NATIONAL OPEN UNIVERSITY OF NIGERIA

SCHOOL OF ARTS AND SOCIAL SCIENCES

COURSE CODE: INR302

2 CREDIT UNITS

COURSE TITLE: INTERNATIONAL RELATIONS AND THE MEDIA

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NATIONAL OPEN UNIVERSITY OF NIGERIA

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COURSE DESCRIPTION

INR 302: Media and International Relations is a one-semester course in the third year of B.A. (Hons) Degree in International and Diplomatic Studies. INR 302 is designed to give understanding of how the media facilitate interaction and relationships amongst nations, the various types of media and their prospects and challenges in Nigeria. The course examines the development of international relations in Nigeria and its overview. The course further discusses about foreign missions, the roles of the media in foreign missions, and the costs and benefits of diplomatic missions. The course further explores the role of the media in international relations, the influence of the media in international diplomacy, the media and international relations in building positive image and the media as vehicles for international relations.

INTRODUCTION

INR 302: Media and International Relations is a one-semester course in the third year of B.Sc. (Hons) Degree in International and Diplomatic Studies. INR 302 is designed to give understanding of how the media facilitate the interaction and relationships amongst nations, the various types of media and their prospects and challenges in Nigeria. The course examines the development of international relations in Nigeria and its overview. The course further discusses about foreign missions, the roles of the media in foreign missions and the costs and benefits of diplomatic missions. The course further explores the role of the media in international relations, the influence of the media in international diplomacy, the media and international relations in building positive image and the media as vehicles for international relations.

The study units are structured into Modules. Each module comprises of 4 or 5 units. A Unit Guide comprises of instructional materials and also provides a brief description of the instructional material.

Courses Objectives

The main objective of INR 302 is to give understanding of how the media facilitate interaction and relationships amongst nations. The objectives of each unit are specified at the beginning of each unit and are to be used as reference points and to evaluate the level of progress in the study. At the end of each unit, the objectives are also useful to check whether the progress is consistent with the stated objectives of the unit. The entire units are sufficient to completely achieve overall objectives of the course.

The Course Material

In all of the courses, you will find the major components thus:

(1) Course Guide
(2) Study Units
(3) Textbooks
(4) Assignments

Study Units

There are 18 study units in this course: They are:

Module 1:General Introduction

Unit 1   Definitions of Media and International Relations
Unit 2   Types of Media
Unit 3   Prospects and Challenges of the Media in Nigeria
Unit 4   Development of International Relations in Nigeria
Unit 5   Overview of International Relations
Module 2: Media and Foreign Missions

Unit 1   What is Foreign Mission?
Unit 2   Roles of the Media in Foreign Missions
Unit 3   Costs and Benefits of Foreign Missions
Unit 4   Overview of Foreign Missions

Module 3: Relationships between the Media and International Relations

Unit 1   The Role of theMedia in International Relations
Unit 2   The Influence of the Media in International Diplomacy
Unit 3   The Media and International Relations in Building Positive Image
Unit 4   The Media as Vehicle for International Relations

Module 4: Role of the Media and Communications Technology in IR

Unit 1   Traditional and New Media Forms

Unit 2 Challenges and Opportunities for Business

Unit 3 Technology and International Relations

Unit 4 A New Topic of Study for the Discipline

From the above, we can see that the course starts with the basic definition of media and International relations and progresses subsequently into the roles they play in foreign missions and in the relationships that exist among the nations of the world. The instructions given in each unit contain objectives, course contents and reading materials. In addition, there are also self-assessment exercises and Tutor-Marked Assignments. All these are intended to assist you in achieving the objectives of each unit.

Textbooks and References

Ekeanyanwu, N.T. (2008). *International Communication*.Canaanland, Ota:Covenant University Press

Ezeukwu, G. (1999). *Understanding International Relations*. Enugu: GoldPublishers

IfedayoD. (2005), *Mass Media and Society*, Rothan Press Limited, Lagos.

Health, R. (Ed.) (2001).*Handbook of Public Relations*. Houston: SagePublications.

Okoro, C.O. (2000). *International Relations and Diplomacy Since the WorldWars*. Enugu: Feloks Communications

Seitel, Fraser P. (2007). *The Practice of Public Relations (10th Edition).*Boston: Pears

Tutor-Marked Assignments/ Self-AssessmentExercises

There are 20 Tutor-Marked Assignments (TMAs) in this course. You need to submit at least four assignments of which the highest three marks will be recorded. Each recorded assignment counts 10 percent towards your total course grade. Three recorded assignments will thus count for 30 percent. When you complete your assignments, send them including your form to your tutor for formal assessment on or before the deadline.

Self-Assessment Exercises are provided in each unit. The exercises should help you to evaluate your understanding of the materials so far. They are not to be submitted. However, answers are provided or directions given as to where to find answers within they are intended for.

Final Examination and Grading

There will be a final examination at the end of the course. The examination carries a total mark of 70% of the total course grade. The examination will reflect the contents of what you have learnt and the self-testing and tutor-marked assignments. You therefore need to revise your course materials before the examination.

Course Overview

There are 18 units in this course. You are to spend one week on each unit. One of the advantages of Open and Distance Learning (ODL) is that you can read and work through the designed course materials at your own pace, and at your own convenience. The course material replaces the lecturer that stand before you physically in the classroom.

All the units have similar features. Each unit has seven items beginning with the introduction and ending with references/suggestions for further readings.

Course Marking Scheme

The table below shows the breakdown of how the student's course assessment is done

Assignment	Marks
Assignment : There are 20 assignment	Four assessments, best three marks out of four count @ 10% each = 30% Course Marks
Final Examination	70% of overall Course Marks
Total	100% of Course Marks

Summary
INR 302: INR 302 is designed to give understanding of how the media facilitates the interaction and the relationship amongst nations, the various types of media and their prospects and challenges in Nigeria.The course examines the development of international relations in Nigeria and its overview. The course further discusses about foreign missions, the roles of the media in foreign missions, the costs and benefits of diplomatic missions. The course further explores the role of the media in international relations, the influence of the media in international diplomacy, the media and international relations in building positive image and the media as vehicles for international relations.

All the basic course materials needed to successfully complete the course are provided. Upon completion this course, you will be able to:

- Define Media and discuss the different types of media
- Discuss some challenges faced by the media and Enumerate some prospects of the media
- Give at least two definitions of International Relations
- Explain the concept of International Relations
- Discuss the stages of the development of international relations in Nigeria.
- Explain how peace keeping has contributed to the development of international relations in Nigeria.
- Differentiate Public, Private, Economic, and Culture as major components of International Relations

- Define foreign mission and List the functions of foreign missions
- Discuss types of diplomatic missions
- Explain the roles of the media in foreign missions and how the media help in the resolution of conflict
- Discuss the cost implication of Nigeria's peace keeping operations as part of her foreign policy support in Africa.
- Differentiate between permanent missions and permanent representations.
- Discuss about International Diplomacy and Evaluate the Influence of the Media on international diplomacy
- Discuss about foreign policy and Explain why a country should have positive image locally and internationally.
- Discuss the effects of Global media on the Cultural, Military, Diplomatic, Economic, Science and Educational Arena

