

Journalism and Globalisation in a fragmenting world

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Human Welfare Conference

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Agenda

- Globalisation
- Why Journalism matters
- What's happening to journalism
- Contradictory pressures

Globalisation and its discontents

A more interconnected world

- Environment
- Trade & travel
- Conflicts
- Migration/ Refugees
- Communication flows

Prompts a series of reactions

- Anti consumerism
- Protectionism
- Anti- globalisation
- Anti-capitalism
- Closing borders
- Communications constraints

Why journalism matters

- Making sense of increased complexity
- Holding power to account
- New media matter but less than the old*

	UK News	News about the world
TV	67%	68%
Radio	8%	6%
Newspapers	13%	11%
Online	4%	6%

*Source – Ofcom figures for main source of news

What's happening to communications and journalism?

Communications

- Communications are globalising
- Technology facilitates information transfer
- Technology is also used to limit access to information

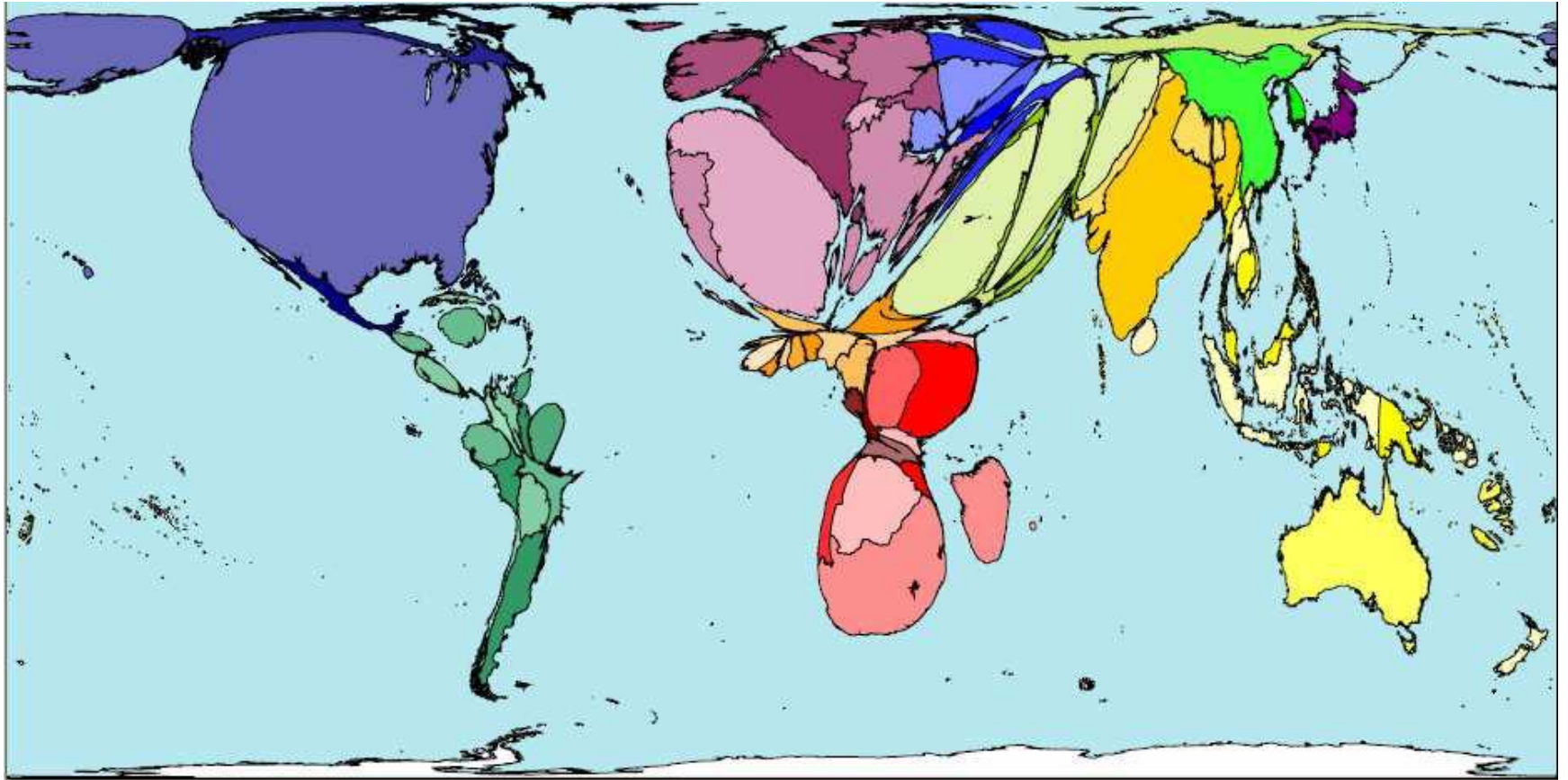
Journalism

- Journalism depends on scale and impact
- But much of it is localising & fragmenting
- Ebb and flow of international communication

