both the technology and contents of communication are attracting financial and economic costs to the nation and often require public investments. The importation of communication equipment gulps huge foreign exchange and operations of communication organizations involve huge spending. Even in many developing countries like Nigeria, governments engage in direct ownership of publicly-owned mass media with highly significant cost implications.

(d)   The effects of communication activities on citizens need to be controlled and regulated by government especially in the areas of education, culture, entertainment, language, etc.

(e)   There are areas of communication which may not be so attractive to investors who are interested only in profits. These areas, which are crucial to a nation's existence, may not be quick in bringing returns on investments. Government's intervention, therefore, becomes imperative in such situations. For example, in the 1960s and 70s, investment in broadcasting was not attractive especially in rural areas. Government had to come in by investing in radio

and television stations. Presently, private individuals and organization now own broadcast stations though mainly in urban areas. Rural areas are yet to feel the impact of private investments in rural broadcasting.

How Government Control Communication Activities

There are two broad ways that government control communication activities. Government may formulate policies and set up agencies to oversee identified functions. It may also involve itself directly in publicly-owned mass media, a function that continues to generate controversies in global communication discourse. This is because some scholars feel it usually restricts the delivery of communications contents and messages to the public as we shall later explain. Government discharges its function through the following ways:

a. Regulation of conditions governing ownership and operations of the media;
b. Distribution of frequencies for telecommunication operations. This is done in Nigeria by the National Communication Commission (NCC);
c. Direct ownership of media and means of communication. The Nigerian Television Authority (NTA) is owned by the Federal Government);
d. Direct involvement in communication activities through the operation of public agencies as in the case of Nigerian Telecommunication Limited (NITEL) before its controversial sale;
e.   Control of communication channels and carriers;
f. Fashioning measures which may stem the importation of unwanted messages;
g. Creating strategies that can prevent   the spread   of distorted messages and abuse of communication activities;
h. Granting resources for communication and putting same in overall national planning; and
i. Putting in place necessary legislations and regulations that will guide the communication industry.

The question whether nations should have roles in communication activities is considered resolved. It is the duty and prerogative of governments to   control,   regulate,   invent and organize its   own communication industry. The area of controversy, however, has been in direct government control of the mass media. Its proponents in developing countries have argued that it is an attempt to broaden and democratize communications especially its spread into the rural areas which are unattractive to private

investors.

However, demonstrable activities of publicly-owned media in the developing countries, including Nigeria, appear to present a different position. Publicly-owned media, like the NTA and its counterparts in the states in Nigeria show little concern for public satisfaction in terms of their programming. Television stations owned by state governments, like their radio and newspapers, are structured to favour the government-of-the-day and rarely represent the popular will. They seem to stifle diverse opinions, restrict information and infringe on the individual's right to know and be heard. The publicly-owned media make news presentation officious and disallow a fair spread of information. In countries where publicly-owned media operate, the tendency exists for censorship.

3.2   Role of International Bodies in Communication

The United Nations and its various agencies – b o t h intergovernmental and non-governmental - d o play pre-eminent roles in global communication activities. Since its inception, the United Nations and United Nations Educational, Scientific and Cultural Organisation (UNESCO) have promoted the discourse on global communication issues. They also came up with instruments which promote a New World Information and Communication Order (NWICO). Today, communication is seen as inalienable fundamental human right of an individual.

UNESCO, which is saddled with the task of providing a forum for discourses on mass communication, welcomes all the issues that pertain to communication. The aim is to democratize communication and sustain its value as an exchange between and among peoples and nations. UNESCO a l s o links communication w i t h development in such areas as health, agriculture, marine, etc. In the same vein, UNESCO tries to stem the dominance of the developed nations over developing ones in the content and channels of communication.

The more technical communication issues are given to two UN agencies – the International Telecommunications Union (ITU) which handles the regulation of global communication activities, including agreements on regulations of frequencies allocation and the Universal Postal Union (UPU) which deals with agreements and protocols on international mail services.

Other UN organizations deal with their individual areas of competence regarding global communication activities.

Food and Agricultural Organisation – deals with communication issues relating to production, processing, marketing and distribution of foods and food products in the world, including areas of agricultural extension services.

International Labour Organisation (ILO) – is concerned with defining the rights of the worker in all areas and ensuring that the human essence is maintained by the employer and the employee in a free and unfettered relationship.

United Nations Industrial Development Organisation (UNIDO) – is concerned with aspects about raising the standard and quality of life in the world.

World Intellectual Property Organisation (WIPO) – is concerned with control and regulation of intellectual properties globally, including literary, music, art, cinematographic, films sound recordings and broadcasts so that the owners of rights c a n enjoy the fruits of their labour. It also protects these intellectual properties as a heritage of man.

World Meteorological Organisation – is involved with production and dissemination of information on weather and marine activities. It also provides information on global changes in weather and climate and gives adequate and timely warning of natural disasters, such as tremor, earthquakes, droughts and depletion of ozone layer.

The **United Nations Development Programme**, the **World Bank** and other regional bodies do provide assistance for development and communication activities.

The United Nations operates and maintains a massive communication network. This is targeted at achieving objectives and goals of the UN among its member-nations.

4.0   CONCLUSION

The United Nations and its member-nations regulate and control communication activities in the world in different ways. Both levels of control and regulation should be synergized in a way to promote the growth of communication among peoples and address the dominance of the elite at every level; within countries and among countries.

5.0   SUMMARY

This unit dealt with the roles of nations and the United Nations in communication. It explained that the role of a nation could be performed in two ways: control and regulation of communication activities, and direct ownership of t h e media. The unit also dwelt on how government discharges its roles in communication. The advantages and disadvantages of government's direct involvement in media ownership were highlighted. The roles of the UN and its agencies were explained. The continued UN's effort at promoting the individual's inalienable right to communicate was also discussed.

6.0   TUTOR-MARKED ASSIGNMENT

1.   Explain the position that communication is linked to the overall development of man in relation to roles of government and UN and its agencies.

7.0   REFERENCES/FURTHER READING

Many Voices, One World (1981). Ibadan University Press and the UNESCO Press, Paris.

The 1999 Constitution of the Federal Republic of Nigeria (as amended).

MODULE 3   INTEGRATION BETWEEN COMMUNICATION AND TECHNOLOGY

Unit 1   Combination of Traditional and Modern Communication
Unit 2   The Links between Interpersonal and Mediated Communication
Unit 3   Inventions and Extension of Visual Expression
Unit 4   Integration in News Circulation and External Assistance to Developing Countries
Unit 5   Vast Possibilities and Implications of New Technologies

UNIT 1   COMBINATION OF TRADITIONAL AND MODERN COMMUNICATION

CONTENTS

1.0   Introduction
2.0   Objectives
3.0   Main Content
        3.1   Combination of Traditional and Modern Communication
        3.2   Case Studies on Traditional and Modern Communication Mix
4.0   Conclusion
5.0   Summary
6.0   Tutor-Marked Assignment
7.0   References/Further Reading

1.0   INTRODUCTION

The sophisticated communication systems available today are rooted in the traditional means of communication. The traditional channels have not been completely discarded, though their significance may be limited. This unit highlights the traditional channels of communication and their benefits. We shall also stress the need to combine these traditional forms with modern communication in order to gain from their advantages.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

- identify the main traditional media of communication and their significance, and

- explain the relationship of traditional forms of communication with modern communication through case studies in your community.

3.0   MAIN CONTENT

3.1   Combination of Traditional and Modern Communication

As stated previously, the origin of communication technology is rooted in the traditional channels of communication however crude and rudimentary they had been. Communication evolved from man's innate will to exchange ideas, understand one another and relate well. Humanity has never completely discarded the various forms and channels of traditional communication. The sophisticated means of communication has not led to the total jettisoning of the earlier forms. The capacity of the traditional systems to produce, multiply, amplify, store and retrieve messages had only been buoyed up by the current modern communication.

The ancient cave drawings and paintings were modeled as artifacts and pictographic writing which gave birth to the modern system of writing on paper, books and newspapers. The ancient Greeks' series of fire tower which stretched across the country side and relayed messages through smoke and fire, served as a precursor of today's satellite communication. Similarly, the carriage of message through horseback between regular stations on a regular basis also foreshadowed the modern courier services and postal systems. The traditional examples abound - cave drawings, smoke, music and dance, theatre, drums, signal fires, pictogram, ideogram, fire towers, artifacts, traditional non-verbal cues and signs, etc. The defining characteristic of these traditional means of communication are:

- They are based usually on interpersonal and interpersonal levels of communication, thus limited in range and amplification of messages, and are culture-based.
- They are traditional signs and symbols which have meanings only to a particular culture and among a people or community. Even among many developing countries with a multiplicity of languages, it might be difficult, if not altogether impossible, to deduce meanings from traditional signs and symbols outside the culture domain. For instance, many traditional Yoruba signs and symbols are limited to the people of the same ethnic group, thereby making it difficult for a typical Hausa, Igbo, Nupe, Tiv or Ijaw indigene to understand. It is interesting to note also that not *all* Yoruba communities will draw meanings from some of such signs and symbols.

This position does not, however, remove the fact that some gestures are today becoming more universal. For example, such signs as handshake while greeting, kissing, nodding for acceptance or rejection, etc, are more universal in the world today.

• The main components of traditional channels of communication are composed largely of non-verbal signals. Indeed, this might be because of their pristine origin. Many of the sound forms were developed when man originated the power of the spoken word. However, a large body of non-verbal cues had developed before this time.

The significance of the traditional means of communication is not in dispute even in the modern world. This significance can be seen in the following ways:

a.   The interpersonal nature of the traditional systems makes them effective where attitude and behaviour changes are desired. For example, traditional channels of communication have been used by Information Ministries in states in Nigeria and at the Federal level to change the attitude of farmers to accept use of fertilizer and insecticides; for communities to accept modern family planning methods, breast feeding, etc. Recently, traditional communication channels were combined with the services of opinion leaders, among them the Sultan of Sokoto, in making Northern communities embrace vaccination against polio and measles.

b.   Traditional channels of communication are also effective for cultural and social integration purposes as in during the introduction of youths into age-grades in African societies.

c.   They are relevant for instigating political action. In this circumstance, many political organizations and parties use traditional means of communication for mass mobilization. They are also useful in dispelling superstitions, archaic and unscientific attitudes.

f.   Traditional channels of communication are form a significant component of performing arts, so they preserve the songs, stories, music and culture of the people.

g.   They survive as components of education activities as they can be effectively used in schools and other media of learning.

The significance of traditional means of communication highlighted in

the foregoing is not exhaustive, but the discussions have reinforced the relationship between these forms and the modern communication, especially in the developing countries that have significant rural population.

3.2   Case Studies in Traditional and Modern Communication

i.   *Aroko*: the traditional means of communication among the Yoruba.

This study was conducted by Afolabi Olabode (2004) on the Aroko leaves as a tradition channel of communication among the Yoruba in the western part of Nigeria. Olabode says Aroko is the use of material objects packaged together in specific ways to send messages to people among the Yoruba people in the past. One dare say the Aroko is still present in rural Yoruba communities.

His study of Aroko system is based on the principle that an event has its place in a system, and that the value or functions of such an event can be deduced from its relations with other events in the system. The researcher justifies the significance of Aroko in the disposition of the Yoruba people's choice of certain vegetation, animal and other natural resources for identification. He says man can only use the resources available to his ecological background for this purpose. Three elements of Aroko process are identified namely: the *sender*, the *Aroko* (materials/objects) and the *receiver*. Olabode adds that there are still problems in the use of Aroko as a traditional channel of communication, suggesting that Aroko could be modernized.

ii.   PROJECT FPA/CMR/903/FPA

This project tagged "Information, Education, Communication Communautaire en Matiere de Sante de la Reproduction, Cameroon" (translation: Community information, education and communication in the area of reproductive health in Cameroon) was funded by the Food and Agricultural Organization (FAO) Rome. This study covered 18 Cameroonian villages: five in the provinces in the centre; five in provinces in the extreme north; four in the southern provinces; and four in provinces in the eastern part.

The objectives of the study were to evaluate the traditional means of communications, identify their constraints, select the traditional methods best suited for dissemination of the message and devise strategies for implementing the methods of traditional communication so selected.

Methodology was based on the active method of participative research. According to the study, the main methods of traditional communication in Cameroon were the gong and songs accompanied by dances in the surveyed provinces; xylophone in the centre and south provinces, griot (traveling poet) and balafon in the eastern province; colleagues and messengers of traditional chiefs in the extreme north provinces.

The study identified a number of constraints in devising communication strategies. These included: lack of trained musicians, lack of initiative from the village elders, lack of interest by the youth, conflict among the different generations, proliferation of modern communication technologies, complexity of training in various methods, possible alteration of messages, lack of motivation and the slow speed of transmission.

According to the study, the best methods for the dissemination of messages were the gong; the colleagues and messengers of traditional chiefs who organize village meetings for promotion of reproductive health issues; singing and dancing as well as the traveling poets and xylophones.

However, the study suggested that for effective strategies for dissemination of messages about reproductive health through traditional channels, traditional authorities should be engaged early enough. Qualified individuals relevant to the process must be identified and trained and a training of trainers must also be conducted.

4.0   CONCLUSION

The traditional means of communication are still very relevant in the developing countries, like Nigeria. The essence is for policy makers to devise strategies to identify the relevant means of traditional communication that can be effectively used to achieve the desired effects. It is reiterated here that these traditional means of communication should be combined effectively with relevant modern communication to achieve community goals.

5.0   SUMMARY

We have shown the linkage between traditional communication and modern communication. We have identified the peculiar

characteristics and significance of traditional means of communication. Two case studies from Nigeria and Cameroon were discussed to demonstrate the significant roles that the traditional system of communication still plays in these modern times.

6.0   TUTOR-MARKED ASSIGNMENT

1.   Explain the strategies and methods used in a particular case of use of traditional means of communication and modern communication in your community.
2.   Discuss the success of the traditional methods to demonstrate their significance and characteristics in the modern world.

7.0   REFERENCES/FURTHER READING

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UNIT 2   THE LINKS   BETWEEN INTERPERSONAL AND MEDIATED COMMUNICATION

CONTENTS

1.0   Introduction
2.0   Objectives
3.0   Main Content

1.0　　INTRODUCTION

Interpersonal　communication,　also　known　as　face-to-face
communication,　is　basic　to　the　origin　of　communication.　It
encompasses the intrapersonal communication which exists largely in
the realm of internal thought process.　Interpersonal communication
encompasses verbal　and non-verbal cues, words, language, etc. It is
amplified when combined with mediated communication.

In　this　unit,　we　shall　highlight　the　significance　of　interpersonal
communication and emphasize how its limited scope can be widened
when amplified in　newspaper, radio, television, cinema and satellite
communication. We shall discuss the theory of media effects and
expatiate　on　*leadership*　as　the　interface　between　interpersonal
communication and mediated communication.

2.0　　OBJECTIVES

At the end of this unit, you should be able to:

- identify　the　significance　of　　　　　　　interpersonal
  communication　　and　situations　where　its　use　is　more
  effective,
- explain　the　phenomenon　of　opinion　leadership　as　an
  interface between interpersonal communication and mediated
  communication.
- discuss the theory of media effects in relation to interpersonal
  communication and mediated communication.