Course Overview

Units	Title of Work	Week Activity	Assignment (End-of-Unit)
Course Guide			
Module 1	**General Introduction**		
Unit 1	Definitions of Media and International Relations	Week 1	Assignment 1
Unit 2	Types of Media	Week 2	Assignment 1
Unit 3	Prospects and Challenges of Media in Nigeria	Week 3	Assignment 1
Unit 4	Development of International Relations in Nigeria	Week 4	Assignment 1
Unit 5	Overview of International Relations	Week 5	Assignment 1
Module 2	**Media and Foreign Missions**		
Unit 1	What is Foreign Mission?	Week 6	Assignment 1
Unit 2	Roles of the Media in Foreign Mission	Week 7	Assignment 1
Unit 3	Cost and benefits of Foreign Missions		Assignment 1
Unit 4	Overview of Foreign Missions	Week 8	Assignment 1
Module 3	**Relationship between the Media and International Relations**		
Unit 1	Role of the Media in International Relations	Week 9	Assignment

Units	Title of Work	Week Activity	Assignment (End-of-Unit)
			1
Unit 2	The influence of the Media in International Diplomacy	Week 10	Assignment 1
Unit 3	The Media and International Relations in building positive image	Week 11	Assignment 1
Unit 4	The Media as vehicles for international relations	Week 12	Assignment 1
Module 4	Role of the Media and Communications Technology in IR		
Unit 1	Traditional and New Media Forms	Week 13	Assignment 1
Unit 2	Challenges and Opportunities for Business	Week 14	Assignment 1
Unit 3	Technology and International Relations		Assignment 1
Unit 4	A New Topic of Study for the Discipline	Week 15	Assignment 1
	Revision	Week 16	
	Examination	Week 17	
	Total	**17 Weeks**	

What You Will Need in the Course

The knowledge of Introduction to International Law and Diplomacy in pre-colonial Africa, INR 112 taken in your first year will be of immense benefit to students of this course. There will also be some recommended texts at the end of each module that you are expected to purchase. Some of these texts will be available to you in libraries across the country. In addition, your computer proficiency skill will be useful to you in accessing internet materials that pertain to this course. It is crucial that you create time to study these texts diligently and religiously.

Facilitators/Tutors and Tutorials
The course provides fifteen (15) hours of tutorials in support of the course. You will be notified of the dates and locations of these tutorials, together with the name and phone number of your tutor as soon as you are allocated a tutorial group. Your tutor will mark and comment on your assignments, and watch you as you progress in the course. Send in your tutor-marked assignments promptly, and ensure you contact your tutor on any difficulty with your self-assessment exercise, tutor-marked assignment, and the grading of an assignment. Kindly note that your attendance and contributions to discussions as well as sample questions are to be taken seriously by you as they will aid your overall performance in the course.

Conclusion
This is a theoretical as well as empirical course and so, you will get the best out of it if you can read wide, listen to as well as examine international relations and diplomacy.The course discusses about foreign missions, the roles of the media in foreign missions and the costs and

benefits of diplomatic missions. The course further explores the role of the media in international relations, the influence of the media in international diplomacy, the media and international relations in building positive image and the media as a vehicle for international relations.

Summary
This Course Guide has been designed to furnish you with the information you need for a fruitful experience in the course. In the final analysis, how much you get from it depends on how much you put into it in terms of learning time, effort and planning. I wish you all the best in INR 302 and in the entire programme.

REFERENCES/ FURTHER READING

GainousJ and Wagner K.M. 2013 *Tweeting to Power: The Social Media Revolution in AmericanPolitics.* Oxford University Press

Ruddock A. 2013 *Youth and Media.*SAGE Publications.

Mansell *R. 2012.*Imagining the Internet: Communication, Innovation, and Governance.*Oxford University Press.

Rosen L, Cheever N, and Carrier M. 2013.*iDisorder: Understanding our Obsession with Technology and Overcoming its Hold on Us*. Palgrave Macmillan**.**

Faris D. 2013.*Dissent and Revolution in a Digital Age: Social Media, Blogging and Activism in Egypt.*IB Tauris.

Trottier D. 2012.*Social Media As Surveillance: Rethinking Visibility in a Converging World*. Ashgate.

Robert W. G. and Tagliarina D. 2013.Teaching Politics Beyond the Book: Film, Texts and New Media in the Classroom. Bloomsbury Academic.

Branscomb, Anne Wells. 1994. Who Owns Information-: From Privacy to Public Access. New York: Basic Books.

Deutsch, Karl. 1988. The Analysis of International Relations, 3rd ed. Englewood Cliffs, NJ: Prentice-Hall.

Mandelbum, Michael. 1996. "Foreign Policy as Social Work," Foreign Affairs, January/February.

Nordenstreng, Kaarle and Herbert I. Schiller, eds. 1993. Beyond National Sovereignty: International Communication in the 1990s. Norwood, NJ :Ablex Pub. Co.

Nye, Joseph S. Jr. and William A. Owens. 1996. "America's Information Edge," Foreign Affairs, March/April: 20-36.

Schiller, Herbert. 1981. Who Knows: Information in the Age of Fortune 500. Norwood, NJ: Ablex.

Traber, Michael, eds. 1986. The Myth of the Information Revolution: Social and Ethical Implications of Communication Technology. London; Beverly Hills: Sage Publications.

Wriston, Walter B. 1992. The Twilight of Sovereignty: How the Information Revolution Is Transforming our World. New York: Scribner.

MAIN CONTENT

Module 1: General Introduction

Unit 1   Definitions of Media and International Relations
Unit 2   Types of Media
Unit 3   Prospects and Challenges of the Media in Nigeria
Unit 4   Development of International Relations in Nigeria
Unit 5   Overview of International Relations

Module 2: Media and Foreign Missions

Unit 1   What is Foreign Mission?
Unit 2   Roles of the Media in Foreign Missions
Unit 3   Costs and Benefits of Foreign Missions
Unit 4   Overview of Foreign Missions

Module 3: Relationships between the Media and International Relations

Unit 1   Role of the Media in International Relations
Unit 2   The Influence of the Media in International Diplomacy
Unit 3   The Media and International Relations in Building Positive Image
Unit 4   The Media as Vehicles for International Relations

Module 4: Globalization of International Relations

Unit 1   Effective International Relations in Multinational Organizations
Unit 2   Opportunities of International Relations for the 21st Century
Unit 3   Challenges of International Relations for the 21st Century
Unit 4   International Relations and Pedagogy
Unit 5   Paths to the Theory and Practice of International Relations

MODULE 1: GENERAL INTRODUCTION

INTRODUCTION

Unit 1   Definitions of Media and International Relations

Unit 2   Types of Media

Unit 3   Prospects and Challenges of the Media in Nigeria

Unit 4   Development of International Relations in Nigeria

Unit 5   Overview of International Relations

UNIT 1: DEFINITIONS OF MEDIA AND INTERNATIONAL RELATIONS

CONTENTS

1.0   Introduction

2.0   Objectives

3.0   Main Content

      3.1   What is Media?

      3.2   Concept of International Relations

4.0   Conclusion

5.0   Summary

6.0   Tutor Marked Assignment

7.0   References/ Further Reading

1.0   INTRODUCTION

The aim of this section is to introduce the students to the basic definitions of media and international relations. It aims also at explaining the meaning of both concepts.The relationships and interactions between international communities, inter-governmental organizations and non-governmental organizations are made possible by the media. It is said that the world is a global village because communities, states and the nations of the world are no longer separated by their boundaries. Hence, the definitions of these concepts become pertinent.

2.0   OBJECTIVES

At the end of this unit, the students should be able to:

Define Media

Explain the concept of International Relations

3.0 MAIN CONTENT

3.1 What is Media?

When people communicate with one another, they do so by a means. In other words, anything that people use to transfer information or to represent information is a medium of communication. The term mass media according to Dennis McQuail (2000) is shortened to describe means of communication that operate on a large scale, reaching and involving virtually everyone in a society to a greater or lesser degree. It refers to a number of media that are long established and familiar, such as newspapers, magazines, radio, television etc. Therefore, media is the plural of medium, which means a

channel or vehicle through which something is carried or transmitted. In other words, mass media are channels of communication in a modern society, primarily the print and electronic media.

