

Fifth Edition



GLOBAL JOURNALISM

Topical Issues and Media Systems

Edited by
ARNOLD S. DE BEER

Preface by
JOHN C. MERRILL

FIFTH EDITION.

Global Journalism

Topical Issues and Media Systems

Edited by

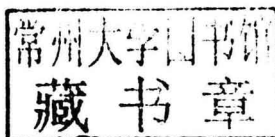
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What's New to This Edition

Global Journalism has established itself over a quarter of a century as a trusted authority on international media. The new edition carries that reputation further into the twenty-first century for a new generation of journalism and media scholars, students, and media professionals. Specifically, the book

- ① Highlights the continuing changes in global media over the past decade, featuring developments in the field of media technology, portraying the ever-changing role of international journalism. Topics covered include the impact of blog and iPod journalism; e-mail and Web sites from the Middle East to the Far East and in-between, and the legal impediments involved therein.
- ② Incorporates new discussions and examples showing how physical, cultural, and economic barriers impede media development and explores how countries work to overcome barriers caused by repressive governments and the challenges of globalization.
- ③ Covers the major philosophical, problematic, and controversial issues of global journalism and presents informed discussions on how it is practiced around the world by today's global journalists and media organizations.
- ④ Features the work of 25 national and internationally published authors, including some of the world's foremost scholars in specialized areas of research.
- ⑤ Discusses and presents a case study regarding the ethics of how journalists and the media deal with news in a diverse, multicultural, and globalized world.
- ⑥ Examines the issue of news presentation and the "skewing" of foreign news through "double misreading" when "tourist journalists" fall prey to the manipulation of spin doctors.
- ⑦ Explores new developments in different media system across the globe, from emerging media markets in the East, and South East, to the way media and politics intersect in Latin America and Africa's developing democracies.



PREFACE

Finding Perspective in an Ever-Changing Global Media World

We live in an exciting world of ongoing communication and media transformation. The world of the twenty-first century is hurrying along at a rapid pace, and so is journalism. This is even more the case with global journalism. Not only did September 11, 2001 change the way we look at international affairs, but it also influenced the way we perceive the media that bring us news and opinions about peoples and countries far and wide. More and better educated global journalists are needed to communicate and make sense of a perplexing array of news events that fill the 24-hour news cycle, from continuing political upheaval in the Middle East, Iraq, Serbia and Kosovo, and Zimbabwe to the changes brought about by globalization in the media and other spheres.

Modern communication and media innovations bring the world to us in ever increasing, more technologically sophisticated ways. In the process, the age-old dictum that the media brings the news to its audience is also falling more and more by the wayside. The audience itself is now also producing, or at least repeating, information on a wide scale through e-mail, SMS, and Web sites such as Facebook and MySpace and even contributing their own input into news channels such as CNN, with cell phone pictures and videos, as was evident during the 2008 earthquakes in China. In the process the traditional and not so traditional media, such as online newspapers and 24-hour international news services, invite the public to become part of the global news process. The student who had his cell-phone recordings of the massacre at Virginia State University in 2007 beamed and published around the world was but yet another startling example of so-called digital citizen journalism.

However, it is not only a case of picking up a camera and start shooting international news events. We have to realize that we live in a world where clear, solid journalism is often drained away by communication pollution and information overflow. Propaganda, biased information, superficial journalism, vulgarizing streams of crime and sex, focus on celebrities *ad nauseum*, unbridled reputation-destroying stories, opinion camouflaged as fact, “spinning” assertions of expertise—all these, and more, tend to put global news populations into a kind of drug-like stupor. A media-created world of puzzling shadows distracts the eyes, and syncopated sounds of war and violence deafen the ears. The communication waters are polluted and not enough is being done to clean up the mess.

Governments and business leaders of the media far too often use journalism as an instrument for self-aggrandizement and skewed social direction. Responsible journalists, as the cleaning crews, are undermanned and seldom concerned enough about the mental and psychological damage caused by global media pollution. This is, indeed, a pessimistic picture and many readers will consider it unfairly negative, but one that needs to be addressed by communication literature.

Writers of the chapters that follow present both rays of hope and optimism that shine on some parts of the world and indicate how various media systems serve their audiences

rather well. Others describe the infrastructure of regional media systems that are challenged by serious impediments and restrictions. And still others see in revised theoretical media models and philosophies hope for a revitalization of international communication.