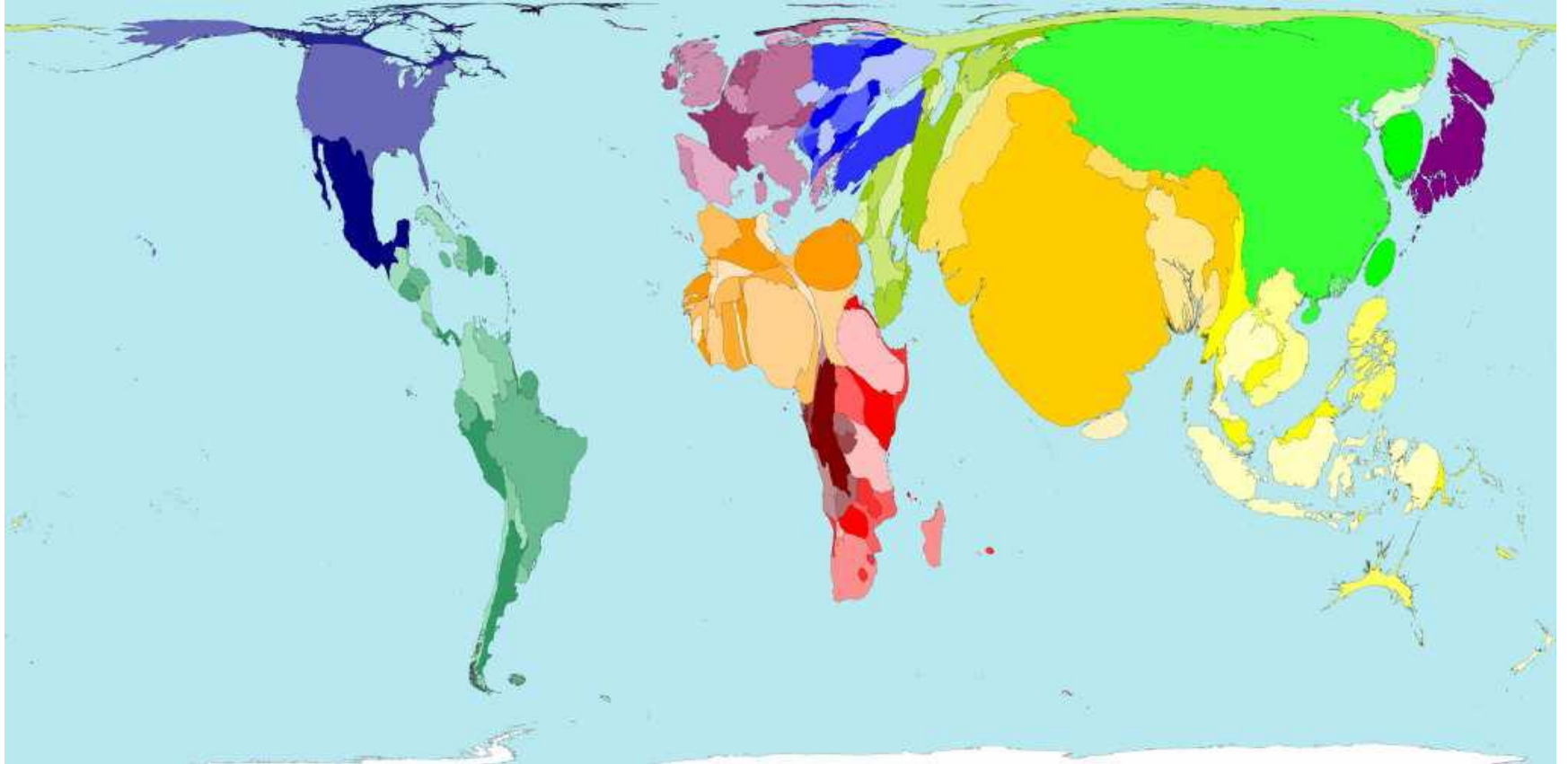
UK International TV factual coverage

- UK TV
 - Reduction in programmes on mainstream channels
 - Move to digital
 - Skewing of subject matter in factual TV
 - ‘Most programmes are about the US and Europe. The US is largely crime, Europe travel or property. Africa is small and almost entirely about wildlife; South America just about invisible’

