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HOW IS THE PORTRAYAL OF THE GLOBAL SOUTH BY THE GLOBAL NORTH NEWS ORGANIZATIONS/MEDIA?

Every day, much of humanity now holds in its hands the means to connect and be connected across the world: to family, entertainment and the broadcasts of corporations, states and even terrorist organizations such as [Islamic State](https://www.wired.com/2016/03/isis-winning-social-media-war-heres-beat/). This connected world has major implications for social progress and global justice, but so too do the media and information infrastructures on which that world depends. The project of [“networking the world”](https://www.upress.umn.edu/book-division/books/networking-the-world-1794-2000) is more than two centuries old. While it has always been the project of states, it has increasingly become the preserve of some of the world’s largest corporations including Facebook, Google and, less well known in the West, China’s [Tencent](https://theconversation.com/how-tencent-became-the-worlds-most-valuable-social-network-firm-with-barely-any-advertising-90334) and [Baidu](http://www.baiduinenglish.com/).

The GlobalSouth is an emerging term, used by the World Bank and other organizations, identifying countries with one side of the underlying global North-South division, the other side being the countries of the Global North. As such the term does not inherently refer to a geographical south, for example most of the Global South is within the Northern Hemisphere. The term was first introduced as a more open and value free alternative to "third world” and similar valuing terms. Countries of the Global South have been described as newly industrialized or in the process of industrializing, are largely considered by freedom indices to have lower-quality democracies, and frequently have a history of colonialism by Northern, often European states. The BRIC countries, Brazil, India and China, with the exception of Russia and along with Indonesia, have the largest population economies among Southern states.] The overwhelming majority of these countries are located in or near the tropics and have at least one neglected tropical disease. The globalization of media industries has received substantial scholarly attention in recent years, in terms of both flow from the former metropoles to the margins and contraflow from those margins back to the centers. Despite the acknowledgement that globalization of the media is a multilevel process, academic debates continue to be dominated by perspectives from the global North. The implicit assumption often remains that changes in media industries in the North will have ripple effects across the world, whereas globalization is thought to play out differently in the global South. More attention needs to be paid to how globalization and attendant processes like localization and hybridization play out in contexts outside the media-saturated global North.

Media industries worldwide are affected by the globalization of production, distribution, and consumption. The widening reach of global media is the most visible consequence of these processes. It is no longer considered unusual to receive Sky News, BBC, or Al Jazeera in locations around the world or to receive news from far-flung places in one’s living room on a daily basis. Social media are ubiquitous and have not only given rise to new constructions of subjectivity (the infamous “selfie” is a case in point) and new forms of political engagement (of which the so-called Arab Spring has now become a popular, if much debated, example) but have also posed challenges to beleaguered traditional media industries (especially newspapers) that now have to adapt business models in response to audiences who migrate online and who increasingly become media producers themselves. The Global South's often discussed struggle is to be equally represented in the media compared to the North. When looking at media coverage of developing countries, a generalized view has developed through Western media. Negative images and coverage of the poverty are frequent in the mass media when talking about third world countries. This common coverage has created a dominant stereotype of the Global South. Elisabeth Ferny describes this as, "the 'South' is characterized by socioeconomic and political backwardness, measured against Western values and standards." Mass media's role often compares the Global South to the North and is thought to be an aid in the divide.

Mass media has also played a role in what information the Global South receives. The news often covers developed countries and creates an imbalance of information flow. The Global south does not often receive coverage of the other parts of the South but instead gets generous amounts of coverage on the North. Developingcountries loosely refers to the Global South. Following independence and decolonization in the 20th century, these states had dire need of new infrastructure, industry and economic stimulation. Many relied on foreign investment. This funding focused on improving infrastructure and industry, but led to a system of systemic exploitation. They exported raw materials, such as rubber, for a bargain. Companies based in the Western world have often used the cheaper labor in the Global South for production. The West benefited significantly from this system, but left the Global South undeveloped.

This arrangement is sometimes called neocolonialism, meaning a system in which less-developed countries are taken advantage of by developed countries. It does not necessarily mean that former colonies are still controlled by their former colonizer; it refers to colonial-like exploitation. Third world countries are often helping further develop rich countries, rather than being developed themselves. Several institutions have been established with the goal of putting an end to this system. One of these institutions is the New Economic and Communication Order. They have a 'no-strings-attached' policy that promotes developing countries remaining or becoming self-sufficient. More specifically, they advocate sovereignty over natural resources and industrialization.

The global issues most often discussed by nations from the Global South include globalization, global health governance, health, and prevention needs. This is contrasted by issues Western nations tend to address, such as innovations in science and technology. The comparison in healthcare between the Global North and Global south is substantially different. Coalition of developing nations, like the NIEO, frequently lobby for parity in the world stage. The rise of China might imply the rise of the BRIC Countries.