Since the early 1950s, I have been interested in global media and have studied it both up close and from a distance. Looking back, I realize that I have always been disappointed by three aspects of international journalism: the mind-dumbing emphasis on the sensational, the negative and the superficial; the tendency of media to escape from freedom into states of conformity, and the general unconcern of most media with raising the educational and intellectual standards of the public.

Just how serious the media problems are we really cannot know. But it does not take an abundance of sophisticated empirical research to show that, by and large, the media around the world are providing information and analysis unsatisfactory for human progress in the twenty-first century. Little doubt exists that a large part of the world's media is offering a titillating fare of entertainment and/or inviting their audiences to spend more money on goods and services necessary to lead a good and productive life.

Obviously, there is a counter side to this negative view. There are great media outlets around the world that strive to uphold high moral principles of responsibility and aspire to present only the best journalism. It is to this part of the media equation that this book speaks.

The editor of this fifth edition of *Global Journalism, Topical Issues and Media Systems*, Arnold de Beer, has consequently gathered an eminent group of writers who, because of their individual expertise and experience, provide valuable insights into and descriptions of the various media issues and systems around the world. The editor, who is from South Africa, is a scholar who looks beyond the Western perspective of journalism and is able to see the potential of media development in relatively unexplored territories. He has gathered contributors who are equally open-minded and cosmopolitan. The publishing of a book such as this is a daunting enterprise due to its vast and encompassing subject matter and the constant media flux throughout the world. It does, however, introduce the reader to the problems and general parameters of global journalism in one accessible volume, and it offers perspectives on a world of news that is more often in turmoil than in peace. As such, I hope that readers will find it a worthy contribution to global journalism literature.

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ABOUT THIS BOOK

Now in its fifth edition, *Global Journalism* aims to provide the reader with a broad overview of the major issues facing global journalism and to describe some of the main dimensions and trends that characterize international media systems, news, and related issues.

With the continuing changes taking place in the field of global journalism, we wanted more than simply a superficial revision, because that would have defeated the object of looking at the world stage of journalism from the perspective of the ever-changing present. Consequently, all chapters have been revised to address issues pertinent to the mass media world of today and tomorrow. A new chapter has been included on critical media philosophy, while some of the other chapters have been replaced with new content by both previous and new authors.

The book consists of three interlinking sections. In **Part 1: Global Journalism: Theoretical Perspectives**, two authors offer different perspectives on the issue of how to approach global journalism from a theoretical point of view.

John C. Merrill in **Chapter 1: Introduction to Global Western Journalism Theory**, by way of an introduction to the book, sets a foundational stage for a broad discussion of the world's journalism and media systems. The chapter departs from the traditional Western theoretical approach of government–media relationships, with its emphasis on responsibility and freedom. It discusses how the mission of global media systems, in terms of government–media relationships, relate to the practical aspects of journalism and how the various philosophical differences among national media systems are determined.

In the new **Chapter 2: Critical and non-Western Press Philosophies**, Herman Wasserman offers a different theoretical point of view on how we theorize about global journalism. He critiques the centrality of government–media relations as the primary defining feature of media systems and argues for a more complex, multileveled approach to global media systems. A critical view is offered, with the emphasis on the place of media in global power relations, and the cultural and economic dimensions of global media.

Part II: Challenges and Barriers to Global Journalism offers an overview of some of the main barriers and challenges that confront global journalism.

International news reporting is about the way news flows within countries and intercontinentally. In the updated **Chapter 3: Global and National News Agencies**, Terhi Rantanen and Oliver Boyd-Barrett review the activities of the major international and national news agencies and discuss how the agencies have responded to the challenges of new technological and other changes that have developed in recent years. The chapter concludes that news agencies were challenged, competitively and financially, by the arrival of the Internet in the 1990s and the early years of the twenty-first century. However, there are signs that many, if not most, news agencies are weathering the threats of the Internet. Most agencies have appropriately readjusted their business models and have learned not only to live successfully with the Internet and other modern electronic media, but to become leaders in Internet and technological convergence.

