**NEW WORLD INFORMATIONA & COMMUNICATION OERDER**

**Overview of the Topic:**

NWICO term was coined in a debate over media representations of the 3rd world world in United Nations Education, Scientific and Cultural Organization (UNESCO) in the late 1970s and early 1980s. The term was widely used by the MacBride Commission, a UNESCO panel chaired by Nobel Peace Prize winner, Sean MacBride, which was charged with creation of a set of recommendations to make global media representation more equitable. The MacBride Commission produced a report titled Many Voices, One World, which outlined the main philosophical points of the New World Information Communication Order.

**Background**

Cold war divided the world into **East and West blocks**, this have created a significance problem specially those who are not part of any block called third world countries.

The concept of third world was presented by French Economic **Alfred Sauvy** which wad product of cold war.

They belong from Africa, Asia, Arab world and some part of Latin America. These countries are dozens in numbers that were remaining out of these two blocks.

* They feel problem of identification
* Social cultural development
* political development issue.
* Economic development

Third world countries which are not part of these blocks were joined in **NAM (Non aligned Movement in: 1961)** which was the forum of third world countries that are not formally aligned or against any major power block.

NAM purpose to ensure the National independence, Sovereignty, Territorial integrity and security, of non aligned countries: against imperialism, neo colonization, domination of develop countries.

In 1973 these countries shared all the above issues at UNESCO **(United Nations educational scientific cultural organization)** forum and demand for News information world order.

The news information world order advocated equal share in the flow of global information by all the countries.

The leading Figure of this order was **MR. MUSTAFA MASMUDI** (a Tunisian secretary of information) which was later become member of MacBride Commission.

Thus, report known as MacBride commission report under UNESCO.

**Major demands/ complaints of this reports from third world countries:**

* **Quantitative imbalance of news**

The international information system perpetuated inequality in development. And info only fulfils the needs of North (Develop countries) and disseminated towards south (3rd world).

About 80% of the world news come from major international news agencies

The develop countries neither take news from the news agencies of third world nor do they like to publish news of these countries in their media.

* **Media hegemony**

Information rich countries were in a position to dictate terms to the information poor, thus they creating a structure of dependency with widespread Eco. Pol. Culture and Social ramification for the poor societies.

Since no competition from the third world, they sell their lack of information to the developing countries.

Current events of the 3rd world are filtered, cut, slanted and distorted.

Mostly they portraying only those news stories which are relating to strikes, crises, street demonstration etc.

If third world countries are presented, it does so in a special supplement for which heavy payments are charged.

* **Alienating influence in economic, social and cultural sphere**

Apart from domination and manipulation, the west is influencing the 3rd world economy, culture and social sphere.

Because they have very strong infra structure in communication comparatively to the third world. Vertical flow was dominated by the west system due to developed nations.

Information was treated by media as commodity and subjected to the rules of market.

They have well structured media corporations.

They have well structured governments

* **Suited message to the develop world**

At the time of decision making, formulating of opinion, important news is deliberately neglected in the media.

The entire information and communication order propped up international inequality.

* **Survival of the colonial era**

This global domination in the free flow of information enshrines a form of political, economic and cultural colonialism of the west in the third world countries.

It is right to say that army of America is not fighting but it is their media that defeats the enemy (Example of Iraq, Afghanistan).

**MacBride Commission Report:**

These demands were emerged from a series of meeting of NAM.

Two countries played important role in NWICO Algiers, in 1973 and Tunisia 1976. As a result, in 1977, international commission for the study of communication problem was set up in **19th** General session of **UNESCO in Nairobi**.

This commission was known as **MacBride Commission** which was submitted its final report to UNESCO in 1980.

Commission had **16 members**; Sean MacBride was a Chairman.

It was the document which for the first time, brought information and communication related issues on the global agenda.

Commission published its report with the name of **“Many voices and one world”**

Which was released in 1982, made **82 recommendations** calling for a free flow and wider dissemination of information.

**What was the chief task of that commission?**

To analyse communication problem in their aspects, within the respective of the establishment of a new international economic order and the measure to be taken to foster the institution of the new world information order.

For that purpose, world survey was conducted to make a report, hundreds of publications were generated.

**UNESCO Debate On the issue:**

In 1980, UNESCO initiated a general conference in Nairobi to discuss the issue of information in the context of confrontation between the developed and under developed countries.

UNESCO adopted a resolution in its 21st session in General conference in Belgrade n1980 on the issue of news world information order.

**The General conference considers that**

This new world information and communication order could be based, among other considerations on:

* 1. elimination of the imbalances and inequalities which characterize the present situation;
  2. elimination of the negative effects of certain monopolies, public or private, and excessive concentrations;
  3. removal of the internal and external obstacles to a free flow and wider and better-balanced dissemination of information and ideas;
  4. plurality of sources and channels of information;
  5. freedom of the press and information;
  6. the freedom of journalists and all professionals in the communication media, a freedom inseparable from responsibility;
  7. 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 infrastructures and by making their information and communication media suitable to their needs and aspirations;
  8. the sincere will of developed countries to help them attain these objectives;
  9. 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;
  10. respect for the right of all peoples to participate in international exchanges of information on the basis of equality, justice and mutual benefit;
  11. 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:

**Major parts of the report presented by MacBride Commission**

1. **Theoretical foundations:**

First part related to communication and society which covers theoretical foundations.

1. **Communication Today**

What communication means are available, what are participants, who controlled the technology, who make the contents.

1. **Problems and issues of communication concerns**

What are flaws in communication, Democratization of communication, public opinion manipulation.

1. **The institutional and professional’s framework**

What are communication policies, what are material resources, codes and ethics of communication, what are responsibilities of journalism.

1. **Conclusion and recommendations**

Total 82 recommendations were included some of are presented above.

***Galtung & Ruge’s finding on what constitutes international “news”***

* **Frequency**

Events with a relatively short time span are more likely to be seen as news than events that take weeks or month to unfold.

* **Elite nations /Elite persons**

Elite persons seen to be more newsworthy than non elite people and nations. Developing nations were force to watch them. News relating to them were very significant for develop countries

* **Culturally significant areas**

Culturally meaning full areas are considered as significant in develop countries. Like women issues considered significant as compared to developing countries.

* **Scale and intensity**

The larger the scale of an events, the more likely it will be considered news.

**Opposition to NWICO**

*How western media view this report*

Soviet inspired declaration

3rd world controlling media under state regulation

Against western liberal values

East west rivalry (context of cold war)

3rd world countries eradicate media freedom by saying under media imperialism, natural sovereignty.

Western media only reporting reality of life of 3rd world countries.

A threat to freedom of press (What to report what not to report)

A threat to commercial interest of western media organization.

**Some questions regarding this order**

Is new order being workable in the current scenario?

Is NWICO was helpful in the development of the developing countries?

What is the current situation of media in Pakistan and other developing countries?