

# International Communication

A Reader

*Edited by*  
**Daya Kishan Thussu**



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# International Communication

This comprehensive *Reader* brings together seminal texts in media and communication studies from both traditional as well as more recent scholarship. It is organized to reflect the growing internationalization of the field, with clearly defined sections covering key aspects of global communication – from historical literature to policy documents – as well as regional perspectives and cultural and political writings on communication from across the globe.

The main purpose of the *Reader* is to provide a critical overview of the dynamics of the internationalization of communication – both on the theoretical terrain and in a more empirically grounded analysis – to encompass the landscape of global communication. Designed for use with university courses, *International Communication: A Reader* is divided into six parts and includes, in addition to core academic readings, key policy documents that demonstrate the development of the political, economic and technological infrastructure underpinning the global system of media and communication.

Additional features include:

- A timeline showing the chronology of main events in global communication.
- Relevant websites for further research.

The *Reader* will be an invaluable teaching resource across the world, as international perspectives become an integral part of the teaching methodology, content, structure and organization of courses.

Daya Kishan Thussu is Professor of International Communication at the University of Westminster in London. The founder and managing editor of the journal *Global Media and Communication*, his key publications include *Internationalizing Media Studies*; *News as Entertainment*; *Media on the Move*; *International Communication*, and *Electronic Empires*.

## About the editor

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*Universal Declaration on Cultural Diversity*, adopted by the 31<sup>st</sup> Session of the General Conference of UNESCO, Paris, 2 November 2001. © UNESCO 2001

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Excerpt from: UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions  
*Convention on the Protection and Promotion of the Diversity of Cultural Expressions*, adopted by the 33<sup>rd</sup> Session of the General Conference of UNESCO, Paris, 20 October 2005. © UNESCO 2005

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# Chronology

Source: Revised and updated from Thussu, 2006.

- 4000 BC Sumerian writing on clay tablets.
- 3000 BC Early Egyptian hieroglyphics.
- 2500 BC Papyrus replaces clay tablets in Egypt.
- 1500 BC Phonetic alphabet in use in West Asia.
- 300 BC Phoenicians bring Phonetic alphabet to Greece.
- 100 BC Roman alphabet developed from Greek model.
- AD 100 Papermaking invented in China.
- 150 Parchment in use, books begin to replace scrolls.
- 600 Book printing invented in China.
- 618 China's T'ang Dynasty (618–907) creates a formal handwritten publication, the *ti pao* or 'official newspaper' to disseminate information to the elite.
- 676 Paper and ink used by Arabs and Persians.
- 868 Chinese translation of the Sanskrit text *Vajracchedikā-prajñāpāramitā-sūtra* (*Diamond Sutra*), the world's earliest dated book printed on paper in China.
- 1000 Movable type made of clay in China.
- 1150 Arabs bring paper from China to Europe.
- 1170 Arabic numerals introduced in Europe.
- 1453 Gutenberg Bible printed.
- 1476 First print shop in England.
- 1511 First printing press in the Ottoman Empire.
- 1535 First press in the Americas set up in Mexico.
- 1578 First printing press set up in India.
- 1644 Private bureaux which compose and circulate official news in the printed form known as the *Ch'ing pao* start in China.
- 1650 *Einkommende Zeitung* ('incoming news'), the world's first daily publication, starts in Leipzig.

