REFLECTING ON THE NEW WORLD INFORMATION AND COMMUNICATIONORDER: DEVELOPING COUNTRIES STILL AT THE BACKSTAGE

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Abstract

One strong factor that facilitated the globalisation of the media is technology, which has made the concept of direct broadcasting, digitisation, deregulation, and other similar ancillaries possible. Right from 1964 when Marshal McLuhan predicted that in no time, the world would become a global village, even though his prediction might have been taken by many with a pinch of salt then, evidence of the correctness and preciseness of his prediction abounds with humanity today. This paper therefore focused on: "Reflecting on the New World Information and Communication Order: Developing Countries still at the Backstage".

Adopting the descriptive analytical method; with emphasis on secondary data such as books, journals, newspapers and on-line sources, and basing it on the technological determinism theory, the paper found that in spite of the McBride Commission Report of 1980, some of the factors responsible for the continuing relegation of developing countries to the back stage are that most leaders of developing countries are corrupt and do not have the political will to establish media that have the capacity to counter the negative reportage heaped on their countries by the western media. It concluded that developing countries of Asia, Latin America and Africa are still at the back stage in terms of communication flow; while the information rich north, especially the United States of America, due to her control of all the global communication and transnational media outfits is always exporting media products to the developing countries, without a corresponding contraflow. The paper recommended among others that leaders of developing countries should eschew corrupt practices, nepotism and tribalism as well as have the political clout to initiate ideological media industry that would retell their own story from the correct perspectives.

1.1 Introduction

The world we live in thrives on information, as information is the backbone of global networking, whether in the field of economy, technology, trade, politics or other dimensions of national or global quest. What can anyone or a country achieve today without information? We give and receive information. In other words, communication is not one-sided but a two-way traffic affair. Agreed, we have super-power countries just as we have less powerful nations like we have developed and less developed countries. The developed countries of the United States of America, United Kingdom and Russia are blessed; and have been able to harness their resources and potentials and are in a firm grip of communication paraphernalia, while the developing countries of Asia, Latin America and Africa that are far behind, lacking the know-how of technological evolutions and even usage are merely the end receivers. This has led to the obvious imbalance in the information flow between countries, leading to the notion of the "core versus periphery". This is why Rogers, as cited in Wilson (2021), believes technology is fashioned to enhance instrumental action capable of reducing uncertainty in cause-effect relationships.

In a digitally connected world, flows of all kinds of information--political discourse, scientific research, corporate data, personal communication and media entertainment circulate round the world at a speed unthinkable. A major advantage of trans-border information flow is that people in non-democratic countries are beginning to enjoy non-regulated news talks and back-grounding about socio-political developments in their own countries and elsewhere. However, governments in such countries are afraid that the free flow of information, caused by the invention of the Internet, satellite, digitization deregulation, computer, World Wide Web (www) and other technological apparatuses, poses the danger of extirpating the local media and the local cultures since these developing nations have failed to explore the opportunities offered by these inventions. For example, Mikail & Abdullah (2017) make the case that Africa is a continent that has long been exposed to the vagary of subjugation. The scholars add that before the arrival of the colonial masters on the scene, the African continent was already going through poor governance in the hands of

those emperors and monarchs whose sole aim of being in power was to represent the interests of their various principals.

Several scholars have written on how certain sections of the communication and information community had taken it upon themselves to complain to the centre about the so obvious imbalance in the information flow (Ojo, 2017; Apuke & Dogari, 2017; Husseinsat, 2015). The point of their complaints revolved around the explicit Western dominance in the global newsand information flow as a result of the West acquiring the relevant technologies used for their control in the global news dissemination and manipulation of global media landscape to their own advantage (Eze & Ucheanya, 2015) It was this complaint about the lopsidedness in the world information and communication that led to the formation of the New World Information and Communication Order (NWICO) debate as to whether the old order should be maintained or to chart a new course. Consequently, their victory led to the setting up of the McBride Commission by the United Nations Education, Scientific and Cultural Organisation (UNESCO) in the 1980s. Bamideji (2021) avers: "The New World Information and Communication Order (NWICO) is a campaign sponsored by the United Nations Economic, Scientific and Cultural Organizations (UNESCO) to counter media imperialism by creating an information order that gives a more balanced view of developing countries that have generally been influenced by Western press coverage.

