

“News Agencies As Agents Of Globalization”

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ABSTRACT:-This study looks at news agencies as agents of globalization, the negative consequences of globalization to the developing countries. The work of international news agencies as agents of globalization, news coverage of these agencies, how the news agencies sell news to world, regional, national news agencies, it also accessed why the news of developed countries are preferred because of their high technology of news production, and vibrant journalists that go to any length in the world in search of the most latest news. Most of their news about third world countries is negative; they portrayed the third world news as countries affected by war, diseases, corruption, hunger, instability etc. The clients of the news agencies are the media, financial corporations, and political institutions. Media clients are the newspapers, radio, and television broadcasters (terrestrial, cable, satellite).The imbalances in the news flow that lead to the establishment of more news agencies and formation of New World Information and Communication Order (NWICO).However, the news agencies dominate the media around the world.

Key words: *news, news agency, globalization, media and information*

I. INTRODUCTION

News agencies news is considered wholesale resource material something that has to be worked upon, smelted, reconfigured, for conversion into news report that are suitable for consumption by ordinary readers and viewers. News agencies have been major players of the globalization process. The global news agencies are organizations which main aim is to sell news throughout the world for the benefit of retail media (newspapers, broadcasters, online suppliers) and other outlets (business, finance institutions, government, private individuals). The leading agencies of the 1990s are involved in the services of both print news to newspapers and audiovisual news (Associate Press Television and Reuters Television) to broadcasters, because the importance of television news, and of the agencies as suppliers of it, Boyd-Barret (1998).

Mcquail (2009) states that most of the issues surrounding global mass communication have direct or indirect connection to the thesis of cultural imperialism or more limited notion of media imperialism, both concepts imply a deliberate attempt to dominate, invade or subvert the culture space of others and suggest a degree of coercion in the relationship. It is certainly a very unequal relationship in terms of power. It also implies some kind of overall culturalideological pattern in what is transmitted, which has often been interpreted in terms of western value especially those of individualism, secularism, and materialism.

Globalization is becoming an inescapable process; it confers certain benefits and imposes certain costs on all who embrace it. All countries of the world are affected by globalization through several channels: international migration, diffusion of technology, etc. The world today has become interconnected, as countries in the world now get to know about each other cultures, believers, etc. This is simply the concept of globalization. According to Cohen (2000), globalization is a process that has to major aspects: the broadcasting and deepening of interactions and interdependence among societies and states, throughout the globe. Cohn further argued that, regarding broadcasting, globalization extends linkages geographically to encompass virtually all major cities and states. Thus events and policies adopted in one part of the world are likely to have major impact on other countries in regards to deepening; globalization involves a marked increase in the frequencies and intensity of interaction and interdependence among societies and state.

II. OBJECTIVES OF THE STUDY

The objectives of this work are:

- To identify the concept of news and globalization
- To examine the work of the International News Agencies as agents of globalization.
- Find out the flow of news of these agencies
- What leads to the formation of New World Information and Communication Order NWICO?

III. THEORETICAL EXPLANATION

This research is anchored on development media theory. The theory was propounded by a group of African experts with the aim of channeling communication to development needs in the Third World countries. This group of experts was the International Commission constituted by UNESCO to study the communication problems of the Third World countries. The commission was headed by Sean MacBride and they started work by December 1977 MacBride, (1980).

Development media theory rests on the premise that the media should be at the fore-front of development. In the development of rural communities, the traditional media are to be used to communicate with the people and mobilize them for developmental projects. Sometimes the traditional media are used to highlight effort being made by neighboring communities in building schools, health centers, civil-centre's, road and other self-help projects, to spore such community members to actions. McQuil (1987: 119) and Nwosu (2004:77) listed the following major tenets of development theory as follows.

- Media must accept and carry out positive development task in line with national established policy.
- Freedom of the media should be open to economic priorities and development need of the society.
- Media should give priority in their content to national cultural and languages.
- Media should give priority in news and information to link with others countries which are close geographically, culturally, and politically.
- Journalists and other media workers have responsibilities as well as freedoms in their information gathering and dissemination task.
- In the interest of development ends, the state has a right to intervene in or restrict media operations, and devices of censorship, subsidy and direct control can be justified. Baranand Davis (2007: 121). Described development media theory as a normative theory which calls for government and media to work in partners to ensure that media assist in planned beneficial development of the country.