Chapter 4: Barriers to Media Development makes it clear that barriers to media freedom and development have arisen in surprisingly different forms around the world. Some media are independent, others government controlled. Some are technologically sophisticated, others rather primitive. Some are economically strong, others are on the edge of survival. Using recent examples for this strongly revised chapter, Paul Parsons and two new co-authors, Richard Landesberg and Glenn W Scott, identify six factors that serve as barriers to media development: Physical barriers such as geography; cultural barriers such as societal taboos; economic barriers such as poverty and an uneducated workforce; governmental barriers such as licensing or censorship; media barriers such as poorly trained journalists; and technological barriers that highlight the disparity between media-rich and media-poor nations. These six barriers account for the most observable differences among media systems in the world.

The concept of press freedom is a contentious one. Fundamentally, the issues are: freedom from what and freedom from whom? In the Western world historically, much of the attention has been on freedom from government control. Critics around the world challenge the Western media's—and particularly the American media's—commercial base, arguing that the media are dependent on powerful forces in society that greatly weaken their independence. In the entirely rewritten **Chapter 5: Freedom of the Press around the World**, Lee Becker and Tudor Vlad elaborate on these issues by tracing some of the historical discussions of press freedom. Their chapter also shows how press freedom is monitored by major agencies around the world. It ends with a discussion of challenges to press freedom, with particular focus on those challenges resulting from revolutionary changes in the ways journalism is practiced within the context of new communication technologies. The authors dedicate this chapter to a renowned international scholar, the late Robert L. Stevenson, who wrote this particular chapter in the previous editions.

How do journalists approach media ethical issues, and how do they deal with ethical issues relating to media in today's globalized world? Questions approached in the entirely rewritten **Chapter 6: Global Journalism Ethics** by new author Herman Wasserman include: "Is it possible to construct an ethical code for journalists around the globe; how should journalism ethics account for the plurality and diversity in a multi-cultural, globalized media environment; what challenges do new media technologies pose for journalism ethics?" In addressing these questions, this chapter offers global perspectives that are too often absent from scholarly debates of media ethics that take place in North America and Europe. A special case study is also included.

Technology and turmoil in various parts of the world meant an almost complete rewrite of **Chapter 7: Global Advertising and Public Relations** by Doug Newsom. Technology has shifted the balance of communication power from the origins of public relations and advertising messages to the recipients. Messages in blogs, e-mails, and Web sites are sources of unmediated messages that challenge critical thinking and organizational credibility. The chapter shows how turmoil—economic, political, religious, and social—has heightened the need to communicate, yet, in many places, complicated if not actually impaired the process.

Chapter 8: Continuing Media Controversies by Paul Grosswiler features a new section on the Internet; citizen journalism; Weblogs; and other forms of new communication technology, such as Global Voices Online and Hometown Baghdad. The

section on the World Summit on the Information Society has been expanded to include assessments by representatives of civil society groups and scholars since the WSIS concluded in 2005. Information on global media ownership has also been updated. The chapter retains its focus on renewed efforts to address global media controversies in the context of the New World Information Order movement in the 1970s and 1980s, including the rise of citizen advocacy groups in response to the intensifying problem of neo-liberal globalization of the traditional media and the Internet at the present time.

Mark Deuze in **Chapter 9: Global Journalism Education** analyzes and updates the changing field of journalism education to the present. Four main changes or challenges facing education programs in journalism worldwide are identified and discussed: increasing recognition and awareness of cultural diversity in society; the merging of entertainment and media industries, genres, and formats; the convergence of digital media technologies (multimedia); and the internationalization of media, journalism, and news flow. None of these trends have lost their relevance for the work and training of journalists, but several recent developments suggest that the complexity of today's media ecosystem has created a sense of urgency in the ways they are coalescing.

The important issue of who journalists are is taken up in the entirely rewritten **Chapter 10: Journalists: International Profiles** by new author Beate Josephi. In the age of blogging, the chapter attempts to define who is a journalist and what can be considered as the main characteristics of this amorphous group, generally called journalists, whether they work in "traditional" or "new" media. Based on new detailed data from four continents, it traces the trends with regard to gender, age, education, professional values, and aspects of the job.

In the revised **Chapter 11: Reporting Foreign Places**, Eric Louw unravels the problems associated with the reporting of foreign places. It discusses both the way in which "media reality" is sometimes deliberately skewed, such as when Anglo-American propaganda was fed to journalists in the Iraq War, as well as how on other occasions, the skewing of foreign news is derived organically from the limitations of journalistic storytelling, not the least in the case of the "missing weapons of mass destruction" in Iraq. The chapter examines the way in which present-day foreign news can be seen to produce a "double misreading," and the way in which "tourist journalism" can lend itself to manipulation by spin-doctors.