2.0 Conceptual Clarification

2.1 Information

In the context of communication, Information means passing on knowledge or notification for the consumption of the receiver, upon which an act is expected from the recipient. People need correct information to fit in and act properly in society. Information is characterised by "sharing". In other words, we send and receive information (Nwosu, 1993).

2.2 Communication

Communication is the process of sharing or exchanging ideas, information, intelligence and knowledge between and among individuals, groups or nations. The passage of information thrives on communication itself (Ngwokor, 2014).

2.3 Media Imperialism

Media imperialism means the domination of the world media arena by the powerful West, especially the United States of America, which controls a large percentage of media content worldwide. Boyd-Barrett as cited in James, Akarika & Nnamdie (2017) defines media imperialism as: the process whereby ownership, structure, distribution or contents of the media in any society are wholly under the influence of external pressures, without the affected country having any sphere of influence on such external country or countries.

2.4 Global Media

The concept of global media refers to the increasing multi-directional economic, social, cultural and political channels of communication at the international level. Eze & Uchanya (2015) are of the view that development in the areas of technological resources such as cable television, internet, and satellite are really closing up the physical distance between people and nations.Global media are the media in which new 'technologies of freedom' allow citizens to subvert government control, which is enhanced by a 'borderless world' where information, news and entertainment are transmitted across national boundaries (Chakravartty & Sarikakis, 2006).

3.1 Some Foreign Entertainment/News Stations Dominating the Global Media Landscape

There are a number of foreign entertainment/News television and radio stations accessible to audiences in developing countries. These are media originating from another country (Choi, & Straubhaar, 2020). The following, therefore, are the foreign television and radio stations that maintaina presence in developing countries.

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1) Television Stations

A.Music Television (MTV)

MTV has its full meaning as Music Television, an American cable television channel officially launched into the public space for viewership on August1, 1981. Its head office is in New York City. MTV is recognized as a division of Paramount Global.

B. Zee TV

Zee TV is known for being an Indian Hindu language general entertainment channel owned by Zee Entertainment Enterprises. It is India's oldest privately owned television broadcaster, which started broadcasting on October 1, 1992.

C. Nickelodeon

Nickelodeon is a US-based cable television channel that is interested in children's programmes aimed at acculturating US teenagers properly into American culture. It was launched on December 1, 1977.

D. Network 10

Network 10 is an Australian commercial network registered under Ten Network Holding Ltd and is widely known as Paramount Network, Australia & New Zealand. (en.m.wikipedia,org>wiki>Ten Network).

E. ABC

This is the American Broadcasting Company, and it is one of the four biggest television networks alongside CBS, NBC, and Fox. The Walt Disney Company originally owned ABC after it acquired Disney Channel's Consumer Business.

F. Cable News Network (CNN)

It is on record that *Cable News Network* (CNN) is the first television channel to broadcast 24 hours daily worldwide. CNN debuted on Sunday, June 1980. CNN was originally founded by Ted Turner and is located in Atlanta; it also broadcasts programmes from its affiliate centres, such as *Time Warner* in New York (Adebayo, Ojo & Akinreti, 2016).

G. Sky News

Sky News is a relatively new international news channel. The station is part of Rupert Murdoch's News Corporation and was established in 1989. According to Thussu (2000),

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Rupert Murdoch works with local and regional partners such as ZEE TV (India), TV Globo (Brazil) and Televisa (Mexico).

 H. Al Jazeera

The imbalance and domination in the global media landscape have led to the often false narratives about most third-world countries. This imbalance accounts for the vertical flow of information and other media content. Al Jazeera started to broadcast in 1996, out of the oil sheikdom of Qatar in the Persian Gulf, to correct the negative reports about the Arab world. https://em.wikipedia.org

2. RADIO STATIONS

A. British Broadcasting Corporation (BBC)

British Broadcasting Corporation (BBC) is a household name when you talk of public service broadcasting today. The headquarters of BBC is in Westminster, London. BBC is CNN's biggest competitor today, transmitting 24hrs covering the whole world. BBC programmes are received in over 1 billion homes in more than 200 countries (Adebayo, Ojo & Akinreti, 2016).

B. Radio Deutsche Welle (DW)

This is the radio arm of Deutsche Welle, providing news, entertainment, and cultural programmes in diverse languages around the world. This company is of German origin.

https://www.nationalmaster.com/country-info/stats/media/radio/list.

