**NAME: IBRAHIM VICTORIA KWAGHE**

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**ASSIGNMENT**

1. **HOW IS THE PORTRAYAL OF THE GLOBAL SOUTH BY THE GLOBAL NEWS ORGANISATION/ MEDIA**
2. **WHAT ARE THE CHALLENGES OF FOREIGN CORRESPONDENT IS LIKELY TO FACE IN THESE TIMES ESPECIALLY WITH THE CORONAVIRUS, RACISM AND ALL OTHER FEARS IN VIEW/ PROFFER THE SOLUTIONS YOU THINK WILL OVERCOME THE CHALLENGES YOU RAISE**

**PORTRAYAL OF THE GLOBAL SOUTH BY THE GLOBAL NORTH NEWS ORGANIZATION /MEDIA**

The Global South is an emerging term, used by the world bank and other organisations, identifying countries with one side of the underlying global North-South divide, the other side being the countries of the Global North. As such the term does not inherently refer to a geographical south, for example the Global South is within the Northern Hemisphere. Global Northern countries are those nations that are economically developed such as the USA, the UK, Canada, Western European nations and developed parts of Asia; Global Southern countries are those that are less economically developed such as nations in Africa and some parts of Asia.

The Global North has portrayed the Global South in negative ways and I am going to focus my attention on Africa that is how Global North News Organizations have portrayed Africa. Previous research on international communication cites under reporting and negative coverage as major problems of Western media reporting of the African continent. These problems are present in the US television coverage of African countries. Utilising agenda-setting and media framing theory, this study content analyses US television media coverage of Nigeria, Africa’s largest economy and most populous nation, in two 5-year time periods, 2005-2009 and 2010-2014. Reports broadcast by the big three networks (ABC, CBS, NBC) were coded for issues, sources, valence and frames. Western media coverage of Africa has long been subject of controversy. Coverage is said to be one-dimensional, shallow, stereotypical ( Wall, 1997) and predominantly negative ( Biko at al, 2000). Western media are said to only cover Africa as a backdrop to disaster or the scene of a celebrity visit . While it has been claimed that this type of coverage is only natural as the media prefer bad news ( Adekoya, 2013) , such coverage is said to be based on a deliberate and systematic process that has led to misreporting and under-reporting. Africa has indeed not fared well, especially in comparison to the developed nations of the West, such as coverage perpetuates negative perceptions and stereotypes about Africans and Africa. While the perceived misinterpretation and under-reporting of the continent have been cited as a problem, individual African countries receive even less coverage. This is evident in the paucity of research on US media coverage of individual African countries except where events of such magnitude and consequences that cannot be ignored occur. These portrayals suggest that individual countries are only covered as a consequence of negative events and are of even less significance. Africa has largely been ignored by the traditional US media gatekeepers. While modern technology may provide a platform for Africa to tell it’s own stories, it has not led to more balanced coverage. One reason for this revolves around the imbalance in world information and communication flow, which resulted in a call for a New World Information and Communication Order (NWICO). The all for NWICO was made by developing countries under the banner of the United Nations Educational, Scientific and Cultural Organisation (UNESCO) in a bid to promote exchange rather than unidirectional flows of global information , to stem the tide of negative coverage and to prevent cultural imperialism. African nations received more coverage in Arab and African media than any other continent ( except Europe), but African reports were still negative overall.