3.0　　MAIN CONTENT

3.1　　The　Links　between　Interpersonal　and　Mediated Communication

The significance and impact of interpersonal communication can be
felt when there is need for political, social and cultural changes; during

electioneering periods; agrarian campaigns involving modern planting and harvesting procedures, religious gatherings, national emergencies, and so forth. These are features that define the political, social-economic relations in the world today and have shaped the lives and histories of most developing countries, including Nigeria.

Interpersonal communication has been an effective tool in cultural integration of peoples as in the case of the discovered Koma people in North-East Nigeria. The assimilation of Koma people into modern life, including wearing of clothes, modern housing, food, etc, was an all- inclusive interpersonal communication action of government, Christian religions bodies and non- governmental organizations. However, in such situations as that of Koma, interpersonal communication is usually mixed with mediated communication to achieve a predetermined goal.

Two important factors ensure the effectiveness of interpersonal communication. One is the mutual exchange that exists between the originator (sender) of message and the receiver of message. The other is the opportunity for immediate feedback between the sender and receiver. Thus, meanings of messages can be ascertained and cross-checked for effective communication.

Interpersonal communication can be more effective than mediated communication when what at issue is behavioural change. The averment here, however, is that combining interpersonal communication with the mass media is necessary to benefit from the advantages of multiplication, amplification, storage and retrieval functions of the mediated communication.

3.2   Opinion Leadership, Relationship with Interpersonal and Mediated Communication and Theoretical Dimension

The phrase "public opinion leader" is often applied to individuals who lead in influencing other people's views and attitudes in an informal way. Opinion leadership is the degree to which an individual can influence people's attitudes and behaviour in a desired way and for a particular objective.
The influence is usually subtle and informal, but with observable frequency. The concept of opinion leadership was first developed by Paul Lazerfeld (1944) in a study on political behaviour during the United States Presidential Election in 1940. Examples of opinion leaders are numerous, including community leaders, politicians, 'fashionistas and stylists', gatekeepers (editors), information pushers, taste makers and so forth. Opinion leaders exist in all areas of humanity.

Lazarfeld identified the two-step flow of mass media effects to reinforce the importance of interpersonal communication over the mass media. This is based on the role that opinion leaders play. At the individual level of communication, we identify the following models of information flow:

- Hypodermic Needle Model
- Two-step flow Model
- One-step flow Model
- Multi-step flow Model

The Hypodermic Needle Model: This model avers that the mass media have direct, immediate and powerful effect on a mass audience. This is based on the stimulus-response principle of communication. The approach has been criticized as being too simple, mechanistic and general to adequately and accurately capture the effects that the mass media have on the audience. In is important to know that g r o u n d - b r e a k i n g Hypodermic Needle Model is a precursor of other effect models in communication.

Two-Step Flow Model: The inadequacies of the Hypodermic Needle Model led to further research on media effects, leading to the emergence of the two-step flow model also by Lazarsfield. According to him, there was ample evidence to show that the mass media were not the most influential factor on the political scene. He postulates that interpersonal relationship to a large extent influenced voting pattern. With in Lazarfeld's two-step flow model emerged the concepts of opinion leadership.

The model isolates certain individuals, because of their exposure, status, accessibility to the media and innovativeness and stress that these individuals obtain information from the mass media and pass same to the less active members of the society. This position corroborates the significance of interpersonal communication because of its face-to-face feature and the immediate possibility of feedback in the communication process. The two-step flow model has enabled the focus on the interface between interpersonal communication and the mass media. This interface or relationship is important for policy makers who obtain information that helps them strategize for development.

Characteristics of Opinion Leaders

i)   Opinion leaders have greater exposure to mass media. They are more cosmopolitan and have greater change agent contacts than their followers.

ii)   Opinion leaders have greater social participation profile than their followers.

iii)   They have higher social status than their followers

iv)   They appear to be more innovative when the system favours change.

According to Rogers (1983), opinion leaders can be categorized into two:

- **Monomorphic:** is the tendency for a single individual to act as opinion leader on one topic only.

- **Polymorphic:** is the degree or tendency for an individual to act as opinion leader for a variety of topics.

However, other different types of opinion leaders such as stimulators, legitimizers, implementers, etc, have been identified by other scholars. The stimulators have idea and motivate people for innovation. The legitimizers have high status with which they can confer credibility on the issue of innovation. The implementor-opinion leaders have organizational ability to manage resources to achieve their ends.

The following have been identified as limitations of the two step flow model:

a.   The model indicates that individuals who are active information seekers are opinion leaders and that the remainders of the public or mass audience are passive.

b.   The basis of the theory which suggests that communication consists of two steps essentially is faulty. It tends to limit the analysis of the communication process.

c.   The two-step flow demonstrates a reliance of opinion leaders on mass media, whereas in practice, there are many sources of information open to individuals and it may not make too much of a difference whether they are opinion leaders or not.

d.   The dichotomy of the audience into opinion leaders and followers is too simplistic. There are variants of audience who seek different kinds of messages for different purposes.

One-Step Flow Model: The one-step flow is largely a refinement of the hypodermic meddle model. It, however, recognizes that the media are not all powerful; that the mediating process of selective exposure, perception and retention affects the impact of message, and

that the different effects of mass media occur on the receiving audience.

Multi-Step Flow Model: This model incorporates other models we have previously discussed. The model is based on the sequential relaying function that exists in most communication situations. The model postulates that communication flow is not basically one way or two-step, but multi-step, and that the exact number of steps depends on the intent of the source, availability of the media, extent of the audience exposure, nature of the message, and salience of message to the receiving audience.

4.0   CONCLUSION

We have dwelt extensively on the relationship between interpersonal communication and the mass media to show that interpersonal communication is at the core of every human communication. Also, we recommended that policy makers should combine interpersonal communication with mediated communication as a strategy with regard to specific goals and objectives for development.

The need for feedback is important in communication situations if success is to be recorded in the social, political and economic development of a country. Thus, decisions must be taken by policy makers to organize communication in such a way as to guarantee feedback by strengthening the links between interpersonal communication and the mass media as well as the new media. The mass media are not all-powerful; they should be combined with the values that interpersonal communication offer to achieve effective developmental objectives.

5.0   SUMMARY

This unit has looked at the relationship between interpersonal communication and the mass media. It has identified opinion leadership as the crucial interface between interpersonal communication and the mass media and demonstrated that the two types of media should be mixed so as to achieve adequate social, political and economic objectives.

From our discourse on models of information flow, we have been to deduce that policy makers can organize the interpersonal communication with other forms of media to achieve particular effects on the receiving audience.

6.0   TUTOR-MARKED ASSIGNMENT

1.   Discuss the concept of opinion leadership as the interface between interpersonal communication and the mass media.

7.0   REFERENCES/FURTHER READING

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UNIT 3   INVENTIONS AND EXTENSION OF VISUAL EXPRESSION

CONTENTS

1.0   Introduction
2.0   Objectives
3.0   Main Content
        3.1   Inventions and Extension of Visual Expression
        3.2   Non-verbal Communication as Visual Expression
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5.0   Summary
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1.0   INTRODUCTION

The messages communicated through the eyes are perhaps more than those communicated through words. Visual expressions were first developed by man before words or the alphabets of 600 crude characters were evolved. Man had expressed self through drawings on walls, smoke signals, fire towers before he evolved the spoken word (auditory). The gestures, signs and symbols are still used today to reinforce the spoken words, let alone books, which are words essentially addressed to the eyes.

In this unit, therefore, we shall be concerned with the range of the inventions and extension of visual expression. We shall look at the spectrum of non-verbal cues as part of visual expression.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

- identify the range of inventions and extension of visual expression,
- discuss the wide spectrum of non-verbal communication as visual expression, and
- explain the mediatory codes as media within media.

3.0   MAIN CONTENT

3.1   Inventions and Extension of Visual Expression

Visual expression refers to all communication that can be attributed to the eyes or sight. It also relates to the devices for production, distribution, storage, reception and display of visual images and data. Attempts to extend our capacity to produce and disseminate images started with the drawings on cave. It progressed to the early forms of alphabets and later extended to the use of hand and arm signals, signs, billboards, flags, lanterns, printing, photography and photocopying equipment. The introduction of television, film, video disc and video at different stages was a milestone in the history of the amplification of images.

The introduction also demonstrated greater effectiveness of communication with images as they are now used with auditory modalities at the same time. The possibility of synchronization of sound with visuals remains a great improvement in visual communication.

Furthermore, the computer continues to create great possibilities in visual and auditory expression as well as storage and retrieval of images. Other visual devices such as video games and players, calculators and many other electronic gadgets serve similar purposes of extension of our visual expression. We can also identify other more specialized devices in this regard. They include mirror, eye glasses, contact lenses, microscopes, magnifying glasses, binoculars, radar, telescopes etc.

The cinema is another contemporary dimension which encompasses the major technologies for mass entertainment and dissemination of information in pictures, stories, words and music. With this mix, the cinema portrays culture, language, social, political and economic lives of a people. Modern cinema began with the 'silent films' of the British comic actor Charlie Chaplin in the 1920's. It moved from the newsreels and documentaries to full feature-length films, synchronizing audio with images to inform, entertain and promote the people's culture and heritage. According to UNESCO records, global output of feature-length films was 3,000 per year. In 1977, India, leading other countries of the world was said to have produced 557, followed by Japan (337), France (222) and Italy (165).

The record of feature length films based on regional outputs showed Asia producing more than half of the world's total figures, with only 11 countries responsible for this growth. Twenty-one European countries and the former Soviet Union produced about a

third of the world's total. Other countries with significant contributions include the United States, Mexico, Egypt and Brazil.

The regional patterns in the number of cinemas and cinema attendance is informative. Within the review period, it was clear that North America and Europe did not dominate the global film production. The number of cinemas in Asia was on the increase up to 1973. The increased in attendance from India made up for the decline in Japan. India recorded 23 percent between 1966 and 1975. The drop in Japan was from 373 million in 1965 to 165 million in 1977. Globally, attendance has stabilized globally except for Africa with poor records.

A clear link has been established between films and television as more and more movies are now made for television viewing. Similarly, the increase in video discs and video cassettes produced for television and home use has more than quadrupled the significance of films as an medium. The great beneficiary of the relationship between the cinema and television has been the entertainment and leisure industry.

Three Characteristics of Cinema-Television Link are Identified

a.   Immense growth of entertainment facilities globally, involving all the media of communication;
b.   User-friendly technologies especially for home entertainment, and
c.   Emergence of a huge industry which centres around cultural and artistic productions and performances.

The entertainment and leisure industry has so grown today that it now covers production and use of such equipment as television and radio sets, hi-fi and record players, tape recorders cameras, musical instruments just to mention a few. The features of the industry also include the organization of concerts, festivals, sporting events, travel and tourism. Concomitantly, enterprises have developed around all these to organize and manage a growing industry that employs millions of people and spends billions of dollars yearly.

3.2   Non-verbal Communication as Visual Expression

Non-verbal cues, signals and symbols create visual stimuli. Many of these do help to strengthen verbal communication. They can be in the form of gestures, illustrations, facial expression, the use of time and space, etc. Non-verbal communication can be classified according to its origin, usage, inter-personal significance and encoding. Sometimes, such communication cues show different types and levels of

relationship between one person and the other.

Generally, non-verbal communication can be classified into four:

- **Performance Codes:** This is communication with parts of the body. The study of performance codes is called kinetics, which involves the study of body movements with meanings to achieve effective communication. The Major Types of Performance Codes are:

Emblems - These concern words and or phrases which are translated directly into non-verbal cues. These emblems, which vary from one culture to another, reinforce verbal messages and can also be used in the place of verbal language or words. Emblems are used with the awareness of intention to communicate.

Illustrators - These are gestures that accompany the verbal streams of communication. They are not too independent of the speech act. Sometimes they are used with the intention to communicate as well as unconsciously. Examples of these are gesticulations with nose, leg, hands, etc.

Adaptors - These are movements to manipulate others. They usually serve the personal needs of the communicator and have a practical purpose. They do show the cultural background of the communicator. Examples are kiss, hug, a pat, caress, etc.

Regulators - are movements to control or influence the behaviour of others. Examples are: a stare, a mod, a walk-away or walk-out, hip-movement, etc.

Affect Displays - are facial expressions which communicate emotions that reflect what is on someone's mind. Sometimes they are used with certain intentions. Such displays might indicate joy, annoyance, fear, randy, etc.

Artifactual Codes - involve communicating with objects. Examples are painting, caring, furniture, clothing, architecture, hair-do or hair-cut.

Spatio-Temporal Cues – are about communication in time and space. Here, we have intimate space, personal space, social space and public space. These are variations in levels of interaction. For communication in time, there can be good or bad use of time depending on the cultural environment.

Mediatory Codes - These are non-verbal cues in modern mediated

communication that pertain to colour and culture. For example, the red colour to a Chinese is love, whereas to an African it might mean danger. White is universally perceived as symbol of peace and black as sign of grief or mourning. Thus, a colour communicates while the physical material bearing that same colour serving as a medium of expression.

4.0   CONCLUSION

The import of this discussion is to see how different media of communication combine to aid development. The visual expressions are synchronized with the audio medium while cinema strengthens the television to make films and in the process providing a bounteous resource for information, education, culture and entertainment. The film-cinema synergy needs to be strengthened especially in the developing world. This will to a great extent help in the democratization of communication.

5.0   SUMMARY

In this unit, we have discussed the inventions and extension of visual expression. We have identified how visual expressions and auditory modalities are synchronized in television, cinema and video, thereby giving birth to the entertainment and leisure industry with immense communication possibilities. We also discussed the range of non-verbal communication systems as a component of visual expression and communication

6.0   TUTOR-MARKED ASSIGNMENT

1.   Discuss how the synergy of television and cinema has created and expanded the growing entertainment and leisure industry.

7. 0   REFERENCES/FURTHER READING

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UNIT 4   INTEGRATION IN NEWS CIRCULATION AND EXTERNAL ASSISTANCE TO DEVELOPING COUNTRIES

CONTENTS

1.0   INTRODUCTION

Many developing countries are conscious of the need to redefine their ties with advanced countries. They have realized that international relations should not be on a master-servant basis but be mutually beneficial. The Non-Aligned Movement (NAM, comprising countries who are not aligned with any major international power blocs), in the 1970s, was able to drum support for a free and balanced flow of information through the instrumentality of UNESCO. This was one way some observers felt the skewed global communication order could be corrected.

This unit focuses on the cooperative efforts in news flow between nations and regions. It assesses the financial assistance that has come the way of development of communication in the developing countries.

2.0   OBJECTIVES

At the end of the unit, you should be able to:

- examine the level of cooperation in news flow by news agencies, especially among the developing countries and the benefits there from, and

- assess the level of development assistance that has gone into communication development in the developing countries from international bodies and developed nations as recorded by UNESCO.

3.0   MAIN CONTENT

3.1   Integration in News Circulation

Efforts by developing countries to correct the imbalance in the global news flow have been upscale since many of them gained independence in the second half of the 20th century. Upon independence, they had tried to break the old colonial barrier and destroy prejudices in respect of the countries with which they had political and cultural affinity. Breaking colonial barriers in news flow was only a part of the strategy as we shall see later.