3.2 International Wire Services and Media Conglomerate Controlling the Global Communication and News Flow

It is disheartening to note that all the big Wire Services are domiciled in the West. Yet, developing countries of Asia, Latin America, and Africa keep complaining of the observable imbalance in the global communication/news flow, even when they are not making any pragmatic effort to break away from the shackles of Western domination. There are well over 10 international wire services that gather, produce, and send news, information, and

entertainment programmes to subscribers worldwide. None of them has its origin in any of the developing countries. These Wire Services are:

SN	Abbreviation	Name	Origin
1.	AA	Anadolu	Turkey
2	AFP	Agence France Presse.	France
3	ANP	Algemeen Nederlands	Netherlands
4	ANSA	Agenzia Nationals Stampa Associate	Italy
5.	AP	Associated Press	USA
6.	BNO	BNO News	Netherlands
7.	DPA	Deutsche Presse Agentur	Germany
8.	EFE	Agencia EFE	Spain
9.	UTA	Telegraphic Agency	USA
10.	KNW	Korea Newswire	South Korea
11.	PA	Press Association UK	
12.	Reuters	Reuters	UK

Source: www.investipedia.com

Similarly, all the global media conglomerates determining the world's communication and news flow, as identified by Seth (2022), are situated in the West. They are: (1) Walt Disney (2) Time Warner (3) News Corporation (4) Bertelsmann (5) Apple (6) Comcast (7) Fox (8) AT&T (9) Netflix (NFLX) (10) Chattered Communication (CHTR) (11) Thomson Reuters (TRI) (12) SONY (13) Paramount Global, a name arrived at after the merger of Viacom and CBS.

Adebayo, Ojo & Akinreti (2016) contend that all of the world's media conglomerates are, in one way or another, driven by cultural and economic hegemony

3.3 Statistics of Communication Hardware and Software Developed between 1976-2024 and their implication on Global News and Information Flow

The fact remains that no country can favourably compete in the global news and information flow without relevant technologies. The West knew this and has long groomed their technology, which they have been using to their advantage. A communication device is any form of hardware or software that can facilitate the sending, receiving or transmission of information. This ranges from computers to phones and other forms of communication devices. Gibbs (2024) expresses the view that the purpose of communication hardware and software is to connect users via their computers or other mobile devices. The hardware includes our computer, while software examplesinclude e-mail, discussion forums, text messaging, Skype, instant messaging, and video chats. "Network operating system is the software used to manage network communication" (Schaumont, 2013).

Ball (2023) traces the history of communication hardware and software development, summarized as follows: In 1976, Steve Wozniak designed the first Apple computer while both Wozniak and Steve Jobs co-founded Apple computers on April Fool's Day. Later in the same year, Sony introduced Betamax, the first home video cassette. In 1978, the 5.25-inch floppy disk was invented to constitute the industry standard. 1979 witnessed the launch of Haye's modem into the market and the commencement of the first cellular phone communication network in Japan. By 1980, the world had recorded a total number of 1,000,000 computers in use. In 1981, Commodore Vic-20 was launched into the global market and immediately sold more than 1,000,000 units. Television set served as its monitor while cassette tape was its storage system.

1983 was another remarkable year when the Global Positioning System GPS was released for use by civilian aircraft while Eric Orkin launched Delphi Management Systems. It was in 1984 that Apple released the Macintosh computer with a mouse and graphical user interface with CD Rom for enhanced storage and music dissemination. By 1995, Microsoft had invented and launched into the market Windows 1.0 with CD ROMs capable of storing 270,000 papers of text on a single disk. It was also in that year that Symbolics, a Massachusetts computer company, registered an Internet domain named Symbolics.com. The

first IBM PC virus called brain was also launched into the market while Eric Thomas developed the first commercial mailing list programmes called LISTSERV.1987 was the first time a small cell phone capable of fitting into pocket was launched in Britain. It was sold for 2,500 pounds, in 1989, IBM and Sears joint venture started operation bearing the Prodigy name: "The Internet".

With this came the doubling of the fax machine to 2.5 million units with the Internet Bulletin Board System Quanturn Computer Services acquiring a new name- "America Online" (AOL). By 1990, Hypertext AC was invented by Tim Bernertee. This was what gave birth to World Wide Web (www). Computer companies introduced notebook computers after which Linus Torvalds created the first version of Linus, a collaboratively written Computer operating system. By 1993, the web already had a total of 130 sites while the first Spam e mail was experimented and sent by Lawrence Center in 1994. From 25 million households having at least a personal computer in the US as at 1993, it shot up to 38 million households by 1995 while Broadsheet.com was the first world's first Online radio station, followed by the release of Amazon and Bay (Ball, 2023)..