They insist that journalist should rather assistance in rural communities, since they are people-oriented and culture-based. For the mass media of the developing countries to play their proper roles in preserving the cultural identity of their nations and to curtail the threat from foreign media, they must be guided by well-articulated principles. That is the essence of national communication policies. Formulation of communication policies must however, be based on an analysis of the extent to communication and mass media system in any given country, articulates the basic social values.

IV. CONCEPT OF NEWS

Oliver Boyd et al (1998) define news as a process that lies at the heart of modern capitalism and which also illuminates process of globalization which modern news represent the reformulation of information as a commodity gathered and distributed for:

- Purpose of political communication
- Trade, and pleasure, and directed in
- Its generic form by technology for example (telegraph), scientism (for example the belief in the value of facts).
- Development of mass media markets.

Mcquail (2009) define news as the main form in which current information about public events is carried by media of all kinds. There is a great diversity of types and formats as well as cross cultural differences, but defining characteristics are generally held to be timeless, relevance and reliable (true value). The news form provide indications and of types of content. Significance is mainly indicated by the sequencing of content and by the relative amount of space or time allocated.

According to what the Glasgow media group (1980) called viewers maxims it will be understood that first appearing items in television news are most important and that generally, items receiving more time are also more important. Television news bulletins are also generally constructed with a view to arousing initial interest by highlighting some event, maintaining interest through diversity and human interest, holding back some vital information to the end (sports results, and weather forecast), then sending the viewers away at the close with a light touch. The Glasgow media group argued that the hidden purpose or effects of this is to reinforce a primary framework of normality and control and a view of the world that is essentially ideological. The world is naturalized.

Darnton (1975) argues that our conception of news result from ancient ways of telling stories. News accounts with principal and minor actors, connected sequence, heroes and villains, a beginning, middle turns and a reliance on familiar plots.

Bell (1991) reminds us that news cannot follow normal narrative because news structure requires an abstract of the story which reflects the varying news values of actors and events. Fragments of information are reassembled by journalists in news worthy rather than chronological order.

V. CONCEPT OF GLOBALIZATION

Kanter and Pittinsky, cited in Okpaga (2003) sees the concept of globalization from an economic perspective. They described globalization as the process through which the nations in the globe and their economics are increasingly integrated as a function of rising cross border economic activities. Cross border exchanges, according to them is the material transfer of people and materials and nearly instantaneous communication, which often made possible by the emerging communication technology. Going by these definitions, one could say that globalization is the process of transferring and exchanging certain economic structures identities and practices among the nations of the world. This implies that country A can exchange economic practices with country B.

Izuogu, in Nwosu and Soola (2007) describes globalization from a political perspective when he said that, it involves a world wide spread of ideological doctrine of liberal democracy. Thus, globalization involves the transfer or transformation of relationship between states that have well established liberal democratic institutions and those that are yet to reach that level. It equally involves the transformation of institutions, groups and universalization of some practices, identities and structures, which are kin to those of the advanced countries, the integration and interdependence of the entire global system, are made possible through the advances in technology.

VI. MEDIA GLOBALIZATION

Media globalization is a concept that is used to describe the extension of a particular medium to other countries. Workalemahu in Pecora, Osei-Hwere and Carsson (2008:84) note that if globalization is an engine, then the media, especially global media, is the fuel that keeps it going. Without mass media and modern information technology, globalization would be impossible. Thus one aspect of globalization is media globalization, which refers to the worldwide expansion of media production and distribution companies that trade on the emerging global market and is therefore, primarily the proliferation of a small number of media conglomerates.

Global media is the inventions of man. It includes television, radio, newspapers, etc. global media gives us information about different things like different kinds of animals, weather reports etc. It is a way to express a person's feelings. Global media gives us information about current affairs. It is basically a media that has been used to describe a certain portion of the media that is widely available and accessible to the general public. It is the means in which business owners, politicians, celebrities and other groups of individuals use in order to reach their desired audiences and bring success to their feet, be it money, popularity or any other reward in a tangible or intangible form. Whether it is in world of business, politics or entertainment, it is in a known fact that even the best key players in the industry are not spared from the continues stream of competitors flooding these various industries on a daily basis.

Global enables these business owners, politicians and entertainers to be par with their competitors are and prevent them from being wiped out from the face of the industry by these rivals.