In 1975, the Non-Aligned Movement set up a number of national news agencies for its members. The number hit 26 within a year and three years later, in 1978, the number had climbed to 50. The news agencies cooperated with one another as they disseminated and facilitated the exchange of news among NAM member countries. Developing countries saw this as a means of not only promoting cooperation but also mutual understanding and knowledge among themselves. It was seen as a vehicle to reduce their dependence on the dominant international news agencies which were controlled and owned by a few developed nations of the world. Besides these, the news agencies were seen as change agents in each country with respect to their development journalism role.

One upshot of the news agency system was the redefinition of the Euro-American concept of news as crisis, chaos, catastrophe, war, disaster and the like. The ethical principles of objectivity, fairness and accountability became highly visible in the agencies' news and reports. Notable among these agencies were the Tunisian News Agency (TAP), Moroccan News Agency (MAP), Iraq's INA, Cuba's Prensa Latina and Press Trust of India. Many of the agencies also cooperated with the Inter Press Service which was created in 1964 as a means of boosting news flow between developing countries and the Latin American region. According to the UNESCO record, the cooperative efforts of the developing countries increased news flow into five-folds among member states.

The impact of the agencies was also registered in the improvement on telecommunication facilities, satellite transmission rates, increased training of journalists and assistance toward the establishing of news agencies in countries where they had not yet existed.
The initiative seen largely as a means to redress the insignificant news flow between nations has given birth to several regional and sub-regional news agencies. For example, 13 English-speaking

Caribbean countries, with the assistance of the United Nations Development Programme (UNDP) and UNESCO, set up the Caribbean News Agencies (CANA) in 1975. (CANA) which operates in conjunction with Reuters, was said to have increased its membership to 17 in 1976, consisting of both private and public organizations.

In Africa, we have the Pan African News Agency (PANA) which has been in existence for over two decades. PANA, based in Dakar Senegal, was organized by the Organisation of African Unity (now African Union, AU). Other regional news agencies were also established in Asia and Latin America, including the one for the oil producing countries - the OPEC News Agency, concerned with the circulation of news with regard to global energy problems, development and prospects.

Specifically, identifiable features of the development of these regional news agencies are greater collaboration among news agencies, increased pooling of the limited technical facilities, finance and training, common use of carriers and appointment of joint correspondents.

Reasons for Integration of News Flow

- To break the old colonial barriers which limit news flow and exchanges.
- Developing countries with over two billion liberated populations want to be heard.
- More countries demand for greater roles in world affairs.
- Development and progress in developing countries are occurring at great speed, these developments need to be communicated to the world at large.
- There are limited technical facilities and training in the developing countries, these can only be impactful if there is collaboration among these countries.
- Cooperation in news circulation is self-defence mechanism for developing countries against the overbearing position and dominance of a few developed countries.
- It is also to enrich and diversity news and interpretation of events.

It is noteworthy that the collaboration among developing nations is without prejudice to the services rendered by the world's major news agencies. Developing countries and their news agencies have benefited from the technical depth, spread and variety of services offered by the likes of Reuters and AFP. Journalists from the developing world have, however, become more discrete in the handling of news items from the major news agencies.

Similarly, developing countries stand to gain from the exchanges between regional broadcast unions like Eurovision and Intervision which have large structures for collection, processing and dissemination of news for radio and television. The impact of this relationship is demonstrated in sports, where the Olympic Games and World Cup tournaments are transmitted live to billions of peoples through hook-ups with the satellites of these intercontinental broadcast organizations.

3.2   External Financial Assistance to Developing Countries

The developing countries have benefited from development aids and technical assistance from the industrialized nations since their independence. These financial assistance and support have come on the basis of bilateral and multilateral relations but a distinctive feature is that they are mostly to the advantage of the givers - the developed nations.

According to UNESCO international assistance in general is *ad hoc* in nature, sporadic and often not integrated into the overall development plans. Worse still, aid recipients are usually uncommitted to development plans owing lack of political will, corruption, lack of innovative ideas and expertise in policy formulation and execution.

It is even regrettable that much of the financial assistance is said to have been redirected to funding social, political and economic programmes of developing countries, with very little spent on communication development.

According to UNESCO financial assistance to the developing countries by the World Bank is improper. The World Bank Group lending peaked at 235.6 million dollars in 1978 from 2.9 million dollars in 1962. The Bank Group, in collaboration with International Development Association (IDA), devolved 75 loans totaling 1,685million dollars in 35 countries for telecommunication purposes. This amount was approximated to be a paltry three percent of the bank's lending since 1960. The average size of lending to telecommunication has been put at 22.5 million dollars, with the largest loan to date granted to India at 120million dollars and the smallest to Burkina Faso in West Africa at 0.8million dollars. The UNESCO review said the regional distribution of the loans during the review period (1962-1978) was uneven.

The UNESCO report added that the Inter-American Development Bank (IDB) devolved $196.8million for telecommunications projects in 1977, representing 1.6 percent of it total loans outlay. This percentage

placed the telecommunications sector second to the last in the IDB loan portfolio. However, IDB granted $29million to Colombia for the development of public telephones in 2200 communities in 1976. It also granted $12.2million loan to Costa Rica for building of 56 telephone exchanges and 1,300 public telephones. Ecuador also got $9.6million for building 128 telephone exchanges and 254 public telephones.

The developing countries benefited technical assistance totaling $108million from the International Telephone Union ITU between 1965 and 1976; of this amount, $93million came from the United Nations Development Programme (UNDP). The ITU, however, increased its financing to developing countries to $20.2million in 1976 from $3.36million in 1965.

Also, between 1979 and 1980, UNESCO spent $1.17million on communication projects in developing countries. A total of $1.67million was also devoted to UNDP projects in the area of development of policies, infrastructure, training, and research and news exchanges.

UNESCO review also captures the funds-in-trust projects executed to the tune of nearly $15 million. The   contributors to the programme were the Nordic countries, Germany, Netherlands and Switzerland. These projects included training of press and broadcast personnel in Africa. In spite of these funds, the level of financial assistance in the development of communication in the developing countries is insignificant.. Many factors are responsible for this. They are:

- Many developing countries do not have concise communication policy, which makes it difficult for donor countries to identify where to come in to assist.

- The few developing countries who have communication policies do not integrate these with the overall development plans and policies in other areas, and so policies are incompatible.

- Developing countries with communication policies rarely adhere to them. This discourages donor-countries in terms of assistance.

- Developing countries' media are structured to favour mainly the elite who are in urban areas against the rural populations.

- The contributions of communication to development are difficult to measure or sometimes not measured at all.
- Since many developing countries do not formulate

communication policies, they are not able to identify needs and establish priorities. This makes discussions at bilateral and multilateral levels on communication difficult.

- The imported communication technologies are more beneficial to the providers, thus, some developing countries are wary of some foreign assistance.

- There is apparent lack of data and experience to draw from in these fields by the international donor agencies.

- Since policies for different media are haphazard and not integrated with other areas of development, it is difficult to draw targets, objectives and goals.

- Other considerations, such as military dictatorship, ethnicity and religious bigotry also affect communication issues negatively.

4.0   CONCLUSION

The two issues of the integration of news flow and external assistance to developing countries are crucial to the expansion and democratization of communication locally and internationally. The growth in news agencies, inter-agency cooperation and regional collaborations are part of efforts to bridge the gap in communication flow in the world. The advice at this point is that leaders in developing countries should properly articulate their communication policies to make the industry attractive to local and foreign investors.

Already, there is some level of funding for communication projects and development by multilateral agencies operating in some developing countries. This should be increased in order to stem the imbalances between the developing and developed ones.

Developing countries also should strengthen their cooperation and pool resources together in the area of technical training and capacity building in the communication sector.

5.0   SUMMARY

This unit has identified the growing bilateral and regional cooperation in news circulation among developing countries especially in the area of news agencies. We have also seen that developing countries can not completely ignore t h e international news agencies, but should use foreign reports with discretion. You also read about the low level of international funding for communication development in developing countries, the reasons behind this and how the issue can be resolved.

6.0   TUTOR-MARKED ASSIGNMENT

1.   Do you agree that integration of news circulation is one of the ways to democratize global communication?
2.   What is responsible for the low level of foreign assistance to the development of communication in developing countries and how can this be redressed?

7.0   REFERENCES/FURTHER READING

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UNESCO (1980). Many Voices, One World – A UNESCO Report on Global Communication Problems. New York: Unipub, Pp 74-77, 88-89.

UNIT 5   THE POTENTIAL AND   IMPLICATIONS OF NEW TECHNOLOGIES

CONTENTS

1.0   INTRODUCTION

There is hardly any doubt that we are in an information age. The arrays of communication devices and sheer volume of data and messages disseminated across globe are enormous. The technological inventions each promise greater impact in communication fields and on human lives.

This unit will identify the vast possibilities and implications of these new technologies on all facets of our personal, occupational and social lives.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

* identify the areas of human lives which the new technologies of communication have impacted,
* discuss how the new technologies have resulted in increased volume of data and messages, and shaped work and leisure (quality of life), and
* explain the relationship between transportation and communication technologies and the changing uses of media.

3.0   MAIN CONTENT

3.1   The Potential and Implications of New Technologies

a.   Huge Volume of Data: the basic characteristics of the new communication technologies are their capacities to multiply, amplify and store data and messages than the older communication

systems. These characteristics have led to increased processed data and messages worldwide. The volume of sound recordings, television programmes, movies, newspapers, magazines, books and articles processed and stored daily can only be imagined. This is due essentially to the immense storage capacity of the new communication technologies. For example, a side of a video disc can store up to 108,000 colour television images including the audio. Also, the whole series of an encyclopedia can be stored, viewed when needed with the use of a flash drive in a computer.

The deluge of contents is such that the consumers get more than what they need or want. There is, therefore, a growing need for the communication technologies people to organize information in the form that it can be efficiently stored and used.

b.   Redefinition of Concepts of Home, Office and Work

The concepts of home, office and work have been redefined by communication technologies. The home-office dichotomy is fading away. Many official activities are done within the precinct of the home, including sending, treatment and use of vital data, messages and documents. Similarly, the idea of office as a place where people gather and relate in a face-to-face relationship is gradually changing due to the impact of communication technologies. An individual can stay alone in the confines of his home and transact business with offices thousands of kilometres away. Steadily, the idea of work as a place has been altered. Work now is seen more and more as an activity rather than a place. Work can be done anywhere as long as there are relevant communications technologies within reach.

c.   Great Boost of Economic and Social Activities

Businesses are better run as more accurate forecasts and results made possible by communication technologies. A cocoa merchant in Nigeria can easily get the market prices of the commodity via the internet, thereby allowing him to strategize in terms of income and profits. Similarly, a farmer in a remote village can plan his planting and harvest more properly based on weather forecasts which remain crucial to his activities. A business man in a commercial centre like Lagos can tap from the global economic indicators which are readily available on different media channels at the touch of a button on an internet-enabled computer.

d.   Strengthening   Transportation   and   Communication Technologies Links

The age-long nexus between transportation and communication technologies has become strengthened today. In time past, personal delivery of message had been replaced by messages sent on horse back. Today, the availability of communication technologies has made journalism practice a delight. A reporter does not need to travel thousands of kilometer to conduct an interview. With the use of electronic mail, teleconferencing and web 2.0, beat reporting has been made easier while sending stories back to the news room for editing is as easy as alphabet recitation.

e.   Media syndication

Communication technologies allow contents to be published on different media platforms. For example, far from the traditional function of a newspaper as disseminator of news, its contents are today provided on the internet, reviewed on television and radio and supplied on mobile phones. The traditional role of film, radio and television as purely entertainment media has also changed greatly. The smartphone, with the use of different software applications, can be use for countless functions including receiving FM stations. Cable services extend to film, television and radio stations Television sets are also optimized for video games for entertainment and text for instructional purposes.

The multi-role function of communication technologies is advantageous to the consumer in several ways. One, is that he would not have to buy different gadgets or devices for different needs. He can decide to purchase a television set which he can also use as a computer monitor. Two, is that that his expenses on the purchase of communication technologies are reduced considerably. What is more, the future holds a great deal of hope in the merging of the functions of communication technologies, leading to more benefits for the users of these technologies.

f.   Increasing Cost of New Communication Technologies

The costs of acquiring new communication technologies are high. These costs are even excessively high in the developing countries like Nigeria owing to import duties as the country's industry complex cannot sustain the manufacture of these technologies. Besides that, the economies of many developing countries are undergoing recession with the attendant inflation and foreign exchange scarcity. The cost is not

limited to purchase alone. Maintenance is also a source of worry as spare parts and repair expertise are also tied to the availability of foreign exchange. The issue becomes worrisome depending on the complexity of the technology involved.

Nigeria's acquisition of satellite communication –NICOMSAT- remains a costly venture which the Federal Government has said can only be profitable if other African countries subscribe to it. Unfortunately many of these African countries are still tied to the apron strings of their colonial masters who can afford to render similar services to them at more affordable prices.

Unfortunately, those who lack the financial wherewithal are denied access to certain information, thereby creating the preponderance for only those who can afford it. This is one reason responsible for the imbalance in the use of the new communication technologies both locally and among nations.

g.   A Boost and Threat to Indigenous Culture

The UNESCO review also notes that there has been a movement towards mass culture in the world in the last two centuries. The review attributes this to the impact of new communication technologies and industrial revolution which have engendered mass production and distribution of messages and data in the world. Since majority of the global populations are exposed to fairly similar information, messages and data, they tend to react the same way same way.

New communication technologies also bring another danger of cultural domination as they impose imported cultures, lifestyles and foreign models on populations and nations with distinct cultures. The new communication technologies are culture carriers and they carry more of the western culture. The attendant cultural imperialism is felt more in the developing world than in the advanced world as the former are consumers of technologies while the latter are producers.

For example, a computer made in Britain, the United States or Germany, is based on the technological and scientific traditions in that country. A Nigerian computer engineer using working on that computer is exposed to the cultures of those countries. Seen on a large scale, the engineers and users of the communication devices are (unknowingly in most cases) indoctrinated into Western culture, leading to the undermining or subjugation of the local culture. The process of cultural assimilation and dominance is hastened as the global communication industry is controlled by a few multi-

nationals from the developed countries. They ensure that the secret of both the software and hardware of these communication technologies are protected and kept away from African engineers.

However, it is not all bad news regarding the cultural ramification of communication technologies in the developing world. The technologies have helped in jettisoning superstitious beliefs that stagnate development or offer no significant benefits to the people. For instance, the *aroko* discussed earlier is being undermined with the use of the smartphone.

4.0   CONCLUSION

The new communication devices have both positive and negative ends on man. The positive aspect comes in the form of the benefits that people derive from the usage. On the other hand, the elite and the urban dwellers still dominate this usage. On the international scene, it is obvious that a few nations also dominate through powerful multinational companies. Besides that, these technologies are culture carriers, usually in favour of their manufacturers.

It is necessary, therefore, for the government of each country to make policies that protect its citizens from the negative upshots of communication technologies. These policies should help avoid cultural stagnation and ensure growth and development

5.0   SUMMARY

This unit has focused on the possibilities and implications of the new communication technologies on human lives. We have identified these as: increased availability of information and data, redefinition of the concept of work, multirole functions of devices, the economies of scale the technologies offer and so forth. All in all, the point is made that the impact of the new communication technologies on man will depend on how the technologies are engaged.