- 1665      Newspapers first published in England.
- 1704      First newspaper advertisement published in the *Boston News Letter*.
- 1742      *General Magazine* prints first American magazine advertisement.
- 1777      First regular newspapers in France.
- 1780      *Bengal Gazette* founded in India.
- 1783      *Pennsylvania Evening Post* is America's first daily newspaper.
- 1785      First issue of *The Times* newspaper in London.
- 1789      Article XIX of Rights of Man declares 'free communication of thought and opinion'. First Arabic newspaper *Al-Hawadith al-Yawmiyah* (The Daily Events) in Egypt.
- 1791      First Amendment of the US Constitution provides model for freedom of press. The *Observer*, Britain's oldest surviving Sunday newspaper, established.
- 1793      Inauguration of the optical telegraph in France.
- 1821      *Manchester Guardian* founded.
- 1822      The beginnings of the modern Catholic missionary press in France.
- 1826      *Le Figaro* founded in France.
- 1827      Photography invented.
- 1828      *Freedom's Journal*, first African-American newspaper in the US, launched.
- 1831      *The Sydney Morning Herald* founded. First Turkish newspaper in the Ottoman Empire, the 'Almanac of Events', published.
- 1833      The first issue of the *New York Sun* – the beginning of the penny press.
- 1835      Creation of the Havas news agency, the world's first wire service.
- 1837      Invention of electric telegraph by Samuel Morse.
- 1838      *The Times of India* founded. First commercial telegraph link in England.
- 1843      Creation of the first modern US advertising agency. *The Economist* founded.
- 1844      First commercial telegraph – between Washington and Baltimore.
- 1845      First issue of *Scientific American*.
- 1848      Creation of Associated Press.
- 1849      Creation of the German news agency Wolff.
- 1851      France–England underwater cable link. Creation of Reuters.
- 1854      Telegraph used by military in Crimean War. First overseas Chinese newspaper founded in San Francisco.
- 1856      British decree regulating the relations between the press and military during the Crimean War.
- 1860      Telegraph is widely used to distribute news accounts of US Civil War. England and India linked by telegraph.
- 1861      *New York Times* founded.
- 1865      Founding of the International Telegraph Union – first telegraph regulations. Creation of the US advertising agency J. Walter Thompson. International Morse code adopted.
- 1866      First transatlantic cable becomes operational. Typewriter invented.
- 1869      Creation of the US news agency APA, later UPI.
- 1870      News agency cartel (Havas/Reuters/Wolff) divides up world market.
- 1871      Underwater cables laid down in China and Japanese seas.
- 1874      Cable network laid down in the South Atlantic.
- 1875      Universal Postal Union Founded. *Al-Ahram* established in Cairo.
- 1876      Alexander Graham Bell patents telephone. *Buenos Aires Herald* founded in Argentina. *Corriere della Sera* founded in Italy.

- 1878 Invention of the phonograph. First telephone lines in the US.
- 1880 *New York Graphic* prints first halftone photographs.
- 1881 French law passed establishing freedom of the press.
- 1884 Adoption of Greenwich Mean Time as world standard time.
- 1885 Berlin Telegraph Conference: first provisions for international telephone service.
- 1886 Invention of the linotype. Berne International Convention on Copyright.
- 1888 Founding of the *Financial Times*.
- 1889 Founding of the *Wall Street Journal*.
- 1890 French popular daily *Le Petit Journal* reaches a circulation of a million copies. *Asahi Shimbun* (morning sun) founded in Japan.
- 1891 *Jornal do Brasil* founded.
- 1893 United International Bureaux for the Protection of Intellectual Property (best known by its French acronym BIRPI) created in Berne. First international press congress in Chicago.
- 1894 *Rossiiskoe Telegrafnoe Agentstvo* (RTA), first Russian news agency, founded. First comics appear in US newspapers.
- 1896 Colour printing for comics. Lumière Brothers develop motion picture camera. Britain's first popular newspaper, *Daily Mail*, founded. Adolph Ochs adopts an 'information' style of journalism at the *New York Times*.
- 1897 Marconi patents wireless telegraph.
- 1899 J. Walter Thompson establishes 'sales bureau' in London. Sun Yat Sen founded *Chung-kuo Jih-pao* (Chinese daily paper).
- 1901 First wireless transatlantic telegraph transmission – from England to Canada.
- 1902 First radio transmissions of the human voice.
- 1906 Berlin Conference on Wireless Telegraphy: creation of the International Radiotelegraph Union. Electromagnetic spectrum divided into bands for different services.
- 1907 Founding of the French newsreel, *Pathé*.
- 1909 Creation of the first syndicate for the distribution of comic strips, crossword puzzles and other features.
- 1911 First film studio built in Hollywood.
- 1912 First editions of *Pravda* (Truth).
- 1913 First Indian feature-length film, *Raja Harishchandra*, released.
- 1914 Audit Bureau of Circulation formed in the US, standardizing auditing procedures and tightening up definitions of paid circulation.
- 1915 First foreign advertising agency established in Shanghai. Creation of the King Feature Syndicate and beginning of the internationalization of comics.
- 1917 Petrograd Telegraph Agency declared central information organ of Soviet Government. Radio used to announce victory of communist revolution.
- 1918 Kodak develops portable camera. Establishment in France of a special committee for 'aesthetic propaganda abroad'.
- 1919 Soviet Russia begins international broadcasting. US links with Japan via wireless. General Electric creates Radio Corporation of America to take over monopoly of American Marconi Company and create first transnational US communications conglomerate.
- 1920 IBM produces first electric typewriter. International Telephone and Telegraph founded. First radio station in Africa set up in Johannesburg. Turkish news agency Anadolu Ajaansi founded.
- 1921 The Komintern becomes an instrument of international communication.