The first high definition television (WRAL-HD) signal was discovered in the US while Wi Fi became available publicly in between 1996 and 1997. By 1998, Google had open workshop in a Menco Park, California, recognize d as one of the 100 websites by PC Magazine. There was a failed prediction in 1999 when it was envisaged that by the year 2000, the computer technology as a communication system would collapse, a prediction based on Y2K bug (the inability of older computers to phase out between 1900-2000). On the contrary, by year 2000, 60% of US households had at least one computer while GPS had then also become available for users.to receive a more deregulated signal globally. Notwithstanding, the LoveBurg virus/worm infected 2.5 million PCs leading to a financial loss of well over 8.7 million US dollars. iPod was launched in 2001, becoming the most used MP3 player and changing the landscape of the music industry. It was in 2002 that iRobot corporation released the first version of its RoombaA vacuum clearing robot, also leading to the launching of the first widely used social network "Fri06ster", launched by a Canadian programmer called Jonathan Abrams.

The floodgate of wireless internet was open in 2003 when Intel incorporated Wi Fi into their Centrino Chip, thereby making it possible for different online programmes to share data through Application Programming Interface (APIS). In 2004, Google was able to index more than 8 billion pages on the web while in that same year, Facebook started operation (with only Harvard students in mind for use), while the YouTube, the first video sharing site surfaced in 2005, being one of the most popular sites to exist. Twitter, the micro blogging site was invented in 2006, with 140 characters maximum per message, while iTunes downloaded its Billwirth file in May of the same year. Revolutionising the phone industry, Apple introduced 'The Phone' in June of 2007.By 2008, Amlink had been acquired by a software company with the intention of expanding portfolio.

Two major online registration companies, namely: RegOnline and Windgateweb were consequently acquired by The Active Network while Digital television became the broadcast standard in the United States of America and other parts of the global community in 2009. In 2010, Apple introduced the iPad, another innovation in portable tablet computing. In 2011, Kindle Fire Tablet computer/e reader was released by Amazon and the company sold more than 2.5 million units by the end of that year; and by 2012, Tablet computers had gained name as the fastest adopted technology hardware in the computer industry. By 2014, Apple had launched iBeacon during the World Wide developers' Conference. 2014 witnessed the buying over of Oculus VR Company by Facebook at the cost of 2 billion US dollars while Google in the same year launched into the market CardBoard, a do-it-yourself Stereoscopic Viewer, used in smartphones. In 2015, Microsoft released Operating System Windows 10 with Amazon in the same year under review, releasing Amazon Echo and the Alexa Ecosystem,

In 2016, Vister Equity Partners acquired Cvent at the cost of 1.65 US dollars and Sales Automation firm 'Marketo' at the whooping sum of 1.79 billion US dollars while many companies had started to develop their own VR headsets. Some of these companies were HTC, Google, Apple, Amazon, Microsoft, Sony, and Samsung.

Another remarkable year of invention was 2018 when Cvent acquired Qucik-Mobile and Social Tables, the largest room diagramming firm. Lexer released the first SD card in 2019,

in which could store 1 terabyte (Ball, 2023).2019-2024: With the outbreak of Covid-19, the way we live and work suddenly changed, thereby forcing humanity to adapt to "new normal" and technology-based life. Consequently, technology has improved tremendously. There have been inventions such as Artificial Intelligence (AI) that has the ability to even process natural language. There has also been 5G (The Fifth Generation Technology), 4G (Fourth Generation Technology), There is also the invention of the Internet of Thing (IoT), Cloud Computing (CC), Lockchain Quantum Computing among other technological innovations.

3.4 Reasons Accounting for the Obvious Imbalance in Trans-border Communication and News Flow?

The imbalance in transnational communication and news flow in the wake of globalisation has attracted a series of concerns, especially among the non-aligned states. Global news mainly flows from the West, considered as the core countries down to the peripheral countries. This has led to the westernisation of world culture. Even what seems to us as Westernisation is now considered as Americanisation. The West knew that to conquer the world, there was the need to introduce and promote the world system, which would be a mega weapon and work as envisaged by them. Every other part of the globe today tends towards the centre in a bid to catch up, or at least to belong. The nurturing and growth of US communication industry into global business could be attributed more to United States' zeal and concern for business succession, rather than as a plan to dominate the world's global economy.