6.0   TUTOR-MARKED ASSIGNMENT

1.   Defend the view that the new communication technologies are both functional and dysfunctional and that their impact on humanity depends on the use to which they are put.

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MODULE 4   IMBALANCES AND BARRIERS IN MODERN COMMUNICATION

Unit 1   Disparities and Barriers within Countries: The Case of Nigeria
Unit 2   Regional Communication Imbalances
Unit 3   Divergence between Developed and Developing Countries

UNIT 1   DISPARITIES AND BARRIERS WITHIN COUNTRIES: THE CASE OF NIGERIA

CONTENTS

1.0   INTRODUCTION

From a   cursory   observation, there is   hardly any doubt that communication technologies are growing the world over but there is a disproportionate spread locally and internationally as already noted in the previous chapters. This situation is worse in the developing countries owing to several factors. In this unit, we take the Nigerian situation as a case study to explore these disparities regarding communication.

2.0   OBJECTIVES

At the end of the unit, you should be able to:

- discuss how the Nigerian Constitution guarantees and promotes the freedom of expression and how that relates to the use of communication technologies, and
- explain the disparities in communication on the basis of characteristics of rural-urban dichotomy, class, income, sex, minorities, etc.

3.0 MAIN CONTENT

3.1 Disparities within Countries: A Case Study of Nigeria

The right to communicate is a divine and inalienable right of the individual. However, this right is highly visible at the level of policy and, thus, is guaranteed by the peculiar provisions of the constitution of each country. In Nigeria, Section 39 (sub section 1) of the 1999 Constitution of the Federal Republic (as amended) guarantees the freedom of expression, stating that "Every person shall be entitled to freedom of expression, including freedom to hold opinions and to receive and impart ideas and information without interference."

Weighed against the demand of the freedom of the press, which is all-encompassing and strengthens the right of the individual to communicate, the Nigerian constitutional provisions fall short.

Since independence, the Nigerian Constitution has always guaranteed the freedom of expression as different from freedom of the press. To buttress this point, we recall that subsequent to the fears of the minorities, the Nigerian Minority Commission of 1958 supported the entrenchment of the protection of minorities. The commission said: "A Government determined to abandon democratic causes, will find ways of avoiding them but they are of great value in preventing a steady deterioration in standards of freedom and the unobtrusive encroachment of a Government on individual rights."

Today, evidence exists that the individual rights have been thoroughly trampled by the growing repression of the minorities in Nigeria. The case of the Niger Delta remains an open sore that has become very difficult to heal by successive governments owing to the factors corruption and ethnicity, amongst others.

Article 19 of the United Nations Declaration of Human Rights says that everyone has the right to the freedom of opinion and expression. The right includes holding opinion and seeking any information through any means without interference. Indeed, the Declaration informed the emergence of the related statutory provisions in each country since the United Nations succeeded the League of Nations.

It has been argued that Nigeria's laws fall short of the freedom of the press based on the UN Declaration. This is evident from many official repressions of the press and people since the colonial period.

In 1917, Lord Lugard passed a law which gave him authority as the Governor-General to seize or impose a fine on any newspapers which

carried publications considered inimical to the colonial government. And at the time too, government disclosed that the *Zik's* chain of newspapers was a plague. Thus, the colonial government declined the renewal request from Nnamdi Azikiwe to publish his newspapers. In the same period, Anthony Enahoro was sent to a term of imprisonment for publishing a newspaper considered dangerous by the colonial government.

This repression DNA was inherited after independence by the Nigerian ruling elite and this has continued largely during the military and civilian regimes. Official hard-handedness has been seen in the imprisonment of journalists including Nduka Irabor and Tunde Thompson of *The Guardian* (under Decree 2) by the Babangida military regime; killing of *Newswatch* Editor-in-Chief, Dele Giwa, by a parcel bomb, and the closure of newspaper offices and private broadcast stations. The struggle by journalists and other stakeholders in the communication sector is to see how the constitutional provisions can be amended to guarantee the freedom of the press, and the inalienable right of expression.

The following are the components of press freedom:

The Right to Publish

In Nigeria, Section 39 (sub-section 1) guarantees everyone's right to receive and impart information; the right to communicate or publish. This is also interpreted to mean that an individual has the right to establish any medium, for example, a school as a medium of instruction. But the fundamental right to publish is not absolute as the same Sec. 39 allows for derogation or curtailment of that same right. Such curtailments are found under sub-section 2, which says that no individual may establish a broadcast medium except with the authority of the president. Furthermore, section 39 guarantees the right to publish books but its sub sections 3 and section 41 also curtail that right

It is, however, gratifying that since the granting of licence to African Independent Television (AIT), operated by Daar Communications as the first private broadcast television medium in Nigeria, many others have received licenses, including Channels, MITV, MBI, DBN, Galaxy, G65, Super Screen, all based in Lagos, and some others based in some state capitals in the federation. Some private radio stations were also licensed to operate.

For cinematography, each state has its own laws, apart from the Federal Government. The laws generally provide that a film must be approved by a censoring board before it can be exhibited. Many

people have criticized the composition of this board or the criteria for this approval.

Some observers, however, think that the regulation is justified and should even be reviewed to cater to the demands of the contemporary times, including the growing craze of people for pornography, which runs counter to our cultural and moral values.

Right Not to Disclose Source of Information

Legal opinions were initially divided whether Sec. 39 guarantees the journalists the right not to disclose source of information. The case of *Tony Momoh* vs. *The Senate* is usually cited here. The case was that Tony Momoh as then Editor of *Daily Times* published an article which imputed that Senators (in Nigeria's Second Republic) were going around, soliciting contracts. The Senate summoned him to appear and defend his allegation. Tony Momoh went to court. The lower court ruled in his favour, but on appeal he lost. At the Court of Appeal, Justice Kassim, one of the judges, was quoted to have said that journalists cannot claim the right not to disclose the source of information. Although two other Justices Nnemeka and Agwu expressed their sympathy for but said that Section 39 does not guarantee journalists' right not to disclose source of information.

However, Justice Balogun, in a case between one *Adikwu* vs. *Federal House of Assembly*, interpreted Section 39 as the right of journalists not to disclose their sources of information. He was quoted as saying that "newspapers are the agents of the public to know, to inform the public" and so, cannot be asked to disclose their source of information either by trial or some other means. He said if a newspaper was asked to disclose its source of information, it would be tantamount to probing, which would be against free press.

The Nigerian Press Organisation's Code of Conduct Clause 6 provides that "Once information has been collected and published, a journalist shall observe the universally accepted principle of secrecy, and shall not disclose his source of information obtained in confidence."

The contradictions in the Nigerian constitution with regard to the freedom of expression and the position of the Journalists' Code of Conduct constitute a major problem that confronts many democratic societies in the world today.

A Right to Information or Right to know or Access Information

The right and obligations of the mass media are provided for in Section 21 of the 1979 Constitution and Section 22 of 1989 Constitution, and in the relevant Section of the 1999 Constitution (as amended).

In general, the obligation is that "The press, radio and other agencies of mass media shall have the right to know…" The freedom of Information Bill was passed into law recently in the country to support this provision. While the law does not specifically apply to journalists, newsmen are now more empowered than ever before to pursue a legal process that compels an individual or organization to let out information.

Official Secrets Act 1962

This is one of the laws in Nigeria which democracy enthusiasts say is a barrier to the right of the citizens to communicate freely and it operates at both the state and federal levels. There are four main offences created by this Act. They relate to: the protection of official information which is dealt with in Section One. It provides that "any person who: transmits any official or classified matters to a person who is not authorized to transmit it, or, obtains or reproduces, or retains any classified matter which is not on behalf of the government to obtain or retain is guilty of an offence." This offence captures both the giver and receiver and government determines what a classified matter is. This, observers say, makes the law archaic and a barrier to the right of people to express themselves.

Punishment on conviction is not more than 14 years. It is, however, a defence to prove that when the accused person transmitted, reproduced or give transmitted matter, he did not know or could not reasonably have been expected to believe that it was a classified matter; and when he knew or could reasonably have been expected to believe that the matter was a classified matter that he forthwith placed his knowledge of the case at the disposal of the Nigeria Police Force. This means that the offence occurred the alleged offender did not know that it was a classified matter.

Protection of Defence Establishment

Anyone who for any purpose prejudicial to the security of Nigeria: enters or he is in the vicinity of or inspects a protected place; or photographs, sketches or in any other manners whatsoever makes a

record of the description of, or anything situated in a protected place; or obstructs, misleads or otherwise interferes with a person engaged in guarding a protected place; or obtains, reproduces or retains any photograph, sketch, plan, model or document relating to, or to anything situated in a protected place, is guilty of an offence.

The Act defines a protected place as any Naval, Military or Air Force establishments in Nigeria, any other place in Nigeria used for or in connection with the production; storage or testing, by or on behalf of the government, of equipment designed or adapted for use for defence purposes and any other building, structure or work in Nigeria used by the government for defence purpose; and any area in Nigeria or elsewhere for the time being designated by an order made by the minister as being an area from which the public should be excluded in the interest of the security of Nigeria.

Offences of Sedition

Offences of sedition refer directly to unlawful publication. These aspects of Nigerian laws have been condemned in several legal opinions as they hinder the right of the individual to communicate. It has been argued that offences of sedition are not justifiable in a democratic society.

In the case of *DPP* versus *Chike Obi (*1961), the latter was said to have published an article entitled – *"The People: Facts That You Must Know*," in which he exclaimed!

'Down with the enemies of the people, the exploiters of the weak and oppressors of the poor....The days of those who have enriched themselves at expense of the poor are numbered. The common man in Nigeria can today no longer be fooled by sweet talk at election time, only to be exploited and treated like dirt after the booty of office has been shared among the politicians'

Chike Obi was found guilty by the Supreme Court in a ruling delivered by Justice Adetokunbo Ademola, stating that a person has a right to discuss any grievance or criticize, canvass and censure the acts of government but is not permitted to criticize the government in a malignant manner that tends to affect the public peace.'

However, for Arthur Nwankwo against Governor Jim Nwobodo of Anambra State, it was different. Nwankwo, a gubernatorial candidate in 1982, published an article which Nwobodo said was against his government. The trial was rushed in the state as Nwankwo was convicted before his lawyer could arrange for his defence. But the Court of Appeal upturned the judgment and ruled in favour of

Nwankwo.

The portions of the Nigerian Constitution considered as barriers to the right of expression are indeed many. Activists are advocating their expurgation because they allegedly serve the interest of the ruling class. One that attracts attention in this regard is the Public Order Act, which easily grants the Nigerian Police the powers to issue permits for assembly, meetings and rallies before they can be held. The court once ruled against it, asserting it was antithetical to civil and democratic societies and detrimental to most women, poor people and rural dwellers who are largely unheard in the society.

Nearly all the *national* newspapers and magazines are based in Lagos - the country's commercial nerve-centre and the most prosperous state. These include: *The Punch, The Guardian, Champion, Daily Independent, Business Day, Vanguard, Daily Sun, The Nation*, etc. A few others are located in Abuja. Even the ones that appear to cater to minority interests such as *The Westerner* and *Niger Delta Standard* are also located in Lagos. Popular magazines - *Tell, Newswatch, Source, Insider* and others - all operate from Lagos.

In the case of broadcast stations, most of them are either based in Lagos, Abuja or the state capitals. Where reception is received in rural areas, the lack of electricity and extra budget for purchasing batteries make it difficult for "ruralites" to listen to or watch the content. Unimpressively in many cases, the concept of the radio as a mass medium is defeated.

The problem is compounded by the ethnic tripod of *Hausa*, *Ibo* and *Yoruba* on which Nigeria stands. The three languages are considered as the most viable in Nigeria as each is understood by at least some 20 million people. Most activities in the countries revolve around the lingua franca English and the three languages. The preponderance of the four languages ostracizes some other 200 languages. For instance, there was a time the national television (NTA) used to sign-off with the local languages after reading the news in English.

In a few cases, where community newspapers exist, the three major languages are used as they are perhaps, the only ones that are also commercially viable. They are the ones mostly used as media of instructional materials and books. However, there are some rays of hope. Government's policies in the area of global system of mobile phone are yielding impressive results. Mobile telephony is expanding to rural areas while many state governments have also created television viewing centres in many rural communities, especially in the northern parts of the country. These interventions enable rural

dwellers to know about government activities and enjoy the benefits that communications technology offers.

Nigeria is an archetype of what happens in the developing countries. In fact, disparities in communication are not limited to developing countries alone. According to the UNESCO report, of the 991 newspapers in Brazil only 440 are published in only two out of the 22 states – Rio Janeiro and Sao Paulo. The two states also have 512 of the 700 periodicals published in the country. Of the 944 radio stations in Brazil, 750 are in the South and South-East of the country. Also 83.2 per cent of the television sets in the country are found in these two regions. The imbalance is also demonstrated in Australia where 180 aboriginal communities do not have efficient telephone service compared to what obtains in the urban areas. In the United States, some 13 per cent of the population or less than three per cent of the cities have more than one daily newspaper. It is important to state, however, that more internet coverage is significantly helping to close the gap.

4.0   CONCLUSION

The disparities and barriers to communication within national boundaries are pervasive. They relate to attitudes, policies and constitution. Thus, changes will only come in this regard if the government in each country consciously formulate policies and take steps to redress the identified disparities and imbalances

5.0   SUMMARY

This unit has situated the disparities and imbalances in communication in developing countries, using Nigeria as a case study. It has identified the aspects of the Nigerian Constitution that constitute barriers to the individual's right to communicate and the limitations of the constitutional provisions regarding freedoms of expression and the press. It has also shown the disparities with respect to the rural-urban dichotomy, class, income, sex, and language. Unimpressively, these disparities, besides being local in nature, also constitute a phenomenon that must be dealt with internationally.

6.0 TUTOR-MARKED ASSIGNMENT

1. Analyze the disparities and imbalances in communication in Nigeria in relation of what obtains in other developing countries.

2. Are the disparities in communication peculiar to the developing countries?

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UNIT 2   REGIONAL COMMUNICATION IMBALANCES

CONTENTS

1.0   INTRODUCTION

Regional inequalities in communication are directly related to the varying statistics in the flow of communication and channels of information disseminations in the world. It also concerns the disproportionate production and distribution of information and messages which has placed the elite people, organizations and countries at a vantage position to the detriment of others. This unit will examine the disparities in communications at regional levels.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

- explain the inequalities in global communication based on regions or continents of the world, and
- discuss the imbalances which result from the old East-West Divide in relation to global peace and development.

3.0   MAIN CONTENT

3.1   Communication Inequalities by Regional Distribution

For the purpose of this discourse, it is convenient to divide communication into two broad areas: production of information, messages, opinion and entertainment, and the distribution of these items. Although these divisions are not watertight as they, more often than not, overlap. It is worrisome that many developing countries exist only within the distribution domain. Very few others produce

the infrastructure of communication and also dominate a significant portion of the distribution segment. These few countries constrain most countries of the world to depend on them for finance and development of their communication technologies. This lopsidedness has characterized the regional inequalities that exist today.

UNESCO figures show great contrasts in population distribution in the regions of the world. A continent by continent record of circulation of daily newspapers (per 1000 inhabitants) put African, excluding the Arab countries, at 13, against Europe's 243; Northern American 281; Oceania (305); Russia (396); Latin America (70); Asia (excluding the Arab countries) 65; and the Arab States (20).