In the US media, Africa has received limited news coverage in comparison to other continents. In their study of foreign news on US television networks, Weaver et al. (1984) found out that Africa and Latin America received less coverage between 1972 and 1981 than any other region of the world . This noticeable lack of coverage has continued throughout the years. Palik (1999) found out that Africa less coverage in major US newspapers as compared to other continents. Golan and Wanta's (2003) analysis of US network news coverage of international elections found out none of the elections held in Africa were covered by more than one US television network and overall, Africa ranked last in coverage during the sample period. The paucity of news reports indicates that US media gatekeepers seem to view Africa as a relatively non-newsworthy continent . Not only has Africa been subjected to under-reporting in Western media, the type and tone of news reporting is also problematic. The current narratives of Africa are still crafted using negative metaphors and steeped in depictions of disease, disaster, debt and death. The problem with this type if coverage is the potential for direct and damaging effects on audience perceptions. While it is true that African countries have been caught up in wars, famines and a series of other unfortunate events, they also experienced socioeconomic development and improvements in quality of life. It would seem that technological advancement and the subsequent ease of news gathering form the remotest parts of the globe have not resulted in a better or more even coverage of Africa. While several of these studies have focused on coverage of Africa, few have examined coverage of specific countries . When coverage of individual African countries has been examined, it has often been within the co text of discrete events of significant magnitude, such as conflict, war and genocide.

Coverage of Africa in the Western media has been problematic because of its dark characterisation of the continent’s socio-political and economic affairs. Consequently, Africa’s positive contributions to the global economy, as well as its diversity in linguistic, cultural, political and social systems are unknown to many in the Global North. Over the 20 years , journalism scholars have criticized Western media for their reporting of Africa. The processes of congestion are at stake and that the framing of African voices is impacted by a linguistic bias linked to peculiar perceptions of African political leadership. This study compared the news gathering goals of gatekeepers with public attitudes regarding the coverage of Africa by CNN international. A critical disclosure analysis was based on interviews with CNNI news producers and executives and 6 focus groups of Ugandan viewers that were conducted in 2004 and 2008. Results show mot only dissonance, but also a disconnection between CNNI news producers and Ugandan viewers perceptions of the network and of their 2 major local stations. The network was the main source of international news in 2004 in Uganda but its appeal diminished by 2008. Viewers considered its coverage largely biased and lil-motivated towards Africa. CNNI was regarded more favourably than local television ( UBC and WBS ) news on quality and depth of news content in 2004 than in 2008. This love-hate relationship for local television networks is discussed in detail.

For many years, African ( journalism ) scholars have criticized Western media reporting and representations of Africa . Some of the claims about Western media coverage of Africa are those referring to Africa as ‘darkness’ and the focus on ‘corruption’ and ethnic conflict; presenting Africa as a homogenous entity and relying predominantly on Western sources. The coverage of events and issues in Africa by two leading English language dailies in Turkey in order to establish their portrayal of the African continent to the readers. It uses content analysis to determine and analyse coverage of Africa by the two dailies, Turkish daily and Today’s Zaman over a three-month period of October, November and December 2008. It is assumed that the coverage by the two newspapers would generally be an accurate reflection of portrayal of Africa by the rest of the Turkish press including Turkish language newspapers. Some studies have been conducted on the coverage of Africa such as Golan (2008) , Chang (1998) , Copper and El Zein (1992), has mostly been confined to the Western media coverage of the continent. The findings of this research have traditionally highlighted two main things – inadequate of the continent by western media and a tendency to accentuate negative developments, creating or reinforcing stereotypes of Africa as the unique place where suffering and underdevelopment exclusively and permanently reside.

The purpose of this study is to content analyse US television news coverage of Nigeria in two – 5 year time periods, 2005 – 2009 and 2010 – 2014, in order to asses the issues presented, framing, use of sources, show type, and valence utilised in news reports presented to the public. The 10 year time frame is divided based on three significant political and economic events occurring between 2009- 2010 . These events each had consequences for the nation and include the onset of the Niger Delta Amnesty Programme, the death of sitting president and his succession by the ethnic minority vice – president and the emergence of Boko Haram as a major terror organisation. The exclusive focus on Nigeria is due to its social and economic significance in Africa and to the United states. Nigerians constitute the largest population of African immigrants living in the United States , it is important to investigate media portrayals of the country in US media which have the ability to affect perceptions of audiences. African countries have the technology and expertise required to tell African stories to the world from am African point of view. It is, however, important to note that non- Western media organisations are increasing reach and influence, providing alternative narratives, and becoming less dependent on foreign media content. As such, Jacobs ( 2015 ) says that the onus lies on African media organisations to engage in journalism that is both critical and beneficial. In spite of these positive developments, Africa still lacks the resources required to project a dominant global narrative about the continent. Fair ( 1996) has examined the Western media discourses and identified presentations that characterised Africa as the ‘Other', ‘who is black’ , ‘primitive’ and ‘savage’ which is indicative of the centrality of race to the continued misrepresentation of Africa. In addition, such coverage often frames victims as passive, embodied entities that lack agency and require rescue by racially and culturally superior Western powers.