News is not what it used to be. Arnold de Beer argues in **Chapter 12: Global News** that the simplistic days are gone when journalism textbooks rattled off a list of "criteria" or "attributes" washing-line style, as though it would suffice understanding one of the most complex terms and issues in modern media. This revised chapter not only looks at the historical origins of news, but also shows its evolution to a modern-day information phenomenon that is often difficult to grasp, and even more difficult to describe sufficiently, not only in a scientific style, but also in a way that would make sense from an academic point of view in the "real world or news practice" presented by twenty-first century new media and new concepts about news.

A new author, Byron Scott, opens **Part III** of the book, **Global Journalism in the World's Regions**, with his analysis in **Chapter 13: Western Europe** of how the "old Europe" has become a world center of communications technology, media conglomerates, and accompanying accomplishments and threats to press freedom. Western Europe

includes some of the world's most respected journalistic institutions and is praised for a history of free expression. But censorship and such issues as immigration, terrorism, and national rivalries pose new challenges. The European Union's growing role in shaping policies and the European identity is emphasized. The chapter chronicles the slow retreat of Western Europe's traditional system of public broadcasters and state-subsidized newspapers. The current problems and prospects of 21 regional nations are reviewed.

In **Chapter 14: Eastern Europe, Eurasia, and Russia**, Allen Palmer shows how the development of mass communication has been turbulent and uneven in Eastern Europe, Eurasia, and Russia, especially over the last two decades. Much of the promise of the development of democracy has over the last number of years been sidetracked by the combined forces of tabloid sensationalization, as well as intimidation, violence, and low professional standards of journalists themselves. This strongly revised chapter tracks the continuing turmoil and progress of media development in the far-flung region. Of particular interest have been the media consolidation, privatization and disputations in Russia, where the intimidation and murder of journalists—at least a dozen in Russia since the early 2000s, including Anna Politkovskaya—has captured the attention of the world human rights community.

Chapter 15: The Middle East and North Africa by Orayb Aref Najjar has a new section on the importance of political blogging in the Arab world and on the response of various governments to this development. This chapter deals in particular with recent changes in media law in various Arab countries, as it is affected by the changes in the Internet environment and as a response to the rapid increase in the number of Internet users. The chapter also provides Web site information on the region's media in addition to an extensive bibliography.

As the euphoria of democratization in the 1990s waned, the African press has settled into the challenges of democratic consolidation. However, as Minabere Ibelema argues in **Chapter 16: Sub-Saharan Africa** the African press in general continues to thrive in an increasingly liberalized political environment, but that does not mean that African governments have completely shed their repressive past. More challenging for the press, however, is the reality of surviving in a highly competitive marketplace in which independent newspapers and broadcast stations have proliferated. This revised chapter with a new co-author, Tanja Bosch, shows the continent and its media at a different and challenging frontier by the end of the first decade of the twenty-first century.

Jiafei Yin, in the revised and extended **Chapter 17: Asia and the Pacific**, takes a specific holistic look at the historical development of the press across the Asian continent by emphasizing the common themes of the missionary press and the vernacular press for national independence. This path traveled still influences the news media in Asia today when they are often used as political tools in free or controlled societies. The chapter also explores the new driving forces behind the explosive growth of the press in China and India in contrast to some declining press trends in the West. However, it also points to the emergence of troubling signs in strong press environments, such as Japan and South Korea, where mass-circulating national dailies are fighting an increasingly tough battle against new media and free papers—just as in the West.

Chapter 18: Australasia revised by Stephen Quinn and new co-author John Tidey, highlights the major changes in media ownership and structures in Australia and New

Zealand. It details the significant impact of digital media on traditional media, and suggests ways in which media are evolving in each country.

With one of the authors returning from the fourth edition, **Chapter 19: Latin America** discusses the main themes and issues relating to journalism and media in the region. However, it is a newly written chapter by Rick Rockwell especially tracking more recent developments, such as media and free expression. Also new is the discussion of key events, such as the battle between the Venezuelan government and that country's broadcasters and the deployment of the Mexican army to guard newspapers from attacks by drug cartels. More theoretically, this chapter now also examines the resurgence of the state (in Venezuela, Ecuador, Argentina, and elsewhere) in an attempt to counter the growing power of the media.