Picture of the World reflected by mainstream UK TV factual programmes



World by population



US trends - foreign coverage first casualty of declining revenues

- US foreign newspaper correspondents down 30 percent from 2002 - 2006.
- In 2008 two thirds of news executives asked said their papers cut foreign coverage in the previous three years.
- Foreign Bureaux closing
 - *The Philadelphia Inquirer, The Baltimore Sun, and The Boston Globe closed all foreign bureaus.*
 - CBS, down to 6 foreign bureaux from 26

Source: Paul Starr, Goodbye to the Age of Newspapers. New Republic, March 2009

Contradictory pressures

(1) International Satellite TV

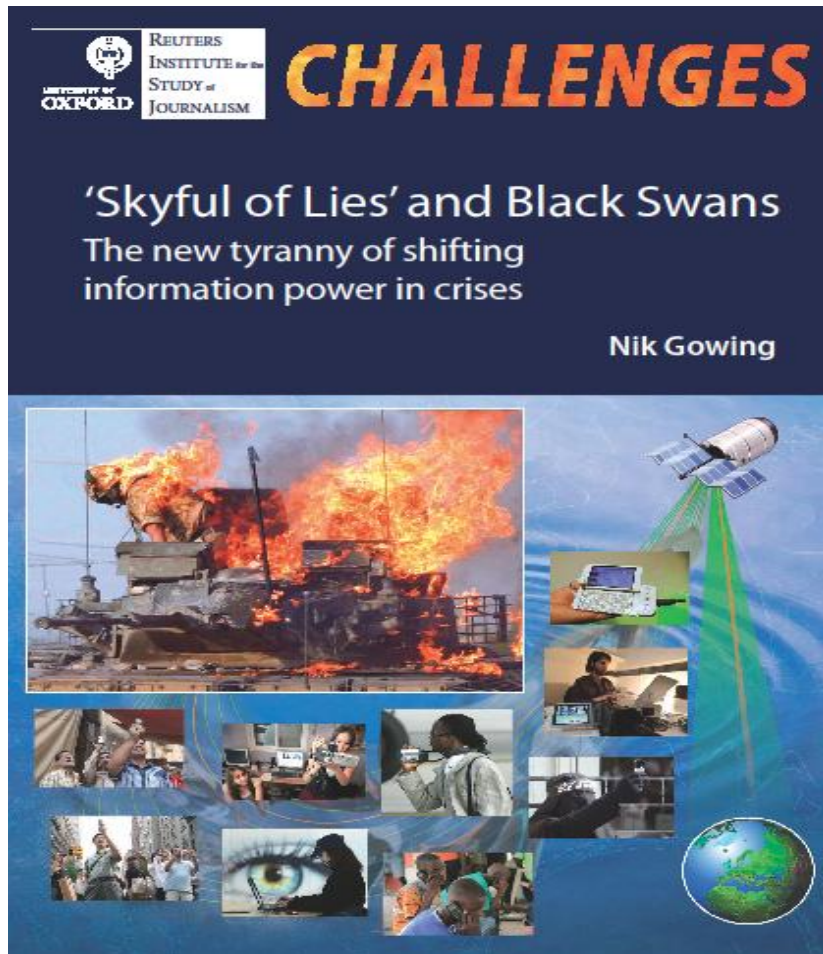
- Cross frontier TV offers a way to escape conventional media controls
- Opportunity for anti-hegemonic channels
- But reliance on states and sponsors can skew agendas
- And increase polarisation of world views

Contradictory pressures

(2) Citizen media more important

- Blogging & citizen journalists
 - Opening up access to information
 - Increasing coverage
- Having a disruptive impact on states and decision makers
- But instant information is not always reliable

The perils of instant information



- British Warrior Tank under fire in Basra, Iraq on 19th September 2005

Conclusion

- Paradox of more interconnected world
- Where mainstream media are reporting less
- Other sources offer an alternative, but
 - Impact can be limited
 - Can polarise rather than unite
- Human Welfare
 - yet to benefit fully from technology
 - mixed record to date
- Policy solutions needed to improve situation

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