- 1922 First regular radio broadcasts and first radio commercial in New York. First issue of *Reader's Digest*.
- 1923 *Time*, first 'news magazine', founded.
- 1924 Creation of CCIF (International Telephone Consultative Committee) in Paris. Disney creates first filmed cartoon.
- 1925 The Telegraph Agency of the Soviet Union (TASS) founded. Creation of CCIT (International Telegraph Consultative Committee) in Paris. Brazil's *O Globo* newspaper founded.
- 1926 Beginning of sound cinema. NBC begins network broadcasting, linking 25 stations in 21 US cities. First commercial telephone service between the US and the UK by long-wave radio.
- 1927 Radiotelegraph Conference in Washington: creation of the CCIR (International Radio Consultative Committee). BBC founded. *One Man's Family*, popular radio soap opera, begins in the US, lasts until 1959. Establishment of the first two international advertising networks (J. Walter Thompson and McCann Erickson). First radio broadcasts in China. AP begins newsphoto distribution. CBS formed.
- 1928 First 'all-talking picture' – *Lights of N.Y.* First public display of Disney's *Mickey Mouse* cartoon, with sound.
- 1929 First regular Soviet radio broadcasts destined for abroad, in German, French and later in English. *Business Week* launched. Cable & Wireless founded, merging all British international communications interests.
- 1931 International religious radio starts with creation of Radio Vatican. Chinese news agency, Xinhua, founded.
- 1932 Empire Service of the BBC set up. Telegraph Union changes name to International Telecommunication Union (ITU). Gallup poll established.
- 1933 Hitler creates the Ministry of Propaganda and Enlightenment of the People under Goebbels. First 'Fireside Chats' by US President Roosevelt utilizes radio medium. Radio Luxembourg, Europe's first major commercial broadcaster, goes on air. *Newsweek* starts publication.
- 1934 Creation of the Federal Communications Commission in the US. Regular TV transmission in Soviet Union. First news agency in Iran, Pars Agency, founded. The documentary *Triumph of the Will* celebrates Nazi power.
- 1935 Italy begins Arabic broadcasting to the Middle East. France starts shortwave radio transmission for overseas listeners.
- 1936 First issue of *Life*. First Gallup polls in a political campaign. Inauguration of BBC television studio.
- 1937 *West African Pilot*, first nationalist newspaper, founded in Nigeria. *Guiding Light*, first radio soap opera, aired in the US. Disney's first feature-length film, *Snow White and the Seven Dwarfs*, première. *Institut Français de Presse*, oldest centre for the study of media in France, created.
- 1938 The International Convention Concerning the Use of Broadcasting in the Cause of Peace comes into force. The International Advertising Association founded in New York. Radio surpasses magazines as source of advertising revenue in the US. Arabic Service becomes the first foreign-language section of the BBC Empire Service. First international edition of *Reader's Digest* published in London.
- 1939 First TV broadcasts in the US. Paperback books start publishing revolution.
- 1941 First TV advertisement broadcast – in the US. China Radio International founded.
- 1942 Creation of Voice of America. The US organizes the War Advertising Council to