Put together, Africa, Asia and Latin America w h i c h have three quarters of global population, boast only half of the number of the world's newspapers and only a quarter of their total circulation. Whereas, daily circulation o f n e w s p a p e r s in North America is one copy of a newspaper to three persons, a copy is for 99 people in Africa, and one for 15 people in Asia. In India, 16 copies of the 835 newspapers largely based in urban centres, are for 1000 people. In particular, eight African countries and three Arab states had no newspaper at all, while 13 other African countries had only one newspaper each.

Of the consumption of printing and writing paper per 1000 inhabitants yearly, Africa (excluding the Arab countries) had 900, against 66,900 for Northern America; Europe (23,200); Oceania (11,000); Russia (4,900); Latin America (4,300); Asia (excluding the Arab countries) 2,600; and 1,500 for Arab States.

As for the cinema, the seating capacity per 1000 inhabitants for Africa was 4.0; compared to Northern America's 52.0; Europe (39.0); Oceania (30.0); Russia (98.0); Latin America (22.0); Asia (excluding the Arab States) 8.6; and 7.4 for Arab States.

On a percentage basis, UNESCO puts the regional distribution of sound broadcasting transmitters as at 1974 with North America having the highest 39 per cent); Europe 36 per cent; South America 11 per cent, Asia 10 per cent; and Africa and Oceania with three and one per cent respectively.

For the regional distribution of radio receivers as at 1976, North America had the highest with 46 per cent; followed by Europe's 30 per cent; Asia 12 per cent; South America 12 per cent; Africa and Oceania had the lowest with three and one per cent respectively. The

regional distribution of television of broadcast transmitters as at 1974 put Europe with 53 per cent as the highest, followed by Asia with 25 per cent; North America 18 per cent; and the lowest two per cent each for Africa and Oceania.

In the same vein, regional distribution of television receivers was Europe 45 per cent, followed by 37 per cent for North America; Asia 10 per cent; South America five per cent; two per cent for Oceania and one per cent for Africa.

On a country by country basis, Argentina (in Latin America) and Japan from Asia aptly demonstrate regional inequalities in communication. Japan, which has only five per cent of Asia's population, has 66 per cent of the newspaper circulation. It also has 46 per cent of the radio receivers, 63 per cent of the television sets and 89 per cent of the telephones.

Acquisition of communication technologies and subscription to media content are reaching saturation in the developed regions while they continue to grow in the developing countries. For example, the number of radio receivers in Africa is said to have increased more than seven folds and that of television more than 20 times in the 1990's. The respective figures for the developing areas of Asia are also said to be more than five times higher than what they were 16 years before this period. In Latin America, radio receivers increased more than four times and 10 times for television sets at the same period.

In all, the ratio shows one radio receiver for every 18 Africans, ditto for the developing regions of Asia while saturation was recorded in developed countries with more than one radio receiver for every individual. For television receivers, regional data shows that Africa had one receiver for every 500 people; one for every 40 Arabs and Asians; one for every 12 Latin Americans; one for every four Europeans and one for every two Americans.

There is hardly any doubt that mobile telephone and internet have significantly reduced the disparities. The foregoing analysis is, however, necessary to draw an inference for the purpose of this discourse. It remains an undisputable fact that, overtime, the mass media, especially television and newspapers have remained elitist, urban based and existed for a tiny minority in many developing countries.

For many developing countries, the programming of television and radio weigh largely in favour of the elite and urban dwellers. UNESCO has insisted that 10 per cent of the households in some 40 developing countries receive television signals, while less than

half of the households in more than half of the developing nations have television receivers. It is reasoned that the average cost of the television set is beyond many households. This is in contrast with the radio receivers which are more popular, less costly and more available.

This feature is also reflects in the area of television programming. Many hours of programming on television in the developing countries are devoted to foreign programmes. This is because expenditure on television programming is considered costlier than that of radio and that revenues are poor. They, therefore, fill many hours of programming with foreign films and documentaries which were primarily produced for audiences of the developed countries. UNESCO has inferred that it is in the area of television programming that anxieties over cultural dominance by the developed countries and threat to cultures of the developing countries are highest.

In this era of digital television, television programming is still skewed in favour of elites and urban residents. In the bouquet of DStv and Gotv – the two South African cable systems which are popular in Nigeria, some 70 per cent of the channels are either foreign or offer some programmes designed for foreign taste. Channels or programmes that target rural dwellers are either not common or invisible. In fact, some observers have noted that the existence of these cable systems threaten Nigeria's thriving Nollywood as they now feature channels (like Zee World) that have reduced significantly the audience of Nigerian movie industry.

3.2   Communication Inequalities Based on Old East-West Divide

The collapse of communism toward the end of the last century with the dismantling of the Berlin Wall, reunification of West and East Germany, fall of the Soviet regime, and the winding down of the Warsaw Pact reordered relations in Europe and the developed world. One of the upshots was the continued rivalry between the United States and Russia. The former American President Richard Nixon in his book, *Beyond Peace*, notes that it would be a mistake should his country treat Russia less than a super power that it is, as Russia is the only country in the world capable of destroying the United States. Russia therefore remained a priority. Communication has been identified as one of the greatest weapons defining the rivalry between the United States and Russia, the two leaders of the West and East blocs respectively.

Before the collapse of the Soviet Union, UNESCO observed that the dissolved Eastern bloc disseminated more news to the West bloc than the other way round. A similar imbalance in favour of the Eastern bloc

was also seen in the exchange of films and television programmes. But all that changed with the onslaught of communications revolution in the West. Richard Nixon had insisted that communications as defined by the new media would help the West win the Cold War by breaking down the ideological wall between East and West. One may agree with Nixon if one considers the impact of the activities of Cable Network News (CNN), Sky News, BBC, among others which operate in western countries.

These western media played up the internal contradictions and problems in the communist countries, partly leading to the eventual dismantling of the Soviet Union during the time of President Ronald Reagan of the United States. However Americans believed that the East-West relations must move beyond the Cold War through the instrumentality of communication as a way of lessening the chances for war and promoting mutual understanding for the benefit of humanity.

The 1975 Helsinki conference on security and cooperation in Europe noted that the imbalance in exchange of information and communication could be redressed through the following points that were codified as the Helsinki Act:

- improvement of the dissemination in each country by newspapers and printed publications;
- improvement of access to the imported publications by the public;
- increase in the number of places where the publications are displayed or sold;
- increased cooperation among mass media as well as press agencies;
- exchange of both live and recorded radio and television programmes; and
- increased contacts and meetings between journalists and their association among the countries.
- Accurate reporting of news about countries
- Coverage of agreements on multilateral and bilateral levels
- Improved quality and quantity of news to provide more knowledge for the people.
- Promotion of more tolerance and mutual understanding through communication
- Wider awareness through access to more information in different countries.
- Increased contracts between media and journalists' associations of different countries
- More cultural exchanges among countries

- Exchange of newspapers, periodicals, books and other publications among countries.

4.0   CONCLUSION

The world peace and security can only be guaranteed by mutual understanding locally, internationally and multilaterally. This understanding is sustainable through improved and balanced communication flow.

5.0   SUMMARY

This unit has discussed the communication inequalities between the continents of the world. It has also dealt with the inequalities within regions based on the disparities in the flow of information and dominance in media facilities and know-how in favour of most countries of the West. Efforts have been made to support the argument with relevant statistics. Some suggestions on how to redress the imbalances have been given.

6.0   TUTOR-MARKED ASSIGNMENT

1. Explain the regional inequalities in global communication. Support your answer with relevant data.
2. How does the spirit of Helsinki Act promote improved communication, peace, security and mutual understanding in Europe and outside Europe?

7.0   REFERENCES/FURTHER READING

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**UNIT 3   COMMUNICATION AND DIVERGENCE   OF
                    DEVELOPED AND DEVELOPING
                    COUNTRIES**

CONTENTS

1.0   INTRODUCTION

The growth of communication in the world is remarkable. But the
development has been characterized by inequalities as discussed
previously. In this unit, another dimension to these inequalities is
discussed. This is with regard to the relationship that exists between
the developed and developing countries.

2.0   OBJECTIVES

At the end of the unit, you should be able to:

•   discuss the factors responsible for the domination of
          developing countries by the developed world, and
•   show the level of this dominance using the statistics provided
          by UNESCO.

3.0   MAIN CONTENT

**3.1   Developed   and   Developing   Countries   and   the
          Divergence in Communication**

Global advancement in communication has been marked by
inequalities. Nowhere is the inequity more pronounced than between
the developed and developing nations. A comparison of the data
between the developed and developing nations in terms of
communication technologies, contents of information and other

communication activities (in the previous units) is worrisome. The imbalance is characterized by the concentration of communication resources, technologies and finance in the domain of transnational companies which belong mainly in the developed world. The relationship also shows that the level of economic dominance is reflected in the communications profiles of the developed and developing nations. Commercialization and industrialization of communication have combined to perpetuate the imbalance.

The components of m e d i a communication are newspapers, radio and public relations and advertising, n e w s syndication and the independent production concerns producing materials for t h e media. Investing in these components in the developing countries is highly dependent on the interest that the communications proletariat of the West has in such investments.

In Nigeria, the government-owned News Agency of Nigeria (NAN), newspaper organizations, television and radio stations and several others depend on the contents that are sourced from the west. News from NAN is insignificant and untimely because the news agency lacks adequate technical facilities and staff to cope with the demands of a fast-changing world.

In this picture, developing countries, including Nigeria, become distribution markets to which, transnational companies, based in the developed countries, target their communication products usually at exorbitant prices. These products include news, films, documentaries, communication equipment and finance. This situation is getting worse as countries categorized as not "developed" are also making Nigeria a dumping ground for communication products. *Eko* is a Mexican soap opera featuring a Nigerian character called "Eko". This play has become the toast of many Nigerians to the detriment of Nollywood. Furthermore, *Televista*, *Telemundo*, *Zee World* and *Bollyfilms* are only a few of the channels on DSTV and GOtv that came from either India or Mexico, two countries that are classified as developing countries.

The steady rise in the number of television stations in Nigeria, especially since the late 1980s resulted in the importation of content for programming. This led to the near-death of the Nigerian cinema as cultural invasion through foreign media materials became a reality. This was the trend until 1992 when Nollywood formally took off through the ingenuity of Nigerians. It is important to mention at this point that Nollywood at the initial period did not have any government input. In fact, the control and regulation of media materials especially film became more organized sequel to the progress made in Nollywood.

Nigeria as a former British colony is a distribution market for book publishers from the United Kingdom, United States and India to mention a few. British publishers produce or export directly into Nigeria and other former colonies through their subsidiaries such as Longman and Macmillan. And with English language and French assuming more international character, the expansion and flow of books and printed materials from the developed countries into the developing countries, including African and Asian nations, has quadrupled.

In the 1980s UNESCO's International Commission on Communication researched and discovered that book exports from the United States to the developing countries was worth \$360million. British exports, which represented 40 per cent of the total, amounted to \$250 million. The growing need for books in all areas of education in the developing countries ensured the growth and expansion of this export trade.

The international book trade has witnessed not only vertical growth, but horizontal growth as transnational publishers, especially those involved in educational publications delved into the production of video cassettes and films using the new technologies which make their production easy. Examples are ITT, CBS, RCA, Paramount Pictures and so on. In fact, in the late 1980's and 1990's the communications export business was so lucrative that countries with no bearing in the publishing wanted to explore into the production of communications contents. Fiat, an Italian motor company, is an example. Joint ventures between the leading European and American communications companies made the business more lucrative and ensured the Western dominance was perpetuated.

Before the advent of Nollywood, the volume of foreign materials in both radio and television stations in the developing countries was so high and disturbing that many countries worried about cultural dominance and distortion which was being perpetrated by companies in the advanced countries. According to UNESCO, the companies are; IBM, General Electric, ITT, Western Electric, GTE, Westinghouse, North American Rockwell, RCA, LTV and Xerox, all based in the United States; Siemens and AEG Telefunken based in Germany; Philips located in Netherlands; Matsushita in Japan and CGE located in France. These transnational corporations have widened their dominance through efficiency of production, high capacity technologies, increased research, improved design and high profits consequent upon high volume of investments.

There w a s a n d is a n overwhelming dominance of the developed nations in the global advertising sector of the communication industry. The UNESCO records show that as at 1980s the United States had more than half of the world's total $64billion a year advertising expenditure, with Britain, France, Germany, Japan and Canada each accounting for a smaller fraction. Of the $64billion total expenditure, newspapers got more revenue than radio and television, even though the latter two depend almost solely on advert revenue.

The UNESCO Commission identified advertising as a double-edged sword. It promoted socially desirable aims, including savings and investment, good family planning habits and activities to boost huge agriculture output and yields. It also ensured that consumers made rational choices and purchases. It educated them on product use and provided information on global employment market and stock markets. On the other hand it proved to be a vice as its persuasive power changed t h e life styles and influenced t h e attitude of the developing nations toward t h e acquisition and consumption of the products from the transnational corporations. These products included high resolution television sets, home theatre appliances, video disc players/recorders and cam coders. Advertising succeeded as these products became the vogue among the elite in the developing countries. With these products came the cultures of the countries where these products hailed from, including smoking.

It is also worrisome to note that as these products landed in the developing countries they ended up mostly in the domain of the elites and opinion leaders. The UN commission said poorer countries either had no television or a television audience confined to urban countries, generally to the upper crust segment of the population. Radio sets ownership was fairer that of television and one of the reasons could be the fair distribution of radio frequencies. But fair distribution of frequencies did not translate to the establishment of more radio stations though some slight increase in listenership was noticed.

On the use of telephone, the UNESCO commission said USA had 744 telephones per 1000 people, Japan 424, Germany 373, Brazil 35, China 4.5 while Africa had less than 1. In addition to this, the developed countries had 95 percent of the total global computer capacity with regard to value of equipment. The situation was such that the dominance of the developed countries over the developing countries increased as new technology energed.

On computer installation, the UN commission said the US led with 45.4 percent of the world monetary total; followed by Japan with 10.1 percent; Germany 7.9 per cent; UK and France 5.8 per cent each

and Italy 2.6 percent. The former USSR and East Europe had 6.7 percent. The average figure for the developing country was less than one per cent. As of 1977, the developed countries had 82 billion functional sets, representing 95 percent of the world's total, while developing countries had 4.4 billion, representing the remaining five percent. Regarding investment in telecommunication technologies, the developed world expanded their dominance as they had $16.60 per head compared to the developing countries' $6.70. The leading countries in the global telecommunications development and finance were the United States, Canada, Germany, United Kingdom, France, Italy, Japan, Australia, Switzerland, Sweden, Belgium and Spain.

The UN commission also said that in the USA, buying a newspaper for a year cost 22 labour-hours; 45 in France; China 43; and in Brazil, it costs 150 labour-hours. A colour television attracted 87 labour-hours in the US; 300 in France, 1520 in Brazil; while the cost of a black and white television set was 750 labour-hours in China. To acquire a radio set, one needed 5 to 12 labour-hours in the US; 30 in France, 207 in Brazil and 357 in China. The UN commission concluded that developed countries were far better than the developing ones in cost of acquisition of communication facilities based on their lower working hours. The developing countries have continued to struggle with their communication development owing to low level of investments. There is little doubt that they are at a great disadvantage.