According to Ifedayo (2005) mass media are impersonal sources and they reach large, heterogeneous and widely dispersed audiences. It is axiomatic that the mass media can reach millions of people over huge areas very quickly, by spreading news, information and propaganda, persuading people to buy certain things or to change their opinions on various matters. It is also a very powerful socializing agent. Mass media is also very educative. The media is used by individuals, corporate organizations and governments to transmit massages to the public.

McQuail(2000) describes the mass media as the organized means for communicating openly and at a distance to many receivers within a short space of time. Robert Murphy(1977), sums up society impacts of the media in different ways as oil, glue and dynamite. He submits that the mass media maintain the status quo or foster changes, it could hold society or rip it apart. For instance, the media particularly newspapers and magazines played a tremendous role in the struggle for Nigeria's independence of 1960. The press is capable of making or destroying government given the appropriate conditions. They can cause war or create peace. They can promote development or create difficulties in the way of development.

Furthermore, media can also mean a communication channels through which news, entertainment, education, data, or promotional messages are disseminated. Media include every broadcasting and narrowcasting medium such as newspapers, magazines, television, radio, billboards, direct mail, telephone, fax, and internet. In the beginning of civilization, messages were transmitted from person to person, through conversation and stories. Later, written languages and messages were recorded on some sort of surface. This method further evolved with the capability to copy written messages over and over again. In the twentieth century the use of electronic media started. At first, radio was the electronic medium of choice. This later evolved into television, and eventually into the internet.

The mass media construct messages with embedded values, and that disseminates those messages to a specific portion of the public in order to achieve a specific goal. Therefore, the messages created by journalists, television writers, film directors, and even musical artists must be put into the society for consumption. The media either sell a product or service, or an ideology. Therefore, the media is a business selling a product (the message), to a set of consumers (the audience). An example of the media's intent to sell products or services is the commercials we watch between the segments of our favorite television shows. Those commercials have the intention of selling you a product or service. Finally, media is a collective communication outlets that are used to store and deliver information or data. It is either associated with communication media, or the specialized communication businesses

such as: print media and the press, photography, advertising, cinema, broadcasting (radio and television), and publishing.

3.2 Concept of International Relations?

The free dictionary defines international relations as the branch of political science that is concerned with the foreign affairs and relations among countries. Hence, International Relations is simply the study of relations between nations. International Relations denotes the contacts of people and states across national boundaries. It can be viewed also as the sum total of activities and intercourse between two or more states.

International Relations as relations among nations refers to complex processes through which nations develop, maintain, improve or at times destroy its relationship among the members of the global community (Ezeukwu, 1999:30). In other words, this relationship could be friendly or hostile.

International relations has two broad meanings, as an academic discipline, and as relations among nations. As an academic discipline, it has been viewed from different perspectives. The first school of thought contends that International relations is a sub- field of political science while the second holds that it is a separate discipline. International Relations as an academic discipline, provides a better knowledge of the underlying foreign policies of states. Students of International Relation are thus concerned with the study of the International political system and the relationship existing among the members of the system. International Relationsis a term properly embracing the totality of the relations among people and groups in the world society.

International Relations attempts to explain the interactions of states in the global interstate system, and it also attempts to explain the interactions of others whose behavior originates within one country and is targeted towards members of other countries. The study of international relations is an attempt to explain behaviors that occur across the boundaries of states, the broader relationships of which such behaviorsare a part, and the institutions (private, state, nongovernmental, and intergovernmental) that oversee those interactions. Some look at psychological and social-psychological understandings of why foreign policymakers act as they do. Others investigate institutional processes and politics as factors contributing to the externally directed goals and behavior of states. Alternatively, explanations may be found in the relationships between and among the participants (for example, balance of power), in the intergovernmental arrangements among states (for example, collective security), in the activities of multinational corporations (for example, the distribution of wealth), or in the distribution of power and control in the world as a single system.

As an academic discipline, international relation encompasses a wide range of academic fields, ranging from history to environmental studies, and there are a number of areas of specific specialty,

for academics who are interested in them. International Relations as a discipline shows that International Relation experts are specialists in a subfield, for instance, they may be experts in theory, security studies, International political economy, foreign policy studies and International law etc. According to Juanita Elias and Peter Sutch (2007) International Relations is a descriptor for a complex, multidisciplinary subject area.International Relations covers essentially six sub areas: International Politics, Foreign Policy analysis, Diplomacy, Strategic Studies, International Organizations and International Economic Relations.

SELF-ASSESSMENT EXERCISE

Is it possible for a country to have a relationship with another country without the help of the media ? Give reasons for your answer

4.0 CONCLUSION

It is a fact that the media is used to disseminate information to a target public, hence the relationships and interactions between international communities, inter-governmental organizations and non-governmental organizations may be either positive or negative depending on what these groups want to achieve.

5.0 SUMMARY

This unit discussed the definitions of Media and International Relations and also the meaning and the origin of media. Emphasis was placed on the meaning of media because it is a means of communication used by individuals, organizations and nations to reach out.

6.0 TUTOR MARKED ASSIGNMENT

Media is a business, selling a product to a set of consumers. Discuss
What is media?
How can you define international relations?

7.0 REFERENCES AND FURTHER READING

Ezeukwu,G.(1999). Understanding International Relations. Enugu: Gold Publishers

IfedayoD. (2005), *Mass Media and Society*, Rothan Press Limited, Lagos.

McQuail, D. (2000), *Mass Communication Theory 4thed, London*: Sage Publication Ltd.

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UNIT 2: TYPES OF MEDIA

CONTENTS

1.0 INTRODUCTION

Media play very important role in the society. They are equally powerful because the information they disseminate influence people either positively or negatively. The kind of information transmitted by the media can be one-to-one communication, one-to-many communication or many –to- many communication. Hence, there are different types of media that are in use for the purpose of communication.

2.0   OBJECTIVES

This unit teaches the students the different types of media. At the end of the unit, the students should be able to do the following:

    a.   List the different types of media

    b.   Explain the different types of media

3.0   MAIN CONTENT

3.1 Print Media

Print media can be defined as the industryassociated with the printing and distribution of news through newspapers, magazines and journals. Print media is distinguished from broadcast or electronically transmitted communications. The print media include all newspapers, newsletters, booklets, pamphlets, magazines, and other printed publications, especially those that sell advertising space as a

means of raising revenue. Most print media are national newspapers and trade publications that have become quite successful. Newspaper is one of the most important and effective print media of mass communication. It was first published in Germany and later spread its roots to the rest of the world. Its valuable services to the community like information, education, entertainment, persuasion, cultural transmission, record facility etc., have made it an inevitable medium for the contemporary world. Magazines on the other hand, have always been national. Also included in the print media category are directories, church and school newspapers and yearbooks, and programs at theater presentations and sporting events. A person that sources for information and writes for newspapers or magazine companies or prepares news to be broadcast on radio or television is known as a journalist.

In the contemporary world, a book is one of the most effective mass media. It is the best source of education. It is the best and cheapest means of storing and transmitting to others the records, knowledge, literature speculations and entertainment characteristics of the human society. It represents the conscience of time and people gone by, and it speaks to each reader individually. Books provide permanent records. Some books printed several years ago are still in existence. Books, from their beginning, have demonstrated their capacity to bind traditional societies together and to give rise to new and sometimes revolutionary thought patterns. Examples of these books are trade books, paper-back books, text books, professional books.