The revised **Chapter 20: North America** by William Briggs examines the media environment of the two large North American democracies, Canada and the United States. The chapter demonstrates how the two nations, often perceived as identical, are actually quite different in their media as well as in many other characteristics. The chapter traces the historical media evolution in these two nations, setting the stage for the current legal and business climates. The chapter updates such topical issues as cross-border communication, convergence, multiple ownership of media, newspaper readership decline and the corresponding growth of the Internet and other new media technologies, media conglomeration, and the expansion of advertising and public relations.

The editor and authors hope that this new edition of *Global Journalism* will meet the expectations of readers who are interested in the role of global journalism in modern-day communication systems: in terms of a philosophical approach to this field; some of the major issues confronting global journalism; and the way media systems around the world work.

As editor, I wish to thank each and every one of the contributors for bringing their knowledge, expertise, but also their time and energy, to this project. Some have gone through extremely difficult times in the preparation of their chapters, be it in health or otherwise. All have done much more than an editor could reasonably expect for a book of this kind. All have produced sterling work. Without their goodwill, endurance, and patience, this book would not have come about. A word of thanks is also due to all the main authors for their input into this introduction.

However, this edition was also made possible by those colleagues who have worked on all the previous editions, from the first to the fourth when I took over as co-editor with Prof John Merrill. In this connection I especially want to thank the authors who contributed to the fourth edition and who were not involved with the fifth edition, but whose work help made it possible for the fifth edition authors to move ahead: the late Robert L. Stevenson; also Dean Kruckenberg; Katerina Tsetsura; David H. Weaver; Lianne Fridriksson; Catherine Cassara, Gregg Payne, Peter Gross; Mitchell Land, Lyombe Eko; Elanie Steyn and Donn Tilson. I would also like to thank and acknowledge the authors who contributed to past editions of *Global Journalism*.

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encountered hassles on the road to receiving all copy against shifting deadlines. I am also especially grateful to Rebecca Dunn and her team at Emilcomp in Italy for taking such good care of the copy editing and composition. My thanks also goes to Karen Mason, the production editor at Pearson/Allyn & Bacon; as well as to Christine Wilson for compiling the index, a valuable addition to this edition of *Global Journalism*. It says something about the process of globalization and Internet connectivity to have had this book produced with authors and production staff spread over four continents.

Most, if not all, of the authors got involved in this project through the stature and the academic acumen that Professor John C. Merrill has brought to this book, which he edited from the first to the third edition, when he got me on board as co-editor for the fourth edition. This was a singular honor for me. I trust that he will not be disappointed in this edition, and I thank him for writing the preface and introductory chapter. To my mind, John Merrill is the embodiment of being a *Mensch*, a true scholar and a role model. As an academic he has always pushed against complacent conformity, and he ever strives to set the highest standards possible. We can all learn from him.

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CONTENTS

Preface	xv
About This Book	xvii

PART ONE Global Journalism: Theoretical Perspectives 1

1 INTRODUCTION TO GLOBAL WESTERN JOURNALISM THEORY 3 *JOHN C. MERRILL*

The Machiavellian Pull and a Word on Media Ethics	4
A New Hope: Communitarianism?	6
A Platonic Future?	7
Global Media Cultures	8
Freedom and Responsibility	10
Press and Democracy	11
Basic Journalistic Stances	14
Media Accountability	15
Quality Journalism	16
The Future	18
Bibliography	20

2 CRITICAL AND NON-WESTERN PRESS PHILOSOPHIES 22 *HERMAN WASSERMAN*

Political Dimensions	24
Economic Dimensions	26
Cultural Dimensions	27
Conclusion	29
Bibliography	29

PART TWO Challenges and Barriers to Global Journalism 31

3 GLOBAL AND NATIONAL NEWS AGENCIES 33 *TERHI RANTANEN / OLIVER BOYD-BARRET*

Prologue	33
The Rupture	33

News Agencies from Early to Late Globalization	34
Constructing and Dismantling the Global News System	36
The Hegemony of the European News Cartel, 1870–1917	36
The Dissolution of the European News Cartel, 1918–1934	37
The Hegemony of the Big Five, 1940s–1980s	38
The Dissolution of the Big Five, 1980s	39
The Big Three in the Twenty-First Century	39
National Agencies	41
Turbulence to Stability, 2000–2007	42
Conclusion	44
Bibliography	46