4.0   CONCLUSION

It is clearly evident that the disparities in communication between the developed countries and developing ones were a concern especially in the 1970's up to 1990's. The advent of Internet has helped somewhat to close the gap. In spite of this, however, most of the equipment that are used of today are still being shipped from the advanced countries to the developing countries. The disparities may reduce if developing countries consciously draw up pragmatic communication policies to drive the industry. They should not only aim to increase their investments, but also re-orientate their people to change their acquisitive attitude and lifestyles which promote foreign cultures. They should develop alternative communication channels and build local patronage for them.

5.0   SUMMARY

In this unit, we have identified the disparities that existed between developed and developing countries in various aspects of communication. We have also shown that these disparities had led to domination of the developing countries by the few developed countries. Causative factors of this domination include the overbearing activities of transnational corporations through the use sophisticated technologies, improved research, finance and investments in all the sectors of communication. We also observed that the level of economic development reflected in the imbalance.

6.0   TUTOR-MARKED ASSIGNMENT

1.   Discuss vividly the dichotomy in communication between the developed countries and their developing counterparts. Support your discussion with available data to show how the dichotomy reflects the disparities between the two divides.

2.   Identify and discuss factors responsible for the disparities in communications technologies between the developed and developing countries.

7.0   REFERENCES/FURTHER READING

McQuail Denis   (2005).   *Mass Communication   Theory*. London: Sage Publications Ltd.

UNESCO (1980). *Many Voices, One World – A UNESCO Report on Global Communication Problems*. New York: Unipub.

MODULE 5   EFFORTS TO REDRESS NORTH-SOUTH COMMUNICATION IMBALANCE

UNIT 1   NEW WORLD INFORMATION AND COMMUNICATION ORDER (NWICO)

CONTENTS

1.0   INTRODUCTION

Communication is at the centre of any social relations, whether between individuals, communities or nations. The impact of communication is wide and pervasive in politics, culture, economy, education and several other aspects of man's existence. However, communication, since the last half of the 20th century, had been defined by imbalance and inequalities within countries, regions and particularly between the developed and developing countries. That means a country is either information-rich or –poor, easily interpreted as the domination of the developing countries by a few developed nations.

The New World Information and Communication Order (NWICO), which is the subject of this unit, is about the

efforts made so far to address the imbalance that characterizes communication globally.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

- know the background that led to the call for a New World Information and Communication Order
- discuss the main issues identified in NWICO with respect to solutions to the identified communication problems.

3.0   MAIN CONTENT

3.1   Background to NWICO

The imbalance in global communication has occupied global discourse since the 19th century. In the last half of the 20th century, quite a few countries gained independence, with the hope that colonialism, which was recognized as one of the promoters of communication inequalities, would be out of the way. Political freedom, however, failed largely to guarantee communication or economic independence. The newly independent nations continued to rely on their colonial masters for either survival or growth.

The few developed nations intimidated the less developed ones. Not only did the former would sell their own products in the international market, they also fixed the prices of goods (mainly raw materials) from the newly independent countries. This unfair deal reflected in other areas - intellectual, cultural and so forth. The discrepancies in power and wealth between the developed and developing nations manifested more in the fields of communication as the developed countries were better equipped technologically and financially, thereby giving them dominance over the developing ones in the global communication flow.

What was more, many developing countries existed on the throes of famine, poverty, illiteracy, unemployment, overpopulation, destruction of the environment, poor or negative media coverage which made ignorable in international relations.

Against this backdrop, the developing countries, under the aegis of the Non-Aligned Movement (NAM), raised concerns around all the issues of imbalance in communication. Their first meeting was held in

Algiers in 1973, followed by another in Tunis in 1976 and a ministerial conference in Delhi later in 1976. The call by NAM was a new arrangement to address the imbalance in news flows and global communication patterns. The term "New Order" was crafted by Tunisia's then Minister of Information, Mustapha Masmoudi. The New Order plan was submitted to the 16-member MacBride Commission as working paper No. 31.

A clarification should, however, be made of the NAM's call for a "New Order" as distinct from the other "new order" by some American scholars. The American centric notion conceived a "new world order" as the global supremacy of capitalism and the absence of any competing ideology as well as the unchallenged status of the United States as the only global superpower.

NAM's call, however, was based on the notion that communication is an essential factor of human and international relations and should be based on the principle of equality and independence of choice for all nations and peoples. NAM's New Order was founded on the same principles and conceptual framework of the New International Economic Order which is based on equality.

The New World Information and Communication Order is seen by scholars as a pre-condition for the success of the New World Economic Order on the premise that communication is at the centre of all economic activities. The concerns on the inequalities in communication made UNESCO or the United Nations create the International Commission to carry out studies on all communication problems with a view to solving the problems.

The American Scholar Wilbur Schramm had noted in 1964 the unfair dominance of news flow by the developed countries and the distortedness in presentation. Another communication scholar, Herbert Schiller, also observed in 1969 that developing countries had little input in the allocation of radio frequencies for satellites in a meeting held in Geneva. He explained that side-stepping the developing countries on an issue as crucial as the allocation of radio frequency allowed for the dominance of the United States and a few other developed countries. For example, Intelsat set up for international cooperation in satellite communication was dominated by the United States, especially for military purposes.

3.2   Issues   in   New   World   Information   and   Communication Order

As we have indicated earlier, issues raised in NWICO broadly concerned unbalanced the flow of communication between the developed and developing countries, distortions to cultures of developing countries, marginalization of developing countries in application and use of satellites, and computer technologies. The issues can be itemized specifically as follows:

- News reports on developing countries by news agencies such as AP and Reuters reflect the position of developed countries. Their would always focus on disasters, crimes and military coups and not the realities of survival regarding children, women, farming and population growth. It was noted that only four major news agencies, including Reuters and AP, control 80 percent of news flow in the world.

- Advertising agencies in the developed countries control advertisement in the developing countries in form of affiliates or branches. Published adverts were found to distort the culture of the developing countries while introducing and propagating foreign culture and habits.

- Unbalanced and unrestricted flow of cultural materials in respect of dominance of American films and television documentaries, video cassettes into developing countries.

- Unfair allocation of parking spots in space (geo-stationary orbit) in favour of the developed countries. Also, there is unfair distribution of radio spectrum. Records say a few developed countries control almost 90 percent of the radio spectrum, much of which is for military use.

- Unrestricted satellite broadcasting of television signals in developing countries by developed countries without their permission. The United Nations was said to have voted against this in 1970.

- Collection of information and data on agriculture and weather in developing countries through satellites without permission.

- Restriction on use of data bases in computers by developed countries and their denial of the spread of computer knowledge to developing countries.

- Protection of journalists was also raised for discussion because many journalists suffered incarceration and violence from military regimes in the developing countries at the time. This hampered news flow.

The Mac Bride International Commission on communication came

out with a 312-page report published as a book titled *Many Voices, One World*.

The UNESCO, which initially distanced itself from the report of the commission because of the pressure from the United States, later adopted it as resolution 4/19 in its 21ˢᵗ session in Belgrade, in 1980, as follows:

i.   elimination of the imbalances and inequalities which characterize the present situation;
ii.   elimination of the negative effects of certain monopolies, public or private, and excessive concentrations;
iii. removal of the internal and external obstacles to a free flow and wider and better balanced dissemination of information and ideas;
iv.   plurality of sources and channels of information;
v.   freedom of the press and information;
vi.   the freedom of journalists and all professionals in the communication media, a freedom inseparable from responsibility;
vii. the capacity of developing countries to achieve improvement of their own situations, notably by providing their own equipment by training their personnel, by improving their infrastructure and by making their information and communication media suitable to their needs and aspirations;
viii. the sincere will of developed countries to help them attain these objectives;
ix.   respect for each people's cultural identity and for the right of each nation to inform the world public about its interests, its aspirations and its social and cultural values;
x.   respect for the right of all peoples to participate in international exchanges of information on the basis of equality, justice and mutual benefit; respect for the right of the public; of ethnic and social groups and of individuals to have access to information sources and to participate actively in the communication process.
xi.   this New World Information and Communication Order should be based on the fundamental principles of international law, as laid down in the charter of the United Nations;
xii. diverse solutions to information and communication problems are required because social, political, cultural and economic problems differ from one country to another, from one group to another.

The exchanges and debates on the issues raised are diffused and agreements are still far from being reached on some of the issues globally. However, NWICO succeeded in raising global consciousness and concern on the effects of unbalanced communication flow. Many developing countries have, therefore, realized the need to reassess their communication needs and formulate policies to meet those needs.

Its Initial reluctance and opposition from the United States notwithstanding, UNESCO should be commended for its efforts on the ongoing debate about global communication imbalance. The efforts of Mustapha Masmoudi of Tunisia, who provided the African perspective to the debate should also be recognized as well as Juan Somavia, whose presentation was strongly in favor developing countries especially from Latin American. The only woman in the commission, Betty Zimmerman from Canada, stood in for the communication scholar, Marshall McLuhan, who died in 1980.

Opposition from the United States

The United States, understandably, was against some of the issues raised in NWICO. The country believed these issues were not in the interest of the American transnational media corporations. It particularly condemned the issues and efforts to redress them as barriers to the free flow of communication. One of such was that journalists should be licensed before they do their job. This, the country said, would put its journalists at a disadvantaged position. It not only attacked UNESCO, it actually withdrew its membership of the body in 1984. UNESCO initially gave in to the pressure from the United States but retraced its steps to follow the popular will.

During the period that the United States withdrew its membership from and withheld its funding for UNESCO, some OPEC countries and a few socialist countries filled up the financial gap, thereby making her withdrawal of no consequence.

Today, the debates on NWICO or the need to replace the unbalanced flow in global communication with a "free, but balanced flow of communication" continues. Official UNESCO policy with respect to NWICO does not support state control or censorship and licensing of journalists, partly in tandem with the wish of the United States.

4.0   CONCLUSION

The potential and impact of communication locally and internationally

are not in doubt. Similarly, the effects of communication in social, political and economic relations remain significant both positively and negatively. It is negative to the developing countries because communication technologies, in it various aspects, are controlled by a few developed countries. The glaring imbalance formed the crux of the call for a New World Information and Communication Order hinged on "free, but balanced flow of global communication" by the Non Aligned Movement (NAM).

5.0   SUMMARY

It is appropriate to summarize the import of NWICO (which has been the subject of this unit), in line with Nordenstreng's concept of Four D's - an idea said to have been espoused in the tiny island of Grenada as a response to the global debates. The Four D's captures the main issues and themes in the New World Information and Communication Order as follows:

a.   **Democratization**: this relates to measures to reverse the "one-way flow" of news from the developed countries to the developing countries. The efforts are aimed at ensuring equitable and balance news flows between and among countries, and thus expand the news base and frontiers.

b.   **Decolonization**: this is in respect of efforts, especially by the Non-Aligned Movement (developing countries) to reduce the negative impact of the "one–way flow."

c.   *Demonopolisation*: the transnational corporations which control communication technologies in production, distribution and application are seen as threats to developing countries. Efforts to reduce their impact are seen as demonopolisation of the global technological space.

d.   **Development**: is in respect of the recognition by the developing countries that mass media are important instruments of development for a just redistribution of communication resources in the world in a way that one group is not considered as active participants and the other as passive onlookers.

6.0   TUTOR-MARKED ASSIGNMENT

1.   What are the main issues involved in NWICO and how did UNESCO manage the United States reaction to the organization?
2.   Discuss 10 of UNESCO resolutions to address the imbalance in the global communication order.

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UNIT 2   ALTERNATIVE COMMUNICATION

CONTENTS

1.0   Introduction
2.0   Objectives
3.0   Main Content
        3.1   Alternative Communication
4.0   Conclusion
5.0   Summary
6.0   Tutor-Marked Assignment
7.0   References/Further Reading

1.0   INTRODUCTION

The second half of the 20th century was a period that many independent nations emerged. This meant that millions of people around the world were released from the shackles of colonialism. Concomitant with this has been the rising consciousness that the mainstream media models were no longer adequate to cater to the communication needs of the people. This has led to the quest for a pluralistic situation which will be discussed in this unit as the Alternative Media.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

•   discuss the main features of the Alternative Media

•   explain the reasons for and the different strands of Alternative Communication

3.0   MAIN CONTENT

3.1   Alternative Communication

The Alternative Media model describes a range of media reactions to the main stream media. It emphasizes the social and community functions of the media, rather than technological functions. The alternative model exhibits dissatisfaction with t h e established media which promote vertical and one-way flow of communication. Mc Quail (2005) identifies two types of alternative media as:

1.   **Emancipatory Media Model:** espouses small   scale
       and grassroots media, completely separated from the dominant

influence and operations of the mass media of radio, television and newspaper. The whole idea is to emphasize the community as the fulcrum of effective communication rather than the market-based and elite-government and commercial communication.

According to McQuail, the new communication technologies promote interaction and do-it-yourself' features. This model, according to him, engenders emancipation. He asserts that the communication technologies of video recording, cable TV, internet and the like have put communication in the "hands of individuals and out of the hands of the publishing monopolies" as the individual is now allowed to determine the contents of communication. The main principles of this model are: participation, interaction, cultural autonomy and variety, small scale emancipation and self-help

This model sides with the struggle for basic rights. Some observers call it the *rebellious communication model*, based on its alignment with the vanguard for social and political movement against oppression and domination. It disrupts the top-down, one-way show by r e directing communication to the power centres that are positioned to build more visible resistance from solidarity and networking, which emerge eventually as social movements

2.   **Communitarian Media:** Like the rebellious media, communitarian communication espouses the essence of the community as all-important in any communication process.

Essentially, it contrasts with the libertarian theory of communication in that it emphasizes that in as much as the society demands some duties from the individuals, these individuals do have rights - social, political and economic - which they should claim from the society.

In this way, the relationship between the society and individuals becomes mutual and is cemented by the media of communication which they engage in dialogue. In this case the media are expected to play more integrative and social organic roles which guarantee equal rights and articulate people's opinions in a free and unhindered atmosphere. The public and the media relate as partners for social good.

Although, this model is still limited in its actualization, scholars say it is chiefly feasible in the developing countries. Its radical tradition makes it difficult to be applied in advanced countries.

The Alternative model, whether as a participator, community and

others, rejects libertarians' universal rationality and the ideals of bureaucratic professionalism. It promotes the rights of cultures and sub-cultures to exist based on their peculiar and inherent nature, norms and values.

Some reasons have necessitated the evolution of alternative media:

- The peculiar environment of many developing countries lacking basic infrastructure such as electricity and roads, makes establishment and operation of mass media difficult, especially in the vast rural areas.

- Messages about hygienic and health campaigns, religious, local political activities and harvest, drought and planting issues are effective through such channels as theatre, local fairs, experimentation, itinerant loud speakers and opinion leaders are better delivered on a personal basis, rather than through mass media.

- In many countries, the gap is clearly defined between the rich and poor in resources translated directly and respectively into information rich and information poor because of the one-way flow, top-down and vertical communication. Thus, the alternative media are tools for the poor and the rural populations to express themselves.

- The alternative media provide the needed balance and serve identified audiences for which they are more effective.

- Alternative media expand and broaden communication more horizontally, rather than vertically as the mass media.