3.2.   Broadcasting

Broadcasting refers to a method of transferring a message to all recipients simultaneously. This means that broadcasting occurs when a transmitted data packet is received by all network devices. The scope of the broadcast is limited to a broadcast domain. Furthermore, to communicate or transmit a signal, a message, or content, such as audio or video programming to numerous recipients simultaneously over a communication network is known as broadcasting.Broadcasting is the distribution of audio and video content to a dispersed audience via any electronic mass communication medium but typically one using the electromagnetic spectrum in a one-to-many model. Broadcasting began with AM radio broadcasting which sprang up spontaneously around 1920. Before this time, all forms of electronic communication, radio, telephone and telegraph were one-to-one with the message intended for a single recipient.

Moreover, to broadcast is to cast or throw forth something in all directions at the same time. A radio or television broadcast is a program that is transmitted over airwaves for public reception by anyone with a receiver tuned to the right signal channel. Other forms of broadcasting include routing schemes, broadcast, multicast and unicast.

3.3 Internet

A means of connecting a computer to any other computer anywhere in the world via dedicated routers and servers. When two computers are connected over the Internet, they can send and receive all kinds of information such as text, graphics, voice, video, and computer programs.No one owns the Internet, although several organizations the world over collaborate in its functioning and development. The high-speed, fiber-optic cables (called backbones) through which the bulk of the Internet data travels are owned by telephone companies in their respective countries.The Internet grew out of the Advanced Research Projects Agency's Wide Area Network (then called ARPANET) established by the US Department Of Defense in the 1960s for collaboration in military research among business and government laboratories. Later, universities and other US institutions connected to it. This resulted in ARPANET growing beyond everyone's expectations and acquiring the name 'Internet.'

The development of hypertext based technology (called World Wide Web, WWW, or just the Web) provided means of displaying text, graphics, and animations, and easy search and navigation tools that triggered Internet's explosive worldwide growth.Internet is a global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication protocols. The Internet has indeed revolutionized communications.Carpenter and Daniel Drezner (2010) describe it as "the second revolution in communications technology that redefined the relationship between producers and consumers of online information" has recently developed both in its technological capabilities and its global reach. Web 2.0 includes online tools such as blogs, micro---blogs, photo and video---sharing platform as well as social media networking websites. Christopher Bronk accurately summarizes the definition of Web 2.0 to encompass the meaning of social media,

The Internet has provided better opportunities to help students take their learning experience outside the classroom to wherever they are. Today, many students and educationists are using sites likeFacebook, Twitter, LinkedIn, Youtube, MySpace, Flicker, Netlog, Slideshare and tools such asSkype, Ovoo, and Yahoo messenger to connect students to learning opportunities in new and exciting ways. Within seconds, a lecturer can retrieve information through the internet. Critics of the structured school learning have argued in Favour of a more flexible way to passknowledge from instructor to learners at the learners' convenience. What that implies is that thelearners are expected to have a choice in the learning environment of where, when and how learningshould take place. This is what experts call flexible learning or personalized learning. The MacquarieUniversity in Australia defines flexible learning as the one which, "aims to meet individual needs byproviding choices that allow students to meet their own educational requirements in ways suitingthe individual" (Barbazon, 2007 p.80). Hence, In Nigeria today, the internet has made it possible for as many who did not have

the opportunity to get a degree in a conventional university to have it through the flexible learning by the National Open University of Nigeria.

SELF ASSESSMENT EXERCISE

How many types of media do we have?

4.0   CONCLUSION

With the advent of the internet, so many people can access information, communication and entertainment yet there are people who cannot stay throughout a day without reading the newspapers. Although there are other types of media yet print media is still very relevant in our society.

5.0   SUMMARY

This unit focused on different types of media. Three types of media were identified and discussed.

6.0   TUTOR MARKED ASSIGNMENT

Discuss the term broadcast media.

What can one do via the internet as a means of communication?

7.0 REFERENCES/FURTHER READING

Brabazon, T. (2007). The University of Google: Education in the post information age. England: Ashgate Publishing Limited.

Carpenter, C. and Drezner,D (2010)."InternationalRelations2.0:The Implications of new media for an Old Profession",*InternationalStudies Perspective* vol.11, p 255---272.

Oluwalanu, S. B, Adelabu. O, Okunade J.K, (2014) Adapting social media for formal learning in Nigeria:Challenges and prospects.*Arabian Journal of Business and Management Review (OMAN Chapter) Vol. 3, No.9; April.*
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UNIT 3: PROSPECTS AND CHALLENGES OF THE MEDIA IN NIGERIA

CONTENTS

1.0 INTRODUCTION

Media as a means of disseminating information and educating the public of the events or happenings around them have got some challenges they are facing in Nigeria. Notwithstanding, media houses in Nigeria have got some prospects too which they can harness and become better than what they are today.

2.0 OBJECTIVES

At the end of this unit the students should be able to:

1. Discuss some challenges faced by the media

2. Enumerate some prospects of the media

3.0 MAIN CONTENT

3.1 Prospects of The Media in Nigeria

It is pertinent that online journalism ought to provide more information and in some cases, provide video clips and series of pictures to back up their stories. The media houses should use new technology in the practice of journalism especially the use of the internet to produce, disseminate and receive information. Media houses should train their staff on online journalism so that they can become online journalists while the government should provide enabling environment in the rural areas so that information can get to them. Furthermore, media houses that have online sites should provide avenues for citizen journalism, where the citizens also get involved in the work of journalism for such media houses. The media houses can make provisions for internet facilities in all their offices for the members of staff in order to compete with their counterparts the world over. The media in

Nigeria have abundant prospects and these prospects depend on various factors. The media in Nigeria should rise up and confront the vices confronting the society such as bribery and corruption among politicians, injustice, religious extremism, kidnapping, armed robbery etc. They have to start reporting news accurately and timely without taking sides. They should follow up on politicians after election to make sure that those elected fulfil their promises. They can achieve this by investigative reporting. They should do editorials that will accommodate opinion articles which will sensitize the people on the honest ways of getting into political posts. The media through their activities should be accountable to the people. This will help the civil society, private sector and the government to achieve state objective by efficient implementation of public policy. The Nigerian media should pay less attention to personality reporting.

3.2 Challenges of The Media in Nigeria

In Nigeria, the media face some challenges because the freedom of the press is in theory and not in practice. The major challenge of the media in Nigeria is the government. All the news is not permitted to be published or aired though it is said to be a free press. Both government and the media derive their legitimacy and objectives from the Nigerian constitution. (Okoye: 2003. p92). Most of the travails faced by the media in Nigeria are caused and sustained by the government be it civilian or military. Research has shown that the media in Nigeria suffered more humiliation, degradation and closures after independence than during the colonial era. The government is supposed to serve as a watch dog for the citizens in the   government and if there is any suspected movement of any fraud of indecent acts the media is supposed to inform the citizens. This is not the case in Nigeria rather, the government brings in violence where the journalist could be physically dealt with, such as in the case of MinereAmakiri of the Tideof Rivers state who was flogged and shaved.DeleGiwa was in 1988 letter bombed at his residence in Lagos for unveiling top government secrets. Another way the government stops the media from reporting effectively is by refusing to put government advertisements on that media outlet if that media house keeps interfering in the running of the government and this can put some media houses out of the industry.

Furthermore, news is now sponsor driven. This means the news has to be reported according to the dictates of the sponsor. The media is now more interested in making money thereby swaying opinion as opposed to just providing nonbiased information. Economic and political influence often hinder the objectivity of the mass media. In Nigeria, journalists and the editors tend to favour people from their place of origin or hometown in their publications. The mass media is supposed to serve the masses but some people do not have any access to any form of media be it print media, broadcastor internet.