- help voluntary advertising for war effort. *Why We Fight* series of effective documentary propaganda.
- 1944 Agence France Presse founded. First issue of *Le Monde*.
- 1945 UNESCO established. France creates commercial international station Radio Monte Carlo.
- 1946 First large-scale electronic digital computer founded in the US. First TV sponsorship for a sporting event in the US.
- 1947 Transistor developed. International photo agency, Magnum, founded in the US. International Organization for Standardization founded.
- 1948 UN Conference on Freedom of Information. *People's Daily* (*Renmin Ribao*) launched in China. First drive-through McDonald's restaurant – the term 'fast food' coined.
- 1949 Network TV begins in the US. *Stop the Music*, first TV quiz show in the US.
- 1950 First broadcast by Radio Free Europe. First international credit card, Diner's Club, launched. International Communication Association (ICA) founded.
- 1951 NBC's *Today* programme begins, mixing news and features. International Press Institute founded.
- 1952 Universal Copyright Convention adopted. Sony develops stereo broadcasting in Japan. International Federation of Journalists, the world's largest organization of journalists, founded.
- 1953 United States Information Agency (USIA) created. Deutsche Welle starts broadcasting. First broadcast by Radio Liberty.
- 1954 First transistor radio produced in the US. McCarthy hearings on television. CBS becomes the largest advertising medium in the world. Trans World Radio, US-based global evangelical radio, starts broadcasts from Morocco. Colour TV broadcasting begins in the US.
- 1955 'The Marlboro Man' advertisement for Marlboro, the world's best-selling cigarette, launched – it becomes top advertising icon of twentieth century. First Disneyland opens. Independent Television (ITV) starts transmission in Britain.
- 1956 First transatlantic underwater telephone cable.
- 1957 The Soviet Union launches the first space satellite – Sputnik ('travelling companion'), sending first radio signals from space. The International Association for Media and Communication Research (IAMCR) established.
- 1958 UN establishes Committee on the Peaceful Uses of Outer Space.
- 1959 ITU Geneva conference makes first radio-frequency allocations for space communications.
- 1960 Nixon–Kennedy debates televised. NASA launches ECHO-1, first telecommunications satellite. In-flight movies introduced on airlines.
- 1962 AT&T launches Telstar-1, first privately owned active communications satellite, linking the US with Europe. First telephone communication and TV broadcast via satellite – ECHO-1.
- 1963 ITU organizes First World Space Radiocommunication Conference in Geneva. Hughes designs and launches the world's first geosynchronous communications satellite, SYNCOM-II.
- 1964 Creation of Intelsat (International Telecommunications Satellite Organization). The USSR launches its first communication satellite (Molnya). Inter Press Service founded. First electronic mail – in the US.
- 1965 Launching of the first geostationary communications satellite, Early Bird, of the Intelsat system.

## XX CHRONOLOGY

- 1966 Xerox introduces facsimile machines.
- 1967 The US and the Soviet Union sign Treaty on Peaceful Uses of Outer Space.
- 1968 Portable video recorders introduced. Reuters starts the world's first computerized news distribution service.
- 1969 The Internet born as a US Defense-backed experimental network called ARPANET (Advanced Research Projects Agency Network). Brazilian television company Globo established. Intelsat provides global TV coverage of Apollo lunar landing to 500 million people.
- 1970 International direct dialling between London and New York first introduced.
- 1971 ITU conference on space communications adopts Regulation 428A to prevent spillover of satellite broadcast signals into countries without their prior consent. Soviet Union organizes Intersputnik, a satellite telecommunications network linking socialist countries. Intel introduces first microprocessor – 'the computer chip'.
- 1972 Debate in UNESCO and UN General Assembly on an agreement to regulate direct-broadcast satellites. UNESCO adopts declaration of principles for satellite broadcasting, including requirement that for direct satellite broadcasting there be prior agreement between the sending country and the receiving countries.
- 1973 First steps towards New World Information and Communication Order (NWICO) debate.
- 1974 First direct broadcasting satellite, ATS 6, launched. Opinion polls show that TV overtakes newspapers as prime source of news for most Americans.
- 1975 Non-aligned news agencies pool created. European Space Agency formed. Fibre-optic transmission developed. Cable brings multi-channel TV to the US. Radio France Internationale created. Microsoft founded.
- 1976 India launches SITE project for use of satellites for education. UNESCO conference in Nairobi endorses call for NWICO. Apple computer launched.
- 1977 Creation of the International Commission for the study of communications problems (UNESCO) under Sean McBride. Eutelsat (European Telecommunications Satellite Organization) founded.
- 1978 Videotext developed. Japan launches first Yuri satellite. Intelsat provides coverage of World Cup Football matches to 1 billion people in 42 countries.
- 1979 World Administrative Radio Conference (WARC) in Geneva (ITU) revises radio regulations. Inmarsat formed. First consumer advertisements on Chinese television. Sony invents Walkman.
- 1980 Publication of the McBride Commission report. Ted Turner launches CNN, world's first all-news network.
- 1981 IBM brings out its first personal computer. The all-music channel MTV goes on air.
- 1982 The Falklands War: first appearance of the practice of organizing pools of journalists. INSAT (Indian National Satellite) communication satellite launched. Compact Disc (CD) player launched in Japan.
- 1983 World Communication Year. First Eutelsat satellite launched. Worldnet, USIA's global public affairs, information and cultural TV network, launched. US starts anti-Cuban Radio Marti. Cellular (mobile) telephones available in the US.
- 1984 Green Paper by the EC on 'Television without Frontiers'. US giant Hughes launches Leasat to create a global military communications network. Indonesia launches its first satellite Palapa. Federal Communications Commission grants PanAmSat (Pan American Satellite) rights to launch and exploit a private satellite system. China develops first Chinese-language computer operation system. Canal Plus, first pay