VII. NEWS AGENCY

News agency is also called press agency, press association wire service are organizations that gathers writers and distributes news from around the nation or the world to newspapers, periodicals, radio and television broadcasters, government agencies, and other users. It does not generally publish news itself but supplies news to its subscribers, who by sharing cost; obtain services they could not otherwise afford. All the mass media depends upon the agencies for bulk of news, even including those few that have extensive news gathering resources of their own.

The news agencies have a variety of forms. In some large cities, newspapers, radio and television stations have joined forces to obtain routine coverage of news of about the policies, courts, government offices and the like-national agencies have extended the area of such coverage by gathering and distributing stock market quotations sports results, and election reports. A few agencies have extended their services to include worldwide news.

The service has grown to include news interpretation, special columns; news photographs audiotape recordings for radio broad cast and often videotape or motion picture film for television news report. Many agencies are cooperative and the trend in the direction since World War II. Under this form of organization, individual members provide news from their own circulation area to an agency pool for general use. In major news center's the national and worldwide agencies have their own reporters to cover important event, and they maintain offices to facilities distribution of their services.

In addition to general news agencies, several specialized services have developed. In the United States alone these number well over 100, including such major ones as science service, religious news service, Jewish telegraph agency and news election service. Specialized services in other countries include the Swiss *katholische internationale Presseagentur*, which reports news of special interest to Roman Catholics, and the star news agency of Pakistan, which supplies news in Muslim interest in English. Urdu, the major press associations in the United States have expanded their service to include entertainment features, and some feature syndicates provide straight news coverage as part of their service. The newspaper enterprise association distributes both news and features in the United States.

Despite the plethora of news printed and broadcast throughout the world each day comes from only a few major agencies, the three largest of which are the associated press in the United States, Reuters in Great Britain and Agence France-Press in France—only these and a few others have the financial resources to station experienced reporters in all areas of the world where news develops regularly (in order to ensure access to well organized transmission facilities) or to send them wherever news develops unexpectedly. These agencies are also equipped to distribute the service almost instantaneously. The World Agencies and with individual new media. Most of them purchase the news services of national or local agencies to supplement news gathered by their own staff representatives at a key point. Reuters like Agence-France Press supplies along with their domestic news reports. The American services more often contract to individual users abroad.

News agencies in communist countries have close ties to their national government. Each major communist country had its own national news service, and each news service was officially controlled by the minister of information. TASS the Soviet news agencies, was the principal source of world news for the Soviet Union and its allies, it also made Soviet Communist Party policy known to Communist states outside the Soviet sphere e.g. China. Yugoslavia had their own news services, which were controlled in similar fashion. China's Hsinhua, or new China news agency, was the largest remaining news agency in a Communist country by the late 20th century. Most other countries have two or more national news agencies. Some depend on a common service, such as the Arab News Agency which provides.

VIII. NEWS OF DEVELOPMENT

Because of early technological development, information about the world has come to be controlled by the International News Agencies of the West, namely: Reuters, Associated Press, United Press International, and Agence France Press. A part from these agencies having sophisticated communication equipment, they have the economic capability to field correspondents all over the world, paying them in foreign currency. So they become information brokers.

The international News Agencies also aired news about government plans and efforts to improve the standard of living of the population, appeals to citizens to adopt new ideas and ways of doing things; news of struggles for a better living and news of achievements to spur or inspire the citizens, and news of protest by the citizens in the event where government failed to better the lives of the citizenry. However, most news of the Third World countries are about wars, corruption, diseases, hunger, etc.

IX. CLASSIFICATION OF NEWS AGENCIES

There are news agencies that are universal in nature. They cover every part of the globe. They are such news agencies that carry out extensive world news coverage and distribute their news items to clients or subscribers all over the world. The world news agencies can either be profit oriented or nonprofit oriented. The World News agencies can be classified as follows;

1. World news agencies
2. Regional news agencies
3. National news agencies

X. WORLD NEWS AGENCIES

- A. Associated Press (AP) it is the United States of America established in 1848.
- B. Reuter News Agency is in Britain it was founded in 1851
- C. Agence France press established in 1835
- D. United Press International 1909
- E. United Press International 1909
- F. Inter Press Service 1964

XI. REGIONAL NEWS AGENCIES

- Pan African news agency 1967
- Middle east news agency 1950
- Caribbean news agency 1976

XII. NATIONAL NEWS AGENCIES

- A. Ghana news agency
- B. Sierra Leone news agency
- C. South Africa Press Association
- D. News Agency of Nigeria and so on.