There is no two way communication in the media.Finally, journalists chase sensational stories because they think they will sell papers not because they think they are important news.

SELF ASSESSMENT EXERCISE
1. News is sponsor driven. Discuss

4.0 CONCLUSION

There are many challenges faced by the media in Nigeria. A few of them were discussed in this unit. It is a risky job because it could be life threatening. Despite these challenges, few prospects were also discussed.

5.0 SUMMARY

In this unit we saw that the travails of the media are caused by the government. Therefore, it is only the government that can give them all the support they need to operate freely so that the freedom of the media will be achieved.

6.0 TUTOR MARKED ASSIGNMENT

Discuss two challenges faced by the media

Discuss two prospects of the media

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UNIT 4: DEVELOPMENT OF INTERNATIONAL RELATIONS IN NIGERIA

CONTENTS

1.0 Introduction
2.0 Objectives
3.0 Main Content
      3.1 Development of International Relations in Nigeria
      3.2 Stages of Development of International Relations in Nigeria
4.0 Conclusion
5.0 Summary
6.0 Tutor Marked Assignment
7.0 References/Further Readings

1.0 INTRODUCTION

The development of international relations in Nigeria started after independence from Great Britain. The relationship between the two countries was based on trading. In this new Millennium, Nigeria has spread its tentacles to almost all the nations of the world.

2.0 OBJECTIVES

At the end of this unit, the students should be able to:

a. Explain how it started in Nigeria.

b. Discuss the stages of the development of international relations in Nigeria.

c. Explain how peace keeping contributed to the development of international relations in Nigeria.

3.0 MAIN CONTENT

3.1 Development of International Relations in Nigeria

Nigeria has come a long way in international relations, from the immediate post-independence era of the early 1960's to this first decade of the new millennium. From the early 1960's when Britain was virtually Nigeria's only trading partner, to which it exported primarily agricultural commodities, to the new millennium when Nigeria is one of the world's major oil exporting countries and a major exporter of the commodity to the US, indeed, America's largest trading partner in sub-Saharan Africa.

Nigeria has become an important player in international relations, an assumed potential leader of Africa, and a major contributor to international peace-keeping and peace-building operations both regionally and globally. Given its size, population and vast natural resource endowment, Nigeria was

perceived at independence from colonial rule in 1960 as a country destined to play crucial roles for progress and development throughout the world, a natural leader on the African continent .

The immediate post-independence Balewa government defined broad foreign policy objectives which it pursued cautiously; it began to set the stage for such a claim to leadership. For example, Nigeria opposed France's testing of atomic weapons in the Sahara desert and severed diplomatic ties with France in 1961.Nigeria became involved in peace-keeping operations in the Congo and in Lebanon, helped to thwart a coup attempt in Tanzania, covertly funded and provided military assistance to the African National Congress (ANC) in South Africa and played a decisive role in the formation of the Organization for African Unity (OAU).

3.2 Stages of Development of International Relations in Nigeria

Nigerian governments, especially under military rule, strived to assume or claim a leadership position through foreign policy declarations and actions and other modes of international engagements. This commenced with Gowon's drive for regional integration and key role in the formation of the Economic Community of West African States (ECOWAS). Increased oil revenues enabled Nigeria perform more generous foreign policy under-takings and pro-active engagements.

From the mid-1970's, Nigeria's military leaders began to define the country's foreign policy objectives in the context of its perceived power and continental aspirations for leadership. Under Generals Murtala Mohammed and Olusegun Obasanjo (1975-79), Nigeria led on African issues. Nigeria's foreign policy objectives were more coherently articulated. The protection and defense of the territorial integrity of the country, as well as pursuit of economic development have remained core objectives. Nigeria's foreign policy profile rose significantly due to its commitment and assistance to liberation struggles in southern Africa during this period, in recognition of which it earned membership in the Frontline States as well as chairmanship of the United Nations Anti-Apartheid Committee. From the 1980's to the 1990's, however, Nigeria's foreign policy concerns shifted to a pre-occupation with peace-keeping at the sub-regional level and economic diplomacy at the international level. Increased civil strife and military conflicts in the West African sub-region, especially in Liberia, Sierra Leone and Cote D'Ivoire gave rise to concerns with national sovereignty, territorial integrity and concern of a spill-over effect to the rest of the countries in the sub-region. Nigeria maintained peace-keeping operations at very high costs.

The pursuit of economic diplomacy as an additional plank of Nigeria's foreign policy was aimed at cushioning the damaging impact of the economic crisis which engulfed Nigeria in the 1980's and was targeted to assuage the consequences of the structural adjustment measures introduced to contain the crisis. Foreign policy was re-directed from a predominantly political focus to an economic focus in

which foreign policy instruments were used to advance domestic economic development objectives. Through economic diplomacy, launched by the Babangida government in 1988, Nigeria hoped to improve relations with its development partners, attract foreign investment, mitigate the burden of indebtedness and garner international assistance from bilateral and multilateral sources for the country's socio-economic development. This thrust of economic development was an important feature of what is termed the 'realist' phase of Nigeria's foreign policy in the 1980's and the 1990's.

Nigeria's role in global politics can best be understood by classifying the thrust of her foreign policy into three phases, namely, the conservative, the radical and the realist. Each of these phases corresponds with a particular period with unique factors that shaped developments in and outside Nigeria. For instance, the conservative phase covers the 1960 -1970 period when Nigeria was concerned with issues such as attainment of political freedom from colonialism, protection and defense of national sovereignty and non – interference in the internal affairs of other African states. Nigeria's approach to global and African issues in this period was conservative and pragmatic. While trying to ensure global stability, Nigeria was deeply concerned with requirements of managing the fragile nature of the country. The radical phase (1970-1980) was one in which Nigeria was more assertive due to factors that spurred her self- confidence, such as the successful execution of the civil war, increase in oil wealth and the dominance of domestic politics by relatively radical military regimes. In the realist phase, i.e. from the 1980's onwards, as a result of the problems created by the economic crisis of that decade, Nigeria pre-occupied herself with improving relations with creditors such as Bretton Woods institutions and forging other bilateral and multilateral economic relations essentially for redressing the damaging impact of the crisis and for sustained economic development. Thus, during this period, Nigeria has essentially relegated to the background, her keen concerns about African liberation from colonialism and imperialism, and instead, focused more on economic competitiveness in the era of globalization and forging relationships which are compatible with economic growth and development under the new global dispensation.

SELF ASSESSMENT EXERCISE

Summarize in one paragraph, how international relations developed in Nigeria.

3.3 Nigeria's Role in Enhancing Global and Continental Stability through Peace-Keeping

Nigeria's role in enhancing global stability through peace-keeping

Using Nigeria's contributions in Congo, Lebanon and Bosnia Herzegovina, Sudan describes how Nigeria has made globally acknowledged contributions, at tremendous costs. She underscores the fact that despite a commitment of enormous human and material resources to peacekeeping and peace-making in other countries, Nigeria has been unable to benefit substantially from these due to the

absence of clearly defined objectives and goals underlying the interventions, targeted at maximizing the actualization of Nigeria's national interest.