- Alternative media undermines the all-powerful or hypodermic theory of mass media and supports Lazerfeld's opinion leadership model of communication which says mass media messages do not have direct effect on the audience, but work in a two-step flow. Information is received first by opinion leaders and later transmitted to the public through interpersonally.

In Nigeria, government seems to have realized the need for alternative media that it now reinforces the mass media messages with alternative below-the-line media such as theatre, puppet shows, cultural shows, films shows, pamphlets and exhibitions.

The range of the alternative media also covers local fairs, music

festivals, wall papers, itinerant information, and vans which travel to rural areas

At this point, we need to state, however, that alternative media in their varied forms should not be seen as just a reaction to the main-stream media. Their emergence is sequel to the need for a holistic view of communication. This is why several observers think it up as a complement to the mainstream media rather than as a c l a s h .

4.0   CONCLUSION

The alternative media h a v e t w o c o m p o n e n t s – e m a n c i p a t o r and c o m m u n i t y . S o m e s e e t h e m a s c o m p l e m e n t a r y w h i l e some think they are reactionary. Whichever way they are viewed, there is hardly a doubt that they are those "little communications" that helps.

5.0   SUMMARY

Alternative media are not just a reaction to the defects in the mainstream media, especially in developing countries. They can be used as both alternative and complementarily to the mainstream mass media. Their use should be based on evaluation of effect, the audience needs and character, and environment, etc.

In particular, alternative media are part of the larger option to democratize global communication and break barriers which hinder the free and balanced flow of information in communities, within a country and among nations.

6.0   TUTOR-MARKED ASSGINMENT

1.   Discuss alternative communication as a way of addressing the imbalance in communication flow. Support your arguments with copious examples of situations where alternative media have been effective in your country.

7.0   REFERENCES/FURTHER READING

McQuail Denis   (2005).   *Mass Communication   Theory*.
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*UNESCO (1980). Many Voices, One World – A UNESCO
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UNIT 3   DEMOCRATIC - PARTICIPANT MEDIA THEORY AND DEVELOPMENT MEDIA THEORY

CONTENTS

1.0   Introduction
2.0   Objectives
3.0   Main Content
          3.1   Democratic-Participant Media Theory
          3.2   Development Media Theory
4.0   Conclusion
5.0   Summary
6.0   Tutor-Marked Assignment
7.0   References/Further Reading

1.0   INTRODUCTION

Democratic-Participant Media Theory and Development Media Theory are two evolving options to also redress the vertical flow of communication in the world. Although they may not have yet crystallized in any particular political system or nation, but movements and approaches towards their operations can be observed in many countries, both within the developed and developing countries. Their main tenets are specifically to ensure a more horizontal communication hinged on free, but balanced flow of communication in communities, within nations and among nations.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

•   explain the main tenets of Democratic-Participant Media Theory
•   discuss also the basis of the Development Media Theory
•   highlight how the two theories promote horizontal, rather than vertical flow of communication
•   identify their observation in some countries.

3.0   MAIN CONTENT

3.1   Democratic-Participant Media Theory

As we have indicated earlier, Democratic participant media theory is one of the evolving theories aimed at horizontal, rather than the current vertical communication which has denied access of the media to all potential consumers and patrons. Democratic-participant media theory is usually described by scholars as a twin theory of the development media theory which we shall also discuss later in this unit.

The main thrust of democratic-participant media theory is that the current structure of the communication which ensures vertical or top- bottom flow of messages has denied expected benefits to the society. This is especially so as it has created a situation of information rich and information poor in societies. The quantum of the society's resources in an individual's hands defines his relations and access to information to the extent that we now have a structure of the have's as information rich, while the have-not's are the information poor.

Scholars have observed that this structure limits access and free flow of information to sections of the society based on such characteristics as differences in income, class, sex and the vulnerable groups in the society or nations; the vulnerable   groups in societies, including women, children, and the physically-challenged.

It is the notion of democratic-participant media theorists that access to the media by the individuals or groups is concentrated in the hands of government and big business, which include advertisers and media monopolies. Similarly, bureaucracy and professional leadership and hierarchy hinder access to the media by certain sections of the society. They advocate that all these barriers should be broken down so as to allow better access to all potential media consumers. They insist that the media are too sensitive and important to be left alone to professionals, government and big monopolies.

In particular, democratic-participant media theory brings the spirit of democracy into the concept of communication. It says that it is the public in a broad sense that has an interest in a wider and freer communication.

Succinctly, democracy as defined by Abraham Lincoln is "government of the people by the people for the people." Key in this all-time definition is people in partnership as centre of all activities of a society, a nation and the world. Thus, taken the

spirit of democracy into communication as the democratic-participant media theory espouses, the individuals become active partners and not objects or passive receivers of communicated messages. This way, not only the volume of messages increases, but there is increase in the spectrum of social representations and participation. Also, communication is enriched with increase in the variety of messages.

Democratic-participant media theory hinges effective communication with democratic relationship. Like democracy, democratic-participant media theory is based on the "popular will" of the people to use communication to serve their individual and corporate needs and desires.

Today, as more and more countries are graphitating towards democratic ideal and are trying to implement the popular will of the people, it is hoped that communication will become more democratic and responsive to the needs of broader and wider spectrum of the people. Indeed, that communication will open the democratic space and attend to the needs and aspirations of all potential consumers, the popular will of the people and break down the inequalities in wealth which lead to imbalance in communication, especially regarding those who are served and those who are not denied communication in the society.

Evidence of democratic-participant media theory is said to be found in developed liberal democracies and in some developing countries. Although, it is yet to be incorporated in any specific media institutions in the world, some of its tenets are part of the popular demand from horizontal communication, rather than the vertical flow of communication.

SELF-ASSESSMENT EXERCISE

How is the ongoing democratic movement linked with democratic-participant media theory and improvements in global communication?

3.2   Development Media Theory

Like democratic-participant media theory, the development media theory is yet not easy to locate in any particular media institutions.

However, the theory seeks to explain the normative behaviour of the press in countries that are today classified as developing nations. Thus, the difficulty in locating observance of development media theory is linked to the diverse varieties and dynamic political and

economic situations in the developing countries. These concern diverse conditions in such countries as Nigeria, Kenya, Banglash, Congo, Zimbabwe, Columbia, etc, on the one hand, and on the other hand, conditions in middle-level countries such as India, Korea, Cuba and Brazil. However, the main tenet of development media theory is that there are identified conditions in the developing countries that subtract from the application of the mainstream media theories.

These are:

poor or absence of communication infrastructure inadequate number of professionals and limited professional skills more than 70 percent of some developing countries live in the rural areas removed from the sophistication of the modern world development is occurring in developing countries that should be disseminated to the world at large, but neglected by the powerful media.

In the opinion of development media theorists, these issues and conditions which characterize the developing countries, especially the need for economic development, tend to push issues such as press freedom and human rights to the background. In other words, the issues of human rights and press freedom could be sacrificed on the altar of economic and social development in these developing countries.

Dennis McQuail sums up the basic tenets of development media thus:

media must accept and carry out positive development tasks in line with nationally established policy. Freedom of the press should be open to economic priorities and development needs of the society. Media should give priority in their treatment of news content to national culture and language(s). Media should stress links with countries which are close geographically, culturally and politically. The state can interfere or restrict media operations in the overall interest of development. This can be through the instruments of censorship, subsidy and direct control. Journalists and other media practitioners should exercise their rights and duties in the dissemination of news in the interest of development needs.

Demonstrable signs of shifts in the developing countries towards using media for development ends and needs are observable in the last three or four decades. The aim is to further the horizontal flow of communication, especially by concentrating on the participation of communities in communication for stretching the frontiers of

development of their societies. The main thrust is to evolve relevant local media such as theatre, music, experimentation, puppet shows and others to meet their development ends, including planting and harvesting, hygienic and sanitation, literacy and local politics and representations. This way, communication becomes an important component of development activities. The UNESCO has recognized the essence and importance of this approach in the effect and expansion of communications, especially in developing countries. Thus, UNESCO gives examples of countries where the initiatives of using local media for development purposes have brought impressive results and success. They include: Tanzania, Senegal, Philippines, India, Botswana, Thailand, Mali among others. However, UNESCO has stressed that the initiative of using media for development ends would be all-inclusive, local media can be used with mass media. But efforts should be made that such media promote self-expression, dialogue, persuasion and discussions in group situations. It is also identified that development media model is relevant to address the challenge of the minorities, disadvantaged groups and communities in the developed countries. Similarly, media are used by communities in developed countries particularly to address issues of pollution, ecological problems, energy crises, unemployment and technological changes.

4.0   CONCLUSION

Development media model has further the debate and approaches to redress the imbalance in communication. Its effectiveness is hinged on media which facilitate self-expression, dialogue and group discussions. Thus, media should be planned, financed and used in specific combinations consciously in line with these communication values to promote development ends or needs.

5.0   SUMMARY

Democratic-participant media theory and development media theory are in many respects linked. They are both relevant to the peculiar situations and conditions in the developing countries. They also provide approaches to redress certain imbalances in communication by attending to development, economic and political needs of hitherto neglected areas of the society.

Both theories ensure that the local media in developing countries are not completely forgotten or pushed into the background. For effect, they should be planned and properly financed and, if need be, combined with the mass media.

6.0   TUTOR-MARKED ASSIGNMENT

Democratic-Participant Media and development media theories are two sides of the same coin. Explain this and how the theories can be used to address the imbalance in communications in societies.

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UNIT 4   DEVELOPMENT JOURNALISM

CONTENTS

1.0   INTRODUCTION

Development Journalism is one of the ways by the developing countries to redress the gap that exists between them and the developed countries regarding the flow of information and means or channels of communications. Thus, in this unit, we shall explain the development journalism as a media theory which focuses on constructive reporting of conditions and events in developing nations so as to galvanize the people towards development. Two types of development journalism shall be identified and examined: Investigative development journalism and authoritarian-benevolent development journalism.

2.0   OBJECTIVES

At the end of this unit, you should be able to:

- discuss the meaning of development journalism and its contribution to redressing global communication imbalance,
- identify the characteristics of the two types of development journalism.

3.0   MAIN CONTENT

3.1   Development Journalism Theory

The term development journalism, according to communication theorists, cropped up around 1960s. The term encompasses a mode of journalism which reports national and international events in a way that promotes development among the people of a country, a region or a community. It may not be based on the day-to-day news, but it assesses reportage of events on the basis that it promotes the social

progress and overall development of the country.

Development journalism is defined within the social and political worldview of the developing countries. Indeed, the concept is said to have emanated from efforts by scholars from the developing countries who believe that their regions should cut the apron string from the developed countries which they assessed had not worked in their favour. They discovered that western models of communication, including the libertarian and social responsibility models, have failed to appropriately address the peculiar socio-political and economic conditions in the developing countries and regions. The scholars also held that western communication scholarship has not provided programmatic approach and solutions to the communication challenge in the developing countries.

They summarized that, while it is true that the world is witnessing a communication revolution, it is also ironic that the talk of development journalism is germane. This is the case because the means of communication has widened the gap between media and information that concerns the common people. The modern communication and its practitioners tend to be sensitive to the feelings of indigenous populations and vulnerable groups in the society, including women, the physically-challenged, children and the rural populace, in their news gathering, processing and disseminating functions.

It is also held that because the media have focused essentially on the coverage of the legislative, and executive, as well as decision makers, activities that directly impact on the well-being of the people and development of the society are largely neglected by the media. The media have steadily become mouth-pieces of the government and the rich who use them for propaganda and image laundering. Thus, the media, especially in the developing countries neglect news of corruption and crimes, social and moral failures of the legislature and executive, and the rich people.

Development journalism theorists believe that besides the construction of physical structures, growth also encompasses building of institutions such as replacing a feudal system with a democratic system and making the rural people and the poor to participate in decision making. Also social development includes processes that celebrate human dignity, equality and social justice. So, development journalism should help to galvanise the society towards these laudable ends.
It is also the position of development journalism theorists that media

should be used for building the democratic structures so as to open the democratic space in the developing countries. On this note, it is held that more people will be brought up to participate in decision making processes. At the end, the legislature and executive will be more accountable to the people and the media will also adequately and more effectively perform their role as a watchdog and the 'Fourth Estate of the Realm.'

In summary, the scholars agreed that the communication processes that involve building social institutions in developing countries, expanding the democratic base, constructively holds the leaders accountable for their actions, activities and development choices, cater to the interests and feelings of the indigenous populations and the vulnerable groups, including women and children, etc can be encapsulated within the ambit of development journalism.

However, the fact that within its areas of application there are varying political leanings and cultural appeals, development journalism has many variants. For example, within the framework of development journalism, there have been attempts to evolve 'Islamic Journalism' to cater to the cultural characteristics of the Arab world; we also have Asian communication and Alternative Journalism – this explains the African approach to the theory of development journalism. We also have an evolving concept of the Nigerian media, which we shall later explain in the next unit as "media pluralism."

Attempts to translate the inherent approaches in development journalism into actual practice are continuing in the developing countries. But some scholars have grouped all these approaches to explain the cultural and racial-oriented journalism within the tenets of McQuail's Development Media Theory which we have discussed earlier. The interface between development journalism and development media theory is underscored by the operative word – "development". Both development journalism and development media theory subscribe to use of media for constructive development purposes and ends. Also, they both explain the conditions within the developing countries and their application in the regions grouped and referred to as same. They are also yet to be properly identified in any particular media institutions, but appeals to their tenets are clearly seen in the developing countries. Both media theories believe that journalists and other media practitioners in the developing countries should perform their duties and exercise their rights for development ends.

3.2 Types of Development Journalism

Two main types are identified. They are:

a.   Investigative Development Journalism

It focuses on the critical evaluation of development projects and their impact on the people in the developing countries. It also assesses the effectiveness of the built-in control mechanism in the government process and procedures in the developing countries so as to expose financial scams which are rampant in government and official circles.

It also attempts to document conditions in a developing country and explain same to the larger world. It not only criticize governments, but should proffer better and more effective options to achieve overall development goals. It operates on the fact that governance is a cooperative effort among the government, the citizens and the outside world. The idea behind investigative development journalism is similar to investigative reporting, only that it focuses on the peculiar, social, apolitical and economic conditions in the developing countries by assessing government activities in terms of their impact and benefits to greatest number of the citizens.

A defining character of investigative development journalism is reasonable freedom of the press. This condition will guarantee the press to investigate the inner recesses of government and activities of its officials.

b.   Authoritarian-Benevolent Journalism

This can be seen as another extreme as it promotes heavy influence of the government of a developing country in the development of nation and its media activities. It can be said that while the model of development journalism can galvanise development activities of a developing country, in terms of improved infrastructure, empowerment, health and education, it can however restrict information to the people and hinder a journalist from performing his sacred responsibilities to the people.

Indeed, its proponents are said to have held that democracy is a "dysfunctional luxury" in developing countries. They believed that the slow processes to reaching decisions in a democracy are antithetical to governance in developing countries that are indeed in a hurry to develop their poor infrastructure, education, health and empowerment. They insisted that media in developing countries will be promoting the overall interest of the people and the society when they

selectively handle information, while keeping the public welfare in mind at all times.