Temibiade (2010) opines that the pre-eminent lopsided flow of information from the developed to the developing nations such as Nigeria is a major cause of the unbalanced global news coverage and dissemination which has great implication for nationalism among different age brackets. This lopsidedness in the news flow has, as a result, presented developing countries in a negative light among the youths. (Youth Forum, 2015). Consequently, the youths do not see anything good about their own culture, as a result of which they prefer the culture of the west, as can be seen in the areas of language, dressing, music, movies, sports and others.

This is why Emetunah (2015) describes the youth as being under the strong influence of cultural imperialism.Since it is the US, Western Europe and Japan that continue to account for the bulk of capital that propels globalisation, then it can be argued that countries of the periphery, such as Nigeria and other developing countries can reverse the underdevelopment tendencies under the new international division of labour and power (Ugwukah & Michael, 2010).

3.5 Factors Hindering Developing Countries from Leaving the Backstage

Some countries of the third world are blessed with human, natural and financial resources, but what is most worrisome is that despite the availability of these abundant resources, they are still allowing the developed countries to dictate to them what they should consume, media-wise. These foreign media contents are sent to these countries where they are usually taken-in hook, line and sinker. One of the major reasons for this ugly development is poverty. Most of the developing countries are poor, which means that they are struggling to survive. They are saddled with the choice of living perpetually on loans and aids from international community and, or donor agencies. These countries are battling with hunger, diseases, unemployment and political upheavals. On the other hand, corruption has eaten deep into the skin of most third world leaders, to the extent that it has become a maxim that 'when you scratch the surface of the skin of the average 'African leader', what you find is corruption instead of blood'. Corruption has turned many from doing the right thing to indulging in malfeasance.

Amundsen, cited in Ekpo, Chime & Enor (2016), defines corruption as when individuals misuse public power they are bestowed with for private gains. Corruption, therefore is one of the contributing factors why no one gives a thought to the provision of contra-flow to the media products that are exported from the media rich countries.Next is the absence of political will. Most leaders in developing countries lack the political will to initiate good and development-oriented programmes for their countries hence; they do not contemplate providing media witha global reputation, capable of countering the negative reportage about

their countries by the powerful nations (Ohamezie, 2020). It was not until recently in 1996 that Al Jazeera started broadcasting from the Sheikdom of Qatar in the Persian Gulf.

Finally is the issue of nepotism and tribalism. These are twin cankerworms in the development efforts of third world countries. An appendage to the aforesaid is favouritism. Most times, one must be aligned to politicians before one gets anything, in other words, virtually everything has been politicised in Africa and other developing countries. Merit as usual is the casualty hence; we are not growing. For this reason, some people with the technical know-how and wherewithal to set up such media outfits are sidelined when it comes to the issuance of licenses. This is probably why Ohamezie (2020) queried thus: How can a country where things are done this way grow?

3.6 Need for Balancing the Flow: Role of New World Information and Communication Order (NWICO)

The imbalance in the global news flow can only be said to be in favour of the West, which has the required technology, financial capability, and trained personnel to place them in a position to decide the direction of such flow for other countries. As a result, many scholars have advanced the view that due to this imbalance, the socio-cultural and political economy of the peripheral states are at risk of remaining obscured in global arrangement. Consequently, the Non-Aligned Movement (NAM) converged and began to discuss on how to ensure that there is a relative re-ordering of the flow of global news and information to prevent a scenario where these peripheral states are perpetually left behind in the global scheme of things.

Tracing the reasons that necessitated the formation of the New World Information andCommunication Order (NWICO), Padovani, as cited in Alao, Uwom & Alao (2013), writes:

The New World Information and Communication Order (NWICO) is a term that originated within the discussions of the Non-Aligned Movement (NAM), following the proposal for a new international economic order… The expression became the aspirations of many

countries in the global south to democratise the international communication system and rebalance information flows worldwide (P. 43).

They cited an example of the allocation of the geostationary orbit (Parking spots in space) for satellites as only a small number of developed countries had satellites, a situation where it was not possible to allocate developing countries spaces that they might not even be ready, technologically, to utilize in the near future. (MacBride Report, 1980).

A number of scholars have revisited the history and achievements of NWICO since its inception in 1973 at Algiers during the meeting of Heads of States of Non-Aligned Countries (NAC), and they concluded that NWICO should serve as an agent for the re-engineering of a lopsided global communication flow, paving the way for more balanced relations and information sharing (Thussu, 2006, Nordenstreng, 2013).