Nigeria's role in African regional and continental peace-keeping, peace-making and peace enforcement with particular reference to Sierra Leone, Liberia, Darfur and Somalia,Okolie (2009), notes that peacekeeping in Liberia, Sierra Leone, Chad and even Guinea Bissau were carried out under the auspices of Economic Community of West African States Monitoring Group(ECOMOG). In all these operations, Nigeria's peace-keeping efforts were initially unilateral (as in the case of Chad) but later became multilateral (as in the cases of Liberia, S/Leone and Guinea Bissau) when Nigeria collaborated with other member states of ECOWAS. To Okolie, ECOMOG succeeded mainly because of the political will and doggedness of ECOWAS member states, especially Nigeria, and due to the authoritarian nature of the governments of the major powers (Nigeria and Ghana) that formed ECOMOG as well as the enormous resources at the disposal of Nigeria. Nigeria's major foreign policy triumph, the creation and nurturing of the Economic Community of West African States (ECOWAS)

Nigeria's foreign policy also contributed greatly to her relationship with international communities. These have manifested through the country's membership in key international organizations such as the United Nations Organization (UNO), the Commonwealth of Nations and the Non-Aligned Movement (NAM). For instance, Nigeria's stance as a member of the UNO was made clear when Balewa in his speech emphasized the country's foreign policy principle to include sustained relations and regional groupings, rejection of regime change in Africa through military coups, preference for aid from multilateral UN agencies to Africa, more African voices in global affairs and the notion of placing African affairs first in Nigeria's foreign policy. Nigeria has used her membership in the Commonwealth to demonstrate her influence and foster African interests such as the fight against Apartheid.

SELF ASSESSMENT EXERCISE

What steps did Nigeria take in establishing relations with African countries?

4.0 CONCLUSION

The development of international relations in Nigeria started with Great Britain after independence and it was based on trade to which Nigeria exported primarily agricultural produce. Today, Nigeria has developed relationships with almost all the nations of the world.

5.0 SUMMARY

This unit dealt with the development of international relations in Nigeria, how and when it started,the steps. The Nigerian government took in establishing relationship with other African nations and the western world as well.

6.0 TUTOR MARKED ASSIGNMENT

Explain one of the stages of thedevelopment of international relations in Nigeria

Peace keeping was one of the strategies used by Nigeria to establish international relationships with other countries. Discuss

How did international relation start in Nigeria?

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UNIT 5: OVERVIEW OF INTERNATIONAL RELATIONS IN NIGERIA

CONTENT

1.0 Introduction
2.0 Objectives
3.0 Main content
       3.1 Public International Relations
       3.2 Private International Relations
       3.3 International Economic Relations
       3.4International Cultural Relations
4.0 Conclusion
5.0 Summary
6.0 Tutor marked assignment
7.0 References/further readings

1.0 INTRODUCTION

Nigeria entered into a relationship with Britain after independence so as to market her agricultural product in order to rise the revenue of the country. This relationship extended to other parts of the world not only in the area of trade but in the areas which will be discussed in this unit.

2.0 OBJECTIVES

At the end of this unit, the students should be able to:

a. Give at least two definitions of International Relations

b. Differentiate between Public, Private, Economic, Culture as major components of International Relations

3.0 MAIN CONTENT

3.1 Overview of International Relations in Nigeria

International Relations has been defined in module one, but in this unit, we shall look at it again. International Relations as relations among nations refers to complex processes through which nations develop, maintain, improve or at times destroy its relationships among the members of the global community (Ezeukwu, 1999; p30). The relationship among nations may be friendly, hostile, defined or undefined etc. It involves private and public activities among individuals and governments of different countries. In order to delimit the scope of International Relations activities, Ofoegbu (1980) cited in Ezeukwu, (1999) identifies Public, Private, Economic, and Cultural activities as the four broad areas of international relations among nations.

3.2 Public International Relations

According to Ofoegbu (1980) Public International Relations refers to theentirety of political activities, processes, institutions and actors going on or existingin the international system. It includes government deals, world politics anddiplomatic affairs among nations. For instance, the interaction between Nigeria and The Great Britain as seen in the above unit. Where Britain was virtually Nigeria's only trading partner, to which it exported primarily agricultural commodities, to the new millennium when Nigeria is one of the world's major oil exporting countries and a major exporter of the commodity to the US.   Public international relations is the same thing as international politics,while international relations is an interaction that exists between two or more countries.

3.3 Private International Relations

Unofficial international relations activities emanate from the deals among privateindividuals of different countries. Such relationships are not instituted andmaintained by the states (Ezeukwu, 1999). However, states regulate PrivateInternational Relations activities by issuing passports, visas, foreign tradelicenses and foreign exchange certificates to individuals engaged in privateinternational relations activities for personal or corporate reasons. For instance, if a private corporate organization sends some of her staff to another country for training or when an individual travels to a foreign country for either trading or for vacation. This is called private International relations.

3.4 International Economic Relations

Economic International Relations is concerned with the effects upon economic activity from international differences in productive resources and consumer preference and the international institutions that affect them. It seeks to explain the patterns and consequences of transactions and interaction between the inhabitants of different countries, including trade, investment and migration. Nigeria is involved in this type of relationship with most countries of the world, such as, China, India, South Korea, America, Britain etc

3.5 International Cultural Relations

The aspect of Cultural International Relations   activities embraces cultural,social and intellectual activities but brings citizens of different nations together.World sports, games, symposia, exchange of students and academic or professionalviews fall within cultural relations.

SELF ASSESSMENT EXERCISE

Define Public International Relations and give an example of it.

4.0 CONCLUSION

We've seen from the beginning of this course how the gap between countries are bridged by the interactions and relationships among these countries. In the world today, it is difficult to find a country that is existing alone.

5.0 SUMMARY

This unit discussed the overview of International Relations in Nigeria under four broad areas which include public, private, Economic and cultural international relations

6.0 TUTOR MARKED ASSIGNMENT

What are the benefits of international relations amongst states?

Discuss the differences between Public International Relations and Private International Relations.

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MODULE 2: MEDIA AND FOREIGN MISSION

INTRODUCTION

Foreign mission is defined as a group or committee of persons sent to a foreign country to conduct negotiations, establish relations, provide technical assistance etc. This simply means that when the Nigerian government sends a group of people to another country to live there and represent Nigeria in that country, those people sent are said to be on foreign missions. The leader of such a group is called an ambassador or high commissioner. A section of   the building where the work of the Foreign missions or diplomatic missions are carried out is called the Embassy. Statements made by the diplomats are regarded as the statements made by the sending State. The head of mission and the mission itself are not only the representation of the sending government, or the head of state, but of the sending state as a whole.

UNIT 1 What is Foreign Mission?
UNIT 2 Roles of Media in Foreign Mission
UNIT 3 Costs and Benefits of Foreign Mission
UNIT 4 Overview of Foreign Mission

UNIT 1: WHAT IS FOREIGN MISSION?

CONTENTS

1.0 INTRODUCTION

The aim of this unit is to introduce basic definitions of foreign mission. It will also give the students the basic knowledge about foreign missions and its functions too. It aims also at explaining the meaning of the concept.

2.0 OBJECTIVES.

At the end of this unit, the students should be able to:

a.   define foreign mission

b.   explain the definition of foreign mission

c.   list the functions of foreign mission

d.   discuss types of diplomatic mission

3.0   MAIN CONTENT

3.1   What is foreign mission?

Foreign mission is defined as a group or committee of persons sent to a foreign country to conduct negotiations, establish relations, provide technical assistance etc. This simply means that when the Nigerian government sends a group of people to another country to live there and represent Nigeria in that country, those people sent are said to be on foreign missions. The leader of such group is called an ambassador or high commissioner. A section of   the building where the work of the Foreign missions or diplomatic mission is carried out is called the Embassy. Statements made by the diplomats are regarded as the statements made by the sending State. The head of mission and the mission itself are not only the representation of the sending government, or the head of state, but of the sending state as a whole.