WHAT ARE THE CHALLENGES A FOREIGN CORRESPONDENT IS LIKELY TO FACE IN THESE TIMES, ESPECIALLY WITH CORONA VIRUS, RACISM AND ALL OTHER FEARS IN VIEW? PROFFER THE SOLUTIONS YOU THINK WILL OVERCOME THE CHALLENGES.

Firstly who is a foreign correspondent?

A foreign correspondent is a person who files and reports stories from a foreign country. He works for a newspaper/ radio/television station or he/she is a freelance journalist working for a number of different news organization. The type of news report from a foreign correspondent is usually of international significance. A foreign correspondent provides context and a different perspective on stories.

As a foreign correspondent in any given news outlets there are certain challenges one usually go through. Some of them are as follows:

* Language barrier
* Cost of operation
* Cultural issues
* Political problems
* War and ripples
* **Language Barrier**

Typically, little communication occurs unless one or both parties learn a new language, which requires an investment of much time and effort. People travelling abroad often encounter a language barrier. The people who come to a new country at an adult age, when language learning is a cumbersome process, can have particular difficulty "overcoming the language barrier". Similar difficulties occur at multinational meetings, where interpreting services can be costly, hard to obtain, and prone to error. The job of a foreign correspondent requires that you report events in countries outside your own and the language in this foreign country is most definitely different from what is spoken in your own country. Therefore as a foreign correspondent, there is a need for you to possess bi-lingual skills or you can at least have a working knowledge of the language or country of assignment.

* **Cost of Operation**

The **cost** ofoperation is the business strategy implemented in many companies to gain a huge market. Cost of operation is the cost acquired in completing one operation. It may be a conversion of inputs into the outputs or labor costs etc. If the cost of operation is low then it is easy to maintain cost leadership and gain the market with competitive advantage. Operatingcost. Operating (Operational) costs are the expenses which are related to the operation of a business, or to the operation of a device, component, and piece of equipment or facility. They are the cost of resources used by an organization just to maintain its existence. Several media organizations have shut down foreign bureaus and recalled their international correspondent because of their economic circumstances. With the advent of social media and contributions by citizen journalists and bloggers, the coverage of foreign news and western media have not come to a total end.

* **Cultural Issues**

Culture is the shared knowledge, behavioral norms, values and beliefs that help people to live in families, groups and communities. Different cultures have different patterns of behaviors and norms of living. Hence, what is acceptable in one culture is not necessarily acceptable in another. This sometimes causes misunderstandings between people of different cultural backgrounds. Understanding the cultural of the people of the country of assignment is very important. A foreign correspondent that is not conversant with the culture of his place of assignment will run into trouble knowing the culture of the people can be acquired through extensive reading about the country of assignment. As a foreign correspondent one must have the knowledge and must also appreciate the history of the country concerned.

* **Political Problems**

A distinct but related meaning of the term "socialissue" (used particularly in the United States) refers to topics of national political interest, over which the public is deeply divided and which are the subject of intense partisan advocacy, debate, and voting. An example is same-sex marriage. Political instability will definitely affect the operations of foreign correspondents. Effectiveness and efficiency for a foreign correspondent is linked to how stable the quality of the country is when there is political upheaval operation of a foreign correspondent will be affected.

* **Wars and Ripples**

A ripple effect is a situation in which, like ripples expanding across the water when an object is dropped into it, an effect from an initial state can be followed outwards incrementally. The ripple effect is often used colloquially to mean a multiplier in macroeconomics. During situation like this the foreign correspondents and reporters in general could be injured, maimed or killed. Some of them are also held as hostages and detained during this conflict, their lives could be threatened, and therefore correspondents have to take protective measures while reporting.

In terms of what is happening in the world as of this moment the COVID-19 pandemic, the case of racism (all black lives matter) and the issue of rape. Any foreign correspondent going out there to report any news concerning those cause ought to have a 24hrs security and also medical personnel with them because anything can happen which will become a loss to the media organizations/outlets. Doctors and public health experts will tell you that, compared to white Americans, African American people die prematurely and disproportionately of many ills: heart disease, stroke, COVID-19, police violence.

The proximate causes of these early deaths vary. But there is a sameness to the pattern, experts say, and a common source of the skewed statistics. Racism — not in its overt, name-calling form, but the kind woven deeply into the nation’s institutions — harms the 44 million Americans who identify as black and potentially shortens their lives, according to those who study racial inequities in health. For some, including Minnesotan George Floyd, it causes premature death in minutes. For others, a lifetime of disadvantage takes its toll in subtler ways.

“At the end of the day, racism is the original sin here,” said Dr. Georges Benjamin, executive director of the American Public Health Assn. “Racism attacks people’s physical and mental health,” he said. It’s “an ongoing public health crisis that needs our attention now.”