Operators of authoritarian-benevolent development journalism can be said to be walking a tight rope. There is no doubt that on the one hand, government participation in media, including ownership in some developing countries is necessary for media development and can help in spread of information in the country. Such government media and communication activities can also help educate the people and enlist their support for development purposes. But government can easily overreach itself and bear its heavy hands on the media and restrict the citizens' freedom of expression. Such a government can make legislations which will, in fact, restrict the rights of the journalists in performing their roles on behalf of the society as was the case during the military rule in Nigeria.

In all, both types of development journalism are present in Nigeria. These are laws and activities of government in Nigeria which restrict freedom of speech and access of the media to information. Also, such activities by the Ministry of Information in dissemination of news and public relating activities are classified as part of authoritarian- benevolent development journalism. Similarly, the pluralism and vibrancy of the Nigerian media which had been demonstrated as during the military era when the media became the unofficial opposition to military dictatorship can be seen as evidence of investigative development journalism. All the activities of Nigerian media in exposing financial scams are part of the processes of investigative development journalism.

4.0   CONCLUSION

Development journalism can be used to promote social justice and also as propaganda tool. As machinery for social justice, development journalism can give voice to the voiceless, keep government on its toes by effectively monitoring its activities and projects. It can also endow the international community with the knowledge of conditions in a developing country. It can also become a tool to deepen the democratic processes. But as a propaganda tool, media become a disservice to the citizens and allow repressive government in a developing country to continue to perpetrate itself in power against the people's will. Freedom of the press is infringed upon and the people are not given the total picture of development in the country.

5.0   SUMMARY

In this unit, we have discussed development journalism theory as one by theorists, politicians and professional communicators in the developing countries to address their peculiar social circumstances. The theory sees media as essential tools for social, political, cultural and economic development of the society.

Two types of development journalism were identified: investigative and authoritarian-benevolent development journalism. While investigative development journalism is used to monitor development and government activities for the overall benefits and interest of the people, authoritarian-benevolent development journalism is capable of being used for propaganda purposes for the government of the day. This has been one of the areas of disagreement of western scholars and professionals with development journalism as they believe the people can easily be enslaved by a dictatorial ruler.

6.0   TUTOR-MARKED ASSIGNMENT

Explain vividly the theory of development journalism and identify the differences of the two types of the media theory.

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UNIT 5   CURRENT TRENDS IN COMMUNICATION TECHNOLOGIES AND THE IMBALANCE IN COMMUNICATION FLOW

CONTENTS

1.0   INTRODUCTION

This unit discusses the new trends in communication technologies, their influence and how their contributions or distractions to the attempts to correct the imbalance in the global communication flow. The technologies discussed are the mobile/smart phone, digital television and Web 2.0 (internet) among others. The Web 2.0 is panoply of several technologies and an improvement on Web 1.0. In the past 20 years, the world has experienced revolution in these technologies. This revolution has, in most cases, redefined, remodeled and redefined the way we do things today. With these technologies in place, the imbalance that exists between the developed and developing countries in terms of communication has assumed another dimension.

2.0   OBJECTIVES

At the end of this unit, you should have achieved the following objectives:

- be familiar with the current trends in communication technologies,
- described how these technologies have influenced our society, and

- know how they have shaped the imbalances that characterized communication flow between developed and developing countries.

3.0   MAIN CONTENT

3.1   Mobile/Smart Phone

In 1999, the Nigerian government deregulated mobile telecommunication service, thereby attracting private participation and investments. This led to the issuance of the Code Division Multiple Access (CDMA) and the Global system for Mobile Telecommunication (GSM) service providers. The result of the deregulation has been tremendous as Nigeria's telecom lines increased from less than 500,000 lines in 1999 to 150 million some 18 years later. Other service providers, including mobile phone vendors, established their presence in Nigeria and the country became the West African telecommunication hub.

The revolution in communications technologies has elicited the incorporation of computer features and features into modern telephony. The smart phone is indeed a smart demonstration of this revolution. Smart phones combine the functions of a regular phone and that of a computer system. It enables a bimodal communication through the telecommunication network and the Internet. The use of a smart phone is made possible by an operating system which coordinates the liaison between the various software applications and the hardware. Smartphone enables textual, picture, video and real time communication between two people or group of persons. The fact is that the use of phones has transcended voice call and texting (SMS) to include functions of a computer, thereby serving as a multi-task device. Globalization and technological advancement have made it possible that phones have gone beyond the usual calling and texting function. The smartphone was developed in the 1970's but it was the IBM Corporation in the United States that made its use popular in the 1990's.

The Operating system enables the operations of other applications in a smartphone device thereby making it possible for individuals to carry out singular or multiple tasks at a time. There are different brands of operating systems including *Android*, *IOS* and *Windows* amongst others. The Android system is found in most smartphones around the world. A smartphone has features such as full colour screen, embedded camera, radio, mp3 function, texting and calling function, gaming, weather forecast, etc.

Every new model of smartphone released into the market offers new

features superior to the previous model. Today, there are smartphones whose usage is sensitive to fingerprints, eyes, water and so forth. Data storage on a typical smartphone has transcended the use of memory card to include cloud computing. Cloud computing is the practice of using a network of remote servers hosted on the internet to share, manage, and process data, rather than a local server or a personal computer. In communication, the invention of the smartphone has aided citizen journalism. With internet facility, individuals broadcast real time event and happenings on the go. Through social networking platforms such as blogs, *Twitter*, *Facebook*, etc. people share information with other members of the public.

According to the Nigerian Communications Commission, there are over 150 million mobile telephone users in Nigeria as of 2017 and no less than one quarter of this number uses the smartphone to make calls and do other things.

3.2   Digital Broadcasting

Digital broadcasting is the latest in broadcast technology that compresses and digitizes analogue signals. The technology enables more transmission capacity in a typical spectrum and requires less number of transmitters when compared to analogue. This description includes such broadcasting systems as digital TV and digital radio broadcasting, two-way digital radio standards, short-range communication (digital cordless phones) and wireless computer networks. Digital broadcasting is regarded as a revolution that will transform broadcasting for ever an change the scope of how things are done. In 2006, the International Telecommunications Union (ITU) set a June 2015 deadline for a complete switchover to digital broadcasting for Ultra High Frequencies (UHF) and 2020 for Very High Frequencies (VHF). The Nigerian government through the Nigerian Broadcasting Commission (NBC) set 2012 as the deadline for Nigeria, a feat that could not be achieved until June 2016 when a pre-test was carried out in Jos, Nigeria.

Advantages of Digital Broadcasting

The word "broad" in broadcasting becomes emphatic with regard to the advantages of digital broadcasting. The technology opens up a world of possibilities with the availability of huge and stronger spectrums for both radio and TV broadcasting. The implication of this is that signals become very strong, resulting in sharper images on TV and better quality audio output. Baran (2010, p.227) notes that digital broadcasting reduces the sizes of signals which means more information can be carried over phone wires as well as stored. Television working as data

would be able to perform the tasks of a computer and mobile telephony with access to the internet to rub it in. This technology completely eliminates the 'noise' associated with the analogue system as the catalogue value of the media becomes more visible. Nigeria's terrestrial broadcasting system when fully operational will become the world's biggest, connecting well over 20 million, thereby surpassing that of the United Kingdom's 10 million.

This technology is particularly interesting because the equipment deployed have the capacity for simultaneous broadcasts of different programmes, thereby leaving the viewers or the listeners with several choices. Those same services available on the Internet such as shopping, games, banking, Web. 2.0 and the like will be available for the viewers as well. Digital broadcasting offers multiplatform interactive features as subscribers can also link up with programme presenters via video, chat, voice and text.

3.3   Web 2.0

Internet technology is one of the most rapid in history. The popularity started in the 1990's with Web 1.0 on sites that allow people to passively receive information without contributing/participating on such platforms. This made it impossible for readers' views and opinions to be heard as it was basically the content creators' world. The need to include and involve the audience in communication via the web led to the creation of new version known as web 2.0 or second generation of web. Boyd and Ellison (2007) posit that web 2.0 is a read and write tool which allows for more social and intellectual participation from the audience. Unlike web 1.0, web 2.0 allows the readers to contribute, make comments, give feedback and create content on social networking sites. Voice, messaging, web browsing, social networking and the rapid development of software application are the hallmarks of Web 2.0. According to World Bank (2012), the deployment of the Web 2.0 in mobile devices has led to improvements in several sub sectors including agriculture, health, financial inclusion and education.

Thomson (2008:) avers that "Web 2.0 is the term used to describe a variety of web sites and applications that allow anyone to create and share online information or material they have created." Web 2.0 allows for creating and sharing of contents with other users all over the world as long as they have internet access The key elements or features of Web 2.0 that makes it unique from Web 1.0 are participation, collaboration and community. Web 2.0 allows individuals to communicate via the web, creating content, interact, share, participate, and collaborate in a way that wasn't possible before. With social networking sites like Facebook, Twitter, Myspace, Instagram, blogs,

etc. using web 2.0, these key elements are even made easier and possible.

Web 2.0 also known as the second generation of web was popularized at a conference in 2004. Web 2.0 is a World Wide Web technology that allows sharing of information, interaction and participation, building online communities, market place for buyers and sellers, collaboration and team work among virtual audience. Thomson (2008:1) explains that "Web 2.0 differs from other types of websites as it does not require any web design or publishing skills to participate, making it easy for people to create and publish or communicate their work to the world." Using web 2.0, content creators and readers can create and publish information without the need of a desktop publisher (O'Reilly, 2005). As of 2006, there were over one billion global users of web 2.0 applications.

3.4 Influence of these technologies on the Communication Imbalance

The mobile telephone as indexed by the smart phone has altered the way we communicate within a country and with people in countries around the world. The smartphone is a smart example of the emancipation perspective of the alternative communication model. The emancipation view partly emphasizes that one can use communication technology gadgets and devices to get liberated from the one-way flow of communication which is dominated by uppercrust individuals, organizations and countries to the detriment and neglect of most of developing countries. For instance if the BBC radio or television or even Radio Nigeria or the Nigerian Television Authority (NTA) refuses to cover your street and report it in the news, you could put your recording gadgets to use and replicate BBC's reportorial responsibility and relay the content to your audience. Of course, such an endeavour will require you to undergo some training. According to the alternative communication enthusiasts, going this way promotes participation, cultural autonomy, self-help and frees one from the umbalanced global communication flow. It also shifts the power centres of communication from these big organizations and encourage interaction at the local, grassroots level.

The smartphone is a device that is loaded with the alternative communication potential. It has led to the emergence of citizen journalism practice in which individuals play active and dynamic role in the collection and dissemination of information which had hitherto not been possible. Training of "practitioners" is limited and analysis of news is often unprofessional but it is on record that due to the availability of this technology, citizen reporters are at vantage position to break the news faster than the traditional media. It covers substantially the gap left by the "big

media" which is noted for its one way flow. The medium used by citizen journalists mostly has always been the internet. Many refer to this as online journalism of the amateurish genre.

While the smarphone has greatly enhanced the democratization of communication, some observers think that citizen journalism behaviour is inimical in some respects. First is that the advantage of the smartphone as a communication leveler is counterbalanced by the lack of objectivity that characterized their "news" and "reports." Ethical principles are always a big issue in citizen journalism and many observers have said that it is insane to ever expect that a typical report will consider all sides to a story before it is published. Other principles of accountability, fairness and the like also face the same issues.

With the Web 2.0, the matter becomes critical. The New media technologies, such as social networking and media-sharing websites and the increasing use of smartphones, have made the contents of citizen journalists more accessible to people the world over. Contents from untrained persons have resulted in the emergence of incidents that have shaped the world in the recent times. The Arab Spring, Occupy Lagos, Occupy Wall Street, Euromaidan, Ukranian Civil War and others are events that have led to the socio-economic and political restructuring in the world.

The use of the smartphone has led to the transmission of local content in the direction of the communication overlords, leading to a substantial reduction in the imbalance. Nigeria has been at a vantage position when compared to other countries of the developing world. Nigeria's movie industry – *Nollywood* – has succeeded in producing content of immense magnitude which is transmitted to the whole world. The industry is rated biggest only after India's industry – The *Bollywood* – especially in terms of the sheer number of movies produced.

The story does not end there, though. Web 2.0 and the use of smartphone have some downside to them. The issue of unverified news is part of this downside. Several self-style bloggers and online journalists who know next to nothing about the ethics of the profession are having a field day, and control either by government or professional associations is almost completely impossible. The advent of online journalism has brought about irresponsible journalism where persons believe they can write anything and get away with it. The emergence of web 2.0 as a media outlet has helped in the promotion of hate speeches many of which are during elections. Just as in the era of the nationalists, online journalism is now used as a tool in the hands of those who feel the need to propagate their political interests. Besides these, rising costs, restricted access to broadband, electricity shortage and so forth are

problems that still face users of the Web 2.0 technology especially on mobile applications.

Developing countries still face several challenges with regard to digital broadcasting thereby making it very challenging to reduce the imbalance in communication flow. A pretest was no doubt carried out in Jos in the April of 2016, but that remained just a test. The fact is that digital broadcasting has not really taken off. According to Ihechu and Uchae (2012), financial and technical challenges abound, which make the switch over difficult. The technical challenges are in two ways – broadcasters and broadcast audience. The broadcasters are faced with the reality of expensive, new and sophisticated equipment which require significant amount of training while the audience or the end user must have a good idea of the content of the manual before they can begin to use the product. Besides the manpower and knowledge-gap issues, developing countries still grapple with the problem of inadequate electricity supply. For the digital broadcasting subsector to fully tackle the imbalance in communication, these challenges should be looked into. Furthermore, governments in developing countries should know that they must develop their industrial base where the fabrication of the relevant technological equipment can be carried out.

4.0   CONCLUSION

Digital broadcasting, mobile telephony and web 2.0 are increasing popular in Nigeria and several other developing countries. According to the *The Guardian* (Lagos), in its online edition of January 11, 2017, Nigeria is home to 92 million Internet subscribers and has 109 per cent *teledensity* mark. Out of the 92 million, Lagos State ranks highest with nearly 13 million while Yobe ranks lowest with some 700,000 subscribers. The bulk of internet subscribers, about 35 per cent, are concentrated in the Southwest of the country while the remaining five geopolitical zones share the remaining 65 per cent. The advancement in these communication technologies has transformed nearly all aspects of life in Nigeria. More importantly, they have helped significantly in reducing the imbalance that characterized the global communication flow. However, the bulk of the equipment needed is imported, which implies that the imbalance is still outstanding. The recommendation is that governments in the development should endeavour to create the needed industrial base to manufacture this equipment. If this can be done, the expectation is that the imbalance will be a thing of the past.

5.0   SUMMARY

This unit discussed current trends in communication technologies zeroing on three that are immensely popular in Nigeria namely Mobile/Smartphone, Digital Broadcasting and Web 2.0. These technologies have impacted on Nigeria and other developing countries

tremendously in nearly all aspects of life. One of the most significant contributions is that they have helped in reducing the imbalance in the global communication technology ownership and administration between the developing and developed countries. This reduction has however resulted in side some effects which are made manifest most in Web 2.0.

6.0   TUTOR-MARKED ASSIGNMENT

1. List and describe three examples of current trends in communication technologies in Nigeria.
2. How have the listed communication technologies helped in minimizing the imbalance that exists between the advanced and developing countries?
3. Ascertain with a short discussion if the listed technologies have really succeeded in minimizing the imbalance in communication flow.

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