- TV channel in France, launched. Michael Jackson's *Thriller* album sells more copies than any other to date.
- 1985 The US withdraws from UNESCO. PeaceNet – the first alternative national computer network in the US – established. Arabsat launches its first communication satellite. Brazil becomes first South American country to launch its own satellite – Brazilsat. CNN International launched. Reuters starts a news picture service and takes control of TV news agency Visnews. Capital Cities buys ABC, creating the world's largest entertainment company. Reporters Sans Frontières founded in Paris. America Online (AOL) founded.
- 1986 Uruguay Round of GATT negotiations begin. The UK withdraws from UNESCO. First alternative satellite network Deep Dish TV Satellite Network established in the US. China's national satellite telecommunications network operational.
- 1987 EC Green Paper on telecommunications. USSR ends jamming of VOA.
- 1988 First ASTRA satellite launched by a private European organization. Pan-Arabic newspaper, *Al-Hayat*, launched in London. USSR ends jamming Russian service of Deutsche Welle.
- 1989 Merger of Time and Warner Bros. Sony buys Columbia pictures. First private satellite launched in the US. Sky, first satellite TV, launched in Britain. Interfax agency started in Soviet Union to supply news, mainly to foreigners. UNESCO publishes first *World Communication Report*. British researcher Tim Berners-Lee creates World Wide Web.
- 1990 ASIASAT, first commercial Asian satellite, launched. The US starts TV Marti. CNN becomes a global news network with Gulf crisis. Microsoft launches Microsoft Windows 3.0.
- 1991 BBC World television launched as a commercial venture. STAR TV, the first pan-Asian television network, launched. France launches Telecom 2A satellite. Russian edition of *Reader's Digest*.
- 1992 Turkey's TRT Avrasya channel beams programmes via satellite to Turkic republics in Central Asia. The browser Mosaic brings the Internet to non-technical computer users. Spain launches Hispasat satellite. The Bible becomes the first book available on CD-Rom.
- 1993 World Radio Network launched on ASTRA in Europe. OIRT, the former union of eastern European broadcasters, merges with European Broadcasting Union. First World Telecommunication Standardization Conference by ITU. China's first international optical cable system, linking it with Japan, becomes operational. May 3 proclaimed by the UN General Assembly as the yearly observance of the World Press Freedom Day.
- 1994 CD-ROM becomes a standard feature on personal computers. Turkish-owned satellite Turksat launched. World Trade Organization (WTO) created. APTV, a global video newsgathering agency, launched. BBC Worldwide, commercial arm of BBC, created. DirecTV launches first digital DBS service in the US. Yahoo! launched.
- 1995 PanAmSat becomes the world's first private company to provide global satellite services with the launch of its third satellite – PAS-4. Trade-Related Aspects of Intellectual Property Rights (TRIPS) agreement, comes into force. Bloomberg television launched. First computer-animated feature film, *Toy Story*, released.
- 1996 CNN becomes part of Time Warner, making it the world's biggest media corporation. The US passes Telecommunications Act. Radio France Internationale takes over Radio Monte Carlo. WIPO enters into a cooperation agreement with WTO to