The following are examples of how Africa has been portrayed in the Global North media:

1. A study of *The New York Times* from 1955 to 1995 found 73 percent of all reports provided negative portrayals demonstrating that ‘the media offer a consistently negative image of the African continent.
2. The study of four US television news programs found that only 33 out of 3183 international news stories focused exclusively on African nations. Focusing exclusively on a single African nation is necessary because media coverage of nations has the about influence viewer perceptions and knowledge of those nations.
3. The Rwandan genocide, which resulted in the mass killing of Tutsis by the Hutu majority, was largely ignored because of Western media reluctance to feature more than one African story at a time.
4. Examination of *Newsweek* and *The Economist* between 2003 and 2005 found the majority of reports on Nigeria were negative and focused in politics and the economy. Moreover, no reports covered education, science, and technology, arts/entertainment, sports or war/defence.

**CHALLENGES A FOREIGN CORRESPONDENT IS LIKELY TO FACE IN THESE TIMES**

A foreign correspondent is a journalist who is responsible for reporting news from another country. This may mean covering anything from wars to politics to living conditions and attitudes in this country. They are the public’s eyes and ears across the globe. Unlike other journalists, the correspondent’s audience is often not near enough to witness the events for themselves. Correspondents may be the public’s only source of information about the events in a foreign country. The correspondent’s job is to observe the events as objectively as possible. They record the facts accurately by interviewing people related to the incident by researching public records or by observing the event as it happens. They must convey this information clearly in an article for newspaper or magazine or for broadcast on radio or television news. Sometimes they have to report on live TV.

Experts say there are a lot of ups and downs in this job. Some of the best things are being able to travel to exciting places, meet new people and experience a new culture. Some of the worst things are culture shock, homesickness, moving away from family and friends, long hours and difficulty establishing contacts. This profession invites maximum number of challenges and a correspondent has to take them as part of his/her occupation . The biggest challenge for a today’s journalist is to ‘survive’. Foreign correspondence, even from a layman’s perspective has a lot of challenges especially because the journalist has to leave his/ her own country for another country that he/she is not familiar with.

The following are challenges of a foreign correspondent:

* **The cost of operation:** This has risen, not only as a result of economic meltdown but also because of the advent of new technology. The media organisations to make sure they do not get out of business as a result of citizen journalism, which has come to stay. The economic situation all over the world has made many countries call back their foreign correspondent and close down news bureaus. The advent of new media technology has even made it easier for the extent of foreign correspondence . These new technologies, made it possible that correspondents are not sent abroad before news information are gotten from reliable sources. Reporters can now sit in the comfort of the newsroom, access the internet and gather necessary information. The technological progress over the past years has enabled large parts of the general public to access and afford new ways of interaction and communication via the internet’s new intelligent web services and fast broadband connections. Personal digital assistance (PDA); inform of Androids, Smartphones, Tablets, etc. Is also not encouraging media houses and agencies to send foreign correspondents on assignments. A media organisations or agency, that is not buoyant financially, might find it difficult to send foreign correspondents on assignment because money is needed for transportation, accommodation, feeding and other things that will keep the foreign correspondent going.
* **Language barrier**: This is very common but can be avoided. Being a foreign correspondent means you report happenings in countries outside your country. The language in this foreign country is most definitely different from what is spoken in your own country; this may pose a challenge to the foreign correspondence. This is why foreign correspondents need to possess a bilingual skill. The foreign correspondent should at least have a working knowledge of the language of the country of assignment. Foreign correspondence should learn international languages that will give him/her edge during an assignment and also make it easy to interact with people in the country of assignment. Languages can be learnt in school or prior to as assignment while on the job.
* **Wars, and disputes** : These are the major challenges faced by foreign correspondents and why many upcoming communication students avoid foreign journalism and journalism as a whole. Countries are made up of people with different perspectives and ideologies on issues. These differences when not well managed results in disputes and if not still curbed, may result to wars. During situations like these, foreign correspondents and reporters in general are injured, maimed or killed. Correspondence have to take protective measures while reporting wars because, it might entail reporting from the war front. Foreign correspondents often visit places which are badly struck by natural calamities like floods, heavy snowfall , volcanoes, etc. In order to keep the authorities alert, of the affected area towards the welfare and rescue mission of the people, foreign correspondents have to visit the worst hit areas as well. This could also pose a serious threat to their lives as well . In some unfortunate accidents, foreign correspondents have suffered injuries while covering stories dangerous places. Foreign correspondence are also held hostage and detained during conflict between the countries. It is really traumatic and sometimes situations can become extremely dangerous for the captured media professional/s.
* **Cultural challenges**: The foreign correspondent if not conversant with the culture of the place of assignment will have problems. The culture of the place of assignment of the foreign correspondent is usually different from that of his/her country. The correspondent has to learn the culture of the people; the dress sense , what they eat, different seasons in the country, courtesy among the people, their way of life , the laws of the land and the language and its usage. Foreign correspondents at times find it difficult to eat some of types of food in their place of assignment ; at times they break some rules without knowing they are breaking them. The correspondence also has to take note of the season so as to bring the appropriate clotting. For example if a reporter is sent from Nigeria and assumes the weather of Nigeria is similar to that of New York’s, he will probably have to freeze and develop cold. Some things that are accepted in one country may not n accepted in other countries.
* **Political Instability**: This is another problem faced by a foreign correspondent. When there is political instability in a country, a correspondent will not be able to carry out his assignment effectively. He might even be sent back to his own county. A foreign correspondent might not be able to carry out his country of assignment when there is political upheaval. Many western countries have ‘freedom of press' but not all countries give this right to their media professionals . In many countries media does not have freedom to speech and journalists (foreign correspondents) have to adhere with the set of norms before writing or publishing a story, else they have face dire consequences . This is called self-censorship. The foreign correspondent is often oppressed by the governments of his place of assignments. The foreign correspondent is some countries are not supposed to show any video which could malign the government for violating human rights and taking innocent lives and creating havoc. The foreign correspondent also has some roles to play . He has to have a thorough knowledge of various political philosophy operation in his place of assignment i.e should know the difference between capitalism which is operated in United States and Western Europe and communism a variance of socialism still practiced in China, Cuba of North Korea. He should have the knowledge of authoritarianism, fascism and totalitarianism, which are almost stale. He should have a wide knowledge of the constitution of his country of assignment.
* The foreign correspondence should have knowledge of the **economy** of his country of assignment. At times foreign correspondence makes the mistake of reporting being figures. He should be familiar with economic terms like inflation and its effect on the economy, the lives of the citizens and the causes of the inflation, demand, supply, deficit, budget and deflation. To do this , correspondent has to maintain contact with experts on the field. He should be able to interpret data, charts and graphs.

During these hard times, foreign correspondents should try as much as possible to protect themselves from the dangers in the countries where they are especially with the racism issue and also the corona virus disease. However, despite all intense challenges in foreign correspondence some foreign correspondent are determined to do their jobs with full dedication and nothing could deter them