XIII. THE ROLE OF THE WORLD NEWS AGENCIES AS AGENTS OF GLOBALIZATION

The basic function of news agencies is to deliver up-to-date, impartial and well written news. This requires continuous revision of stories and additional aim is to keep intact as much of each original story as possible, so that material already set in type may be retained. The result is that a basic story will be revised many times in bits ranging from an inserted phrase to a few paragraphs.

Generally, only the timeless features and insignificant sidebars are moved in single neat packages that stand for an entire transmission cycle. The stories revised several times in order to correct errors, add the latest information and improve emphasis, readability and brightness. News agency has its own sources of news including its separate reporting section and foreign based correspondents. A separate news room performs the selection and editing process under the supervision of desk in charge and shift charge. News agency writers and editors usually work under time pressure. News agencies have main trunk distribution circuits running across the country. In the present situation, where electronic media is on top the news agency and electronic media is also increasing their reporters but for the international news they are relying on news agencies.

Foreign and local news agencies are increasing their sources and appointing professionals to explore the world of news. News agencies can be corporation that sells news (e.g. Press Association Thomson Reuters, United Press for India (UPI)). Other agencies work cooperatively with large media companies, generating their news centrally and sharing local news stories. The major news agencies may choose to pick up and redistribution (i.e. Associated Press, Agence France Presse (AFP), Commercial newswire services charge businesses distribute their news (e.g. Business wire, the Hugin group, market wire, PR news wire, and ABN news wire).

Government may also control news agencies: Example in China, (Xinhua), Canada, Russia ITAR-TASS and other countries also have government funded news agencies which also use information from other agencies well. The major news agencies prepare hard news stories and feature articles that can be used by other news organization with little or no modification, and the sell them to other news organization in bulk electronically through wire service originally they use telegraph; today they frequently use the internet). Corporations, individual's analysts and intelligence agencies may subscribe. Internet-based alternative news agencies as a component of larger alternative media emphasize a non-corporate view that is independent of pressure of corporate media and government generated news and release.

XIV. REASONS FOR THE ESTABLISHMENT OF MORE NEWS AGENCIES AND NEW WORLD INFORMATION AND COMMUNICATION ORDER

The reasons behind the establishment of more news agencies were setting role structure our perception of the society. The media scholars have observed define and construct reality by their ability to direct our attention to certain issues and shape our opinion about them. They provide us with frames that structure our perceptual reality within which; we develop our opinions about issues around us.

The mass media provide the instrument for opinion formation sustenance and change through its capacity to transmit information from people to government from government to people. In their interpretative and analytical capacities the media help to direct the mind of the audience on how to think about issues and events, thus influencing both national and international opinions.

The fact that the media audience does not operate in a vacuum, but within the intricate web of political, psychological and socio-economic variables suggests that for Nigeria media to play significant role in the creation of new world order, the new international order of significant economic, political, psychological and sociological importance, Uche (1999).

XV. RECOMMENDATIONS

Despite the advantages of globalization, there is also negative influence inherent in it.

a. Media and Cultural Imperialism: This is the invasion of an indigenous people's culture by the powerful countries through the mass media. The western nations, which are developed virtually in all aspects including media technology, spread their culture throughout the globe and the developing countries that are always at the experience of their indigenous culture.

b. World Wide Democracy: Globalization may lead to worldwide democracy. The democratic structures and principles of the more advanced nations may end up dominating the entire world. According to Coln (2000:360), many liberals believed that globalization is helping to promote stable democratic government

throughout the world. However, democracy is characterized by violence, loss of lives, corruption and rigging in most third world countries, because of poverty, politicians making themselves rich, and lack of knowledge by those who collected money from politicians and elected the wrong people to represent them.

c. **Erosion of National Sovereignty:-** The advance nations of the world, through their multinational corporations greatly expand their control over the international flow of information. As a result, much of the world may become even more dependent on the Western nations. In this situation, the interdependence that exists among nations has led to a situation whereby governments of the Third World countries are no longer able to protect their sovereign power from the effects of economic policies occasioned by political authorities or by private actors located abroad.

XVI. CONCLUSION

The Western countries are technologically developed in television and motion programmes. Their news dominates the media around the world which in turn affect the culture of the developing nations. We have also seen that globalization have being creative and destructive it has affected all aspects of our lives. Globalization has posed challenge to the developing countries that are technologically backward.

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