A diplomatic mission can be a group of people from one state or an international inter-governmental organization such as the United Nations present in another state to represent the sending state/organization officially in the receiving state. In practice, a diplomatic mission usually denotes the resident mission, namely, the office of a country's diplomatic representatives in the capital city of another country. Foreign mission is a permanent diplomatic legation established in a foreign land.

3.2   Functions of Foreign Mission

The functions of the foreign missions or diplomatic mission are, to represent the sending state in the receiving State. They protect in the receiving State, the interests of the sending State and of its nationals, within the limits permitted by international law. They negotiate with the government of the receiving State and report to the sending government on all the important issues that matter to them. They also ascertain by all lawful means, conditions and developments in the receiving State, and report therein to the government of the sending State. One of the functions of the foreign mission is also to promote friendly relationships between the two countries. They also endeavor to develop, in accordance with the instructions it receives, co-operation useful to its government in matters of commerce, finance, economy, scientific research and defense.

3.3   Types of Foreign Missions

A country may have different types of foreign missions in another country namely:

Embassy
A diplomatic mission located in the capital city of another country which generally offers a full range of services, including consular services.

High Commission
An embassy of a Commonwealth country located in another Commonwealth country.

Permanent Mission
A diplomatic mission to a major international organization.

Consulate General
A diplomatic mission located in a major city, other than the capital city, which provides a full range of services, including consular service.

Consulate Headed by Honorary Consul
A diplomatic mission headed by an Honorary Consul which provides only a limited range of services.

Permanent diplomatic missions are embassies which are established in other countries. A permanent diplomatic mission performs the duties which are within the field of responsibility of the Ministry and belong to the representative and foreign-policy functions envisaged in international treaties and the diplomatic practice.

In the performance of duties falling in its competence, the permanent diplomatic mission is bound to act in accordance with the Constitution, laws, generally accepted rules of international law and ratified international treaties, as well as by-laws of a general nature, including the instructions given by the Minister and in line with such instructions and guidelines provided by the heads of the relevant internal units of the Ministry.

Consular missions may be established with the following rank, consulate general, consulate, vice consulate and consular agency, depending on the scope of bilateral relations, scope of economic cooperation or the size of the expatriate community. The consular mission acts in accordance with the Constitution, laws, generally accepted rules of international law and ratified international treaties, as well as by-laws of a general nature, including the instructions given by the Minister and in line with such instructions and guidelines provided by the heads of the relevant internal units of the Ministry, and by the Ambassador accredited in the receiving State.

As a rule, the consular mission maintains relationships with the central authorities of the receiving State via the Embassy in that country.

SELF-ASSESSMENT EXERCISE

What is foreign mission?

4.0   CONCLUSION

Foreign mission is a group or committee of persons sent to a foreign country to conduct negotiations, establish relations, provide technical assistance etc.A country may have different types of foreign missions in another country which may include Embassy,High Commission, Permanent Mission, Consulate General, Consulate, and Consulate Headed by Honorary Consul.The functions of the foreign missions are, to represent the sending state in the receiving State. They protect in the receiving State, the interests of the sending State and of its nationals within the limits permitted by international law.

5.0   SUMMARY

In this unit, we discussed about the meaning of foreign mission. The functions of foreign missions were also looked into. We now wrapped it up with the types of foreign missions.

6.0   TUTOR MARKED ASSIGNMENT

Explain the various types of foreign missions.
Discuss the functions of foreign missions.

7.0   REFERENCES AND FURTHER READING

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UNIT 2: ROLES OF THE MEDIA IN FOREIGN MISSIONS

CONTENTS

1.0 INTRODUCTION

Diplomacy simply means a way to set and achieve foreign policy goals. In order to achieve this, diplomats have to provide information and also negotiate. Hence, the diplomats could send and get any information in a matter of minutes via the social media. The revolutionized communication has made it possible for instant voice dialogue to become possible through the telephone.

2.0 OBJECTIVES

At the end of this unit, the students should be able to:

a. Explain the roles of the media in foreign missions

b. Discuss how the media helps in the resolution of conflict

3.0   MAIN CONTENT

3.1   Roles of the Media in Foreign Missions

Almost every government today attaches specific importance to the role of the mass media in the conduct of its foreign policy. The complexities of international politics characterized, in recent decades, by the multiplication of actors in the international system have automatically led to an increasing role of information in international relations. For instance, in the ideological and political sphere, it is no longer uncommon for governments to engage in overt foreign policy propaganda. This is clearly demonstrated by the fact that over 80 countries today have radio stations broadcasting to listeners abroad. This is apart from propaganda disseminated through wire services and the print media. It is the media's duty to inform the people and government of what is going on in international communities. For instance, it is CNN, BBC, CCTV, and Al-jezeraetc that disseminate information on what is going on around the world. Once you are connected to any of them, you will be watching the

events of the whole world in the comfort of your home. The Mass media often play key roles in today's conflicts. Basically, their role can take two different and opposed forms. Either the media takes an active part in the conflict and have responsibility for increased violence, or stays independent and out of the conflict, thereby contributing to the resolution of conflict andalleviation of violence. Which role the media takes in a given conflict, and in the phases before and after, depends on a complex set of factors, including the relationship the media has to actors in the conflict and the independence the media has to the power holders in society. For instance, the xenophobia issues in South Africa.

In the United States for example, foreign policy propaganda ranks high on the list of the U.S. government's priorities. The annual budget of the United States Information Agency (USIA), which co-ordinates U.S. foreign propaganda is close to one billion dollars. With 200 branches in 129 countries around the world, USIA is the biggest government propaganda organization in the world today. Generally, the U.S. foreign policy propaganda and that of the other developed capitalist countries is basically aimed at justifying and promoting their policies abroad, economic or military, and undermining the socialist system as a whole. The Chilean government of Salvador Allende was toppled in 1973 as a result of the active role played by the US media.

3.2   The Media and the International Community

Probably the most important event in terms of the way conflicts are perceived as priorities by the international community followed the first Gulf conflict when the Kurdish community of Northern Iraq rebelled and were attacked by Saddam Hussein's forces. As refugees flooded to the borderthey received blankets and distressing coverage in the international news media. NGOs and civil society organizations called for intervention in the face of apparent indifference by the western governments who had led the prosecution of the war. Having ejected the Iraqis from Kuwait, the dominant coalition members, particularly the United States, Britain and France, had no desire to intervene further in the affairs of Iraq. The displacement of the Kurds was an internal issue for Iraq and the refugee problem was for Turkey to deal with. Under the classic Westphalian principle of state sovereignty, there was no mandate forother governments to intervene. However, the power of the media coverage (and the concern it aroused in public opinion) proved stronger than the will of governments. As international competition between increasingly globalized news corporations grew more intense, so the international media began to hunt in packs, seeking the next exclusive. The volume of their coverage aided and abetted by NGOs concernedto avoid an overwhelming humanitarian crisis, forced western governments into a significant U-turn. The sovereignty of Iraq was breached, while intervention took place to provide security for the Kurds, leading eventually to the imposition of no-fly zones that removed the Iraqi air force from the region, and finally tosignificant autonomy for the Kurdish areas of

Northern Iraq. From this event sprang the subsequent debates about the limits of state sovereignty. Pressure on western governments to intervene to protectpeople from gross human rights violations increased. Contrary to those who see imperialist motives at every step, the fact is that western governments have generally only intervened after long and public media campaigns urging them to do so. Where the media spotlight has been absent (as it was inRwanda for example), they have undergone extraordinary contortions to avoid taking action.

Of course there may be powerful geopolitical motives for government's intervening when and where they have – Iraq being an obvious example. However, it cannot be denied that the role of the international media have been active role played by the same media in the toppling of the Chilean government of Salvador Allende in 1973. The international media have been crucial in shaping the policy response of those governments. Inevitablythis raises the question of the responsibility of the international media in such circumstances. The nature of this responsibility came to the fore during the conflict in Bosnia when many journalists found their traditional "objectivity" tested to the limit. As a consequence, some felt that it would beirresponsible of them not to use the influence they might possess to secure a particular outcome for the war – especially given the atrocities they were witnessing, which for many European journalists, were painful reminders of the continent's past. Christiane Amanpour, reporting for CNN on the Bosnianconflict said that it was "the war of our generation: this was our Vietnam". This understandable response had the consequence of making the international media an actor in the conflict. When the UK based Independent Television News (ITN) reported the existence of the Serb detention camps atOmarska and Trnopolie it helped build support for UN Resolution 770, which allowed for "all necessary measures" in the delivery of humanitarian aid. Coverage of the mortar bomb attack on Sarajevo market in February, 1994 was instrumental in securing NATO's ultimatum to stop the bombardment of the city. Martin Bell, the BBC correspondent, spoke of a journalism of "attachment" and went on to say that the international media can also complicate attempts to resolve conflicts as their actions can engender resentment among local people at the editorial priorities of the media organizations. Modern communities are very sophisticated in their understanding of the media and its potential power.

People often find it difficult to understand why they are the intense focus of media attention one day but then disappear on the media horizon the next. While it is understandable that editors and producers must constantly seek new ways to engage their own domestic audiences, their behavior can give rise to all kinds of resentment, suspicion and conspiracy theories.

SELF-ASSESSMENT EXERCISE

Discuss the role of media in foreign missions

4.0   CONCLUSION

Almost every government today attaches specific importance to the role of the mass media in the conduct of its foreign policy. The complexities of international politics characterized, in recent decades, by the multiplication of actors in the international system have automatically led to an increasing role of information in international relations. For example, while on matters of a domestic nature the government has been able to fully utilize the services of the international media for the mobilization of the people for various purposes, this is not always the case when it comes to foreign policy issues. Indeed both the media and the government share the common belief that some news must be withheld for public good.

5.0   SUMMARY

From the unit above it is clear that media is a powerful tool that can be used to instigate war, resolve conflict, promote a country's image in the international community.

6.0   TUTOR MARKED ASSIGNMENT

Discuss one of the functions of media in foreign mission
Media aids or abets war. Discuss

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UNIT 3: COSTS AND BENEFITS OF FOREIGN MISSIONS?

CONTENTS

1.0 INTRODUCTION

Peacekeeping is one among a range of activities undertaken by the United Nations to maintain international peace and security throughout the world.

Undoubtedly, Nigeria's role in international conflict resolution and global peace is hardly matched by most countries of the world, less, for the duo of United States of America and Britain and in another breath France, thereby making the fourth largest contributor in world peace as heralded the United Nations.

2.0 OBJECTIVE

At the end of this unit students should be able to

   a. Explain Nigeria contributions in peace keeping operations

   b. State the cost implication of Nigeria's Foreign Missions

3.0   MAIN CONTENT

3.1   Nigerias Contributions in Peace Keeping Operations

From her independence in 1960, Nigeria has been an ardent participant in international peace keeping both at regional and global levels causing the movement of troops and logistics thousands of miles to restore peace in crises ridden Democratic Republic of Congo (DRC), Lebanon, Mozambique, Angola, Namibia and Yugoslavia. Ongoing now is her effort in DarfurSudan, few months after Sao Tome and Principe.

By 1990, Nigeria experienced an upsurge in peace keeping operations which represents her "interventionist phase'' of her foreign policy.

Her intervention in the Liberian and later Sierra Leonean force referred to as ECOMOG (Economic Monitoring Group) where she contributed more than 80% of personnel and finances.

Being the most populous country in Africa, Nigeria has continued to play the "big brother" role and has continued to pursue the OAU (Organization of Africa's Unity) now AU (African Union) clause of inviolability of African borders a prevention of instability on the continent and averting the internationalization of African disputes and the clause also in her foreign policy chapter two section 19 article (D) which states that the respect of international law and treaty obligations as well as the seeking of settlement of international disputes by negotiation, mediation, conciliation, arbitration and adjudication.

The above stated facts are the reasons for the involvement of Nigeria in conflict resolution where she has so far expended billions of dollars in 5 decades and participated in several peace missions across the globe with losses incurred in human resources in hundreds of thousands and in many foreign lands.

Cursory look at the international role of the country in such disputes, shows that it largely became dominant in the era of the oil boom.

3.2   Cost Implications of Nigeria's Foreign Missions

It is estimated that it cost Nigeria roughly six billion dollars to finance Peace Missions in Liberia and Sierra Leone alone, aside financing ECOMOG which was launched into the two crisis torn countries, this spree coincided with the oil boom, occasioned by the Gulf War which re-channeled more petro-dollars to the Nigerian federal coffers. It was therefore possible for Nigeria and other countries or organizations to finance the peace efforts in Liberia and Sierra Leone at such cost with negligible input from the United Nations.

Unlike the interests that propel America and her ally participation, Nigeria and her companies end up like the hunting dog which ends up with bones from the game it labored to catch. America and its companies recoup its dollars spent on peace campaigns with contracts of rebuilding such nations. Constructions companies as well as human resources management firms are deployed to reconstruct and entrench values typical of America in those nations so that the losses occasioned by participation is nothing compared to gains afterwards.

In Liberia for instance, no Nigerian company was awarded a contract of any sort aside from the supply of military hardware and training of personnel, the same story for Sierra Leone except for a few corrupt military officers who took the opportunity to plunder items of value for their aggrandizement.

The America invasion of Iraq, after its intervention in Iran's war of the early 1990s paid off after all, with so much black gold to take care of the American and British home needs as well as expansion of its culture and values which are fast eroding the indigenous ones.

 Nigeria's involvement is without such outputs. In fact, pockets of conflict resolutions delved into by Nigeria have thrown weight to the fact that there seems to be usurpation of duties meant for the United Nations by Nigeria single handedly. This of course is in defiance of the economic imperative the country more so that between the 1990s when the oil boom was experienced and now, a lot of pressing challenges of population growth, astronomical growth in power needs and consumption, growing educational requirements have caught up with the nation's resources, it is for these realities that characterize most nations of the world that the United Nations with a United treasury supposedly became an idea.

In fact the recent deployment of troops to Liberia after the LURD'S offensive on Monrovia is indicative of the point that Nigerian is not prepared to commit resources on foreign peace missions without commitment from the international community more to the need to address problems within is the difficulties encountered by the Nigerian government to finance and rehabilitate the large number of casualties of such wars amongst its military and the dearth in payment of gratuity and pensions to ex-service men after service to their father land served in foreign lands mostly.

The reality of the time however, is that, emerging economies like South Africa which in every case is a beneficiary of Nigeria's expenses in finance and human capital could take the baton too, especially for the purpose of peace of the sub-region to avoid the ripples of wars in threatened countries of the continent to those of relative peace, not to be restricted to hosting world mundials and subsequently xenophobic campaigns. Egypt, Libya, and Tunisia could key into this noble exercise of conflict resolution within the continent, for we all need peace outside our borders to operate peacefully within it.

Already as it were, contest for membership of the United Nations permanent Security Council have gone far, ironically between world acclaimed financier of conflict resolution in most parts of the world and Nigeria is a beneficiaries of such benevolence, with the later flaunting