

Chapter 10

The Message: The Role of International Organizations

Learning Objectives

1. Define UNESCO (United Nations Educational, Scientific, and Cultural Organization).
2. Describe the critical historical meetings and stakeholders in the New World Information & Communication Order (NWICO) debate.
3. Illustrate the global and fundamental differences in the origins, philosophies, roles, and environments in which global communication stakeholders operate and, in some monopolistic, government-regulated environments, continue to operate.
4. Explain the circumstances of the Nonaligned Movement.
5. Discuss the Programme III and how it affected the participation of the United States in UNESCO.
6. Understand the goals of Director-General Mayor.

Chapter Outline

UNESCO: backdrop for the NWICO debates
Identifying the issues and taking sides
The Nonaligned Movement
Latin America meetings

19th UNESCO General Assembly, Nairobi, 1976
New International Economic Order (NIEO)
The debate begins in earnest
UNESCO in the 1980s
UNESCO without the United States
New era, leaders, and strategy
UNESCO in the 1990s
The United States' reaction
A new focus
DG Mayor's successor: an Asian leader

Key Terms

United Nations Educational, Scientific, and Cultural Organization (UNESCO)
New World Information and Communication Order (NWICO)
United Nations
Direct broadcast satellite (DBS)
Decolonization
New International Economic Order (NIEO)
Organization of Petroleum Exporting Companies (OPEC)
Amadou-Mahtar M'Bow
"Group of 77"
Transnational corporations
International Programme for the Development of Communication (IPCD)
Federico Mayor
World Information Report
Koichiro Matsuura

Activities

- Ask students to visit UNESCO's home page at www.unesco.org to determine the responsibilities of the Communication and Information sector.
- Take-Home Assignment: after reviewing the information that was gathered, ask students to state and explain two new areas that UNESCO is reviewing.

Multiple Choice

- 1) Throughout its existence, UNESCO has had some critics. Part of the criticism is a result of the negative assessment of its parent, the United Nations. Another flashpoint took place in the mid-1970s. A decision was made that excluded which country from the European regional grouping, creating a barrage of criticism from the Western press?
 - a. Israel*
 - b. Iran
 - c. France
 - d. Soviet Union

- 2) One issue that was resolved during the official UNESCO debate in 1970 was related to the rapid development of direct broadcast satellite (DBS) technology. What was the issue with DBS technology?
 - a. signals could easily circumvent local restrictions and transmit foreign messages*
 - b. signals could jam other circuits, thus causing the messaging system to shut down
 - c. signals could become crossed, preventing the dissemination of information
 - d. signals could lose connectivity because it was satellite-based

- 3) A new pressure group emerged during the Nonaligned Movement. During a summit meeting in 1973, participating nations acknowledged their desire to develop a unique foreign-policy stance independent of both the United States and _____.
 - a. Europe
 - b. China
 - c. USSR*
 - d. Israel

- 4) The New International Economic Order (NIEO) encouraged _____ among member states. Which of the following choices does NOT belong?

- a. sovereign equality
 - b. cooperation
 - c. dependence*
 - d. common interest
- 5) During the 1970s, which organization quickly became a model for peripheral nations to emulate in hopes of obtaining the economic concessions and achieving the financial growth that had escaped them?
- a. Organization of Petroleum Exporting Countries*
 - b. Organization of Gem Exporting Countries
 - c. Organization of Auto Exporting Countries
 - d. Organization of Fashion Exporting Countries
- 6) In 1978, Director-General M'Bow announced the framework for UNESCO's future agenda. For many Western delegates, the issue boiled down to one of _____ over the mass media.
- a. Washington control
 - b. state control*
 - c. each medium's discretion
 - d. none of the above.
- 7) In what year did the United States withdraw from UNESCO?
- a. 1983
 - b. 1985*
 - c. 1982
 - d. 1986
- 8) In 1986, M'Bow left the Director-General position at UNESCO. Who was his successor?
- a. Pierre Trudeau
 - b. Helen Thomas
 - c. Federico Mayor*
 - d. Helmut Keel
- 9) Director-General Mayor worked hard to promote the new communication strategies of UNESCO. His activities and comments were directed toward persuading two audiences – the United States and _____.

- a. non-UNESCO members
 - b. individual mass media
 - c. current UNESCO members*
 - d. private mass media
- 10) What is the title of the new unit within UNESCO that was created by Director-General Mayor in the 1990s?
- a. “Freedom of Expression and Democracy”*
 - b. “Freedom from Government Regulations”
 - c. “Freedom of Privatized Media”
 - d. “Freedom of Media Constraints”
- 11) In October 1999, two major events occurred in UNESCO. One event concerned allegations of cronyism and mismanagement. The second event led to the election of a new Director-General. Who was elected?
- a. Koichiro Matsuura*
 - b. Federico Mayor
 - c. Olaf Jung
 - d. Mary Sinclair

True/False

- 12) UNESCO’s investment in NWICO led to major problems for the agency, including the withdrawal of the United States. (T)
- 13) Fewer than a quarter of the nations in the world still place some type of restriction on journalists or media outlets. (F)
- 14) Originally, core nations dominated UNESCO. However, the balance of power has shifted over time. (T)
- 15) Direct broadcast satellite (DBS) signals are able to circumvent government broadcast restrictions. To address this matter, UNESCO tried to pass a resolution requiring satellite broadcasters to obtain the prior consent of national governments before transmitting messages to a foreign territory. This resolution was defeated. (F)

Short Answer/Essay

- 1) Under the authority of Director-General Mayor, the Windhoek Resolution that emerged from the 1991 Namibia conference to promote a pluralistic and free press declared five elements. Explain two of them.

- 2) Debates officially began in 1970 when UNESCO's General Assembly outlined the need to articulate national communication policies and a series of publications dealing with this issue began to emerge. Subsequently, three significant resolutions were introduced, increasing the visibility and divisiveness of the global media issue. What are the three resolutions?
- 3) Why was the Western core-based press so against NWICO? (Answer: it supported a non-free-press philosophy which advocated some type of government role and control, e.g. possible licensing of journalists, which would interfere with free enterprise and free speech.)