3.7 Countering the Dominance of Western Media

The advent of globalisation has resulted in a revolution in communication technology. This revolution has affected both nations and individuals in diverse ways. "Global communication refers to the process of transmitting and receiving information worldwide" (Okorie, 2010, p. 2). Marxists explain that as far as there are dichotomies between nations that have means of mental production and those who are mere consumers, decisions about world affairs will continue to remain with countries wielding such economic power. Put differently, and dependency theory will continue to subsist as far as core and peripheral nations are concerned. The industrialised regions are called the core or centre of the world economic system, while the Third World countries that produce the raw materials are called the periphery (Liman & Onyetube, 2013). This imbalance accounts for the one-way flow of information and other media products.

Though there has been a persistent lopsidedness in the availability of communication paraphernalia among nations, in recent times, some countries in the global south have started to provide a counter-flow of news and information. One factor responsible for this is the deregulation of the media industry in most parts of emerging democracies. Liberalisation has also opened up frontiers for countries to use the mass media to retell their history, which was

initially distorted by foreign accounts through wrong media portrayals. New transnational networks now operate in the same way that the popular American media networks have been doing, resulting in what has been referred to as Easternisation or South-South flows (Nederveen Pieterse, 2003; Thussu; 2007, 2010).

When Al Jazeera began broadcasting out of the tiny oil sheikdom of Qatar on the Persian Gulf, the Doha-based satellite channel was in the vanguard of big changes and became the most free-wheeling station in the Arab world, delighting millions of viewers across the Middle East and annoying many Arab governments. Their audience has been estimated at 30 to 50 million viewers (Hachten & Scotton, 2007, p.117)..

4.0 Theoretical Framework

4.1 Technological Determinism Theory

Technological determinism theory was propounded by Marshal McLuhan in 1964. McLuhan explains that the media can be viewed as an extension of the human body, adding that news can alter the human environment since the media can bring about change through their messages while creating new perceptual habits and new environments, which is also plausible. The theory posits that technology, particularly the media, reconstructs people's thinking patterns and determines how societies organise themselves (Asemah, 2010}. The technological determinism theory argues that the invention of technology has its corollary of causing cultural change and that the way humans think is mainly similar to how they process information. "We shape our tools, and our tools shape us" (Ijwo & Omula, 2014).

Technological determinism theory is relevant to this paper because in appreciating the game playing out between developed and developing nations, one would understand that no country in the world today will rise to stardom among the comity of nations without a breakthrough in technological inventions and applications. The media-rich countries- USA, Europe, and Australia are dictating the line of information flow because of the arsenal of communication and media technology at their disposal.Similarly, it should be noted that the driving force of all civilisations lies within technological discoveries, and this has given rise

to globalisation, direct satellite broadcasting, and computers, among many other technological apparatuses that enhance global media outreach and information flow.

5.1 Conclusion

From the preceding sub-sections of this paper, it can be observed that from the onset and even till the present time, developing countries remain relegated to the background regarding global news and information flow. The major factor accounting for this ugly development is unarguably "technology". Technological inventions seem to be the engine of all developments. This is why countries like China and Japan have made giant strides in nurturing their technology while still trying to surpass other technologically advanced countries. The theory of technological determinism supports this conclusion since no country can dictate communication and information flow without a commensurate knowledge of technological invention.It is also obvious that African leaders, as well as those in other developing countries, are corrupt and lack the political will to set up media outfits with the potential to counter the negative narratives heaped on countries from the South.

5.2 Recommendations

Developing countries should henceforth begin to groom their technology to to tackle the challenge occasioned by a lack of substantial knowledge of technology. In other words, well-focused technology investments should commence without further delay. This could even be achieved by technology transfer from the West to these countries.To counter the Western media's negative reportage about developing countries, governments of developing countries, individuals, and corporate bodies should commence a massive investment in the media sector. This should be made with the right reach and content in order to change the ugly trend of reporting only those issues that tend to portray developing countries as good for nothing.

There is still a string of colonial master-servant relationships between the West and countries of the poor South. Based on this relationship, developing countries are still receiving grants and aids from their former masters. This gives an opportunity for further exploitation of the dependent countries; hence they failed to foresee the need to establish media and

communication outfits that have global reach to correct the imbalance in the global news flow.To redress the problem of absence of political will, leaders from developing countries should henceforth desist from corrupt practices, nepotism and tribalism especially in multi-ethnic societies where talent and relative technical know-how are in the hands of a few persons, in most cases from the minority groups.

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