4 BARRIERS TO MEDIA DEVELOPMENT 48

PAUL PARSONS / GLENN W. SCOTT / RICHARD LANDESBURG

Physical Barriers	50
Cultural Barriers	51
Economic Barriers	53
Governmental Barriers	55
Media Barriers	59
Technological Barriers	61
Conclusion	62
Bibliography	63

5 FREEDOM OF THE PRESS AROUND THE WORLD 65

LEE B. BECKER / TUDOR VLAD

Normative Theories of the Press	65
Empirically Based Models of Press Freedom	68
Monitoring Press Freedom	70
Antecedents and Consequences of Press Freedom	78
Public Satisfaction with Press Freedom	79
Threats to Press Freedom	80
Meaning of Press Freedom in Internet World	82
Bibliography	83

6 GLOBAL JOURNALISM ETHICS 85

HERMAN WASSERMAN

Introduction: Journalism Ethics between the Local and the Global	85
Case Study: Health Minister in Media Spotlight: To Follow African or Western Media Ethical Norms?	86
A Theoretical Foundation for Global Journalism Ethics	87
Meta-ethics	89
Normative Ethics	90
Applied Ethics	91
Conclusion: Is There a Way Forward?	92
Bibliography	92

7 GLOBAL ADVERTISING AND PUBLIC RELATIONS 95

DOUG NEWSOM

Global Communication	96
Asia and the Pacific	98
Latin America and the Caribbean	103
Sub-Saharan Africa	105
Middle East and North Africa	106
Eastern Europe	108
Western Europe	109
North America: The United States and Canada	111
Bibliography	112

8 CONTINUING MEDIA CONTROVERSIES 115

PAUL GROSSWILER

Global Media Controversies Today	116
Neo-liberal Media Globalization	116
Internet Problems and Promises	118
UNESCO and the New World Information Order	119
Calls for a New International Order	119
First Calls for NWIO	119
The MacBride Commission	120
New Efforts to Address Global Media Controversies	120
Concerns in the West	121
The World Summit on the Information Society	122
Civil Society Advocacy Groups	124
Citizen Journalism, Blogs, and Other New Media	125
Conclusion	128
Bibliography	129

9 GLOBAL JOURNALISM EDUCATION 131

MARK DEUZE

Global Journalism	131
Convergence Culture	133
Global Models of Training and Education	134
Australia	135
Canada	136
Germany	136
Great Britain	137
Europe	137
The Netherlands	138
South Africa	138
Southern Africa	138
United States	139
Worldwide	139
Discussion	140
Bibliography	141

10 JOURNALISTS: INTERNATIONAL PROFILES 143

BEATE JOSEPHI

Who Is a Journalist?	143
Who Are the Journalists Then?	144
Demographic Profile	145
Gender	145
Age	146
Education	146
Professional Values	147
Roles	148
Ethics	149
Aspects of the Job	149
Conclusion	150
Bibliography	151

11 REPORTING FOREIGN PLACES 153

P. ERIC LOUW

Distance and Double Misreadings	154
Journalistic Misreadings	156
Victim-Villain Discourse	158
Spin-Doctoring Journalists	161
Conclusion	163
Bibliography	164

12 GLOBAL NEWS—THE FLEETING, ELUSIVE BUT ESSENTIAL FEATURE OF GLOBAL JOURNALISM 165

ARNOLD S. DE BEER

Instant Digital News vis-à-vis Traditional News	165
The Origins and the Concept of News: An Historical Overview	166
The Concept News	169
Objectivity and Reality	170
News Values	171
News Preferences	173
Reading Habits	174
New News Concepts	174
Training and Education in Journalism	175
Bibliography	177

PART THREE Global Journalism in the World's Regions 181

13 WESTERN EUROPE 183

BYRON T. SCOTT

Recent Developments and Driving Forces	183
Media Ownership Trends	185
Technological Forces	187
Popular Culture Influences	188
Media Rights and Concern	188
EU Policies, Pressures, and Initiatives	189
Journalism Education	191
Is There a “European Journalism”?	191
National Media Profiles	192
Austria	192
Belgium	193
Cyprus	194
Denmark	195
Finland	196
France	196
Germany	198
Greece	199
Iceland	200
Ireland	201
Italy	202
Luxembourg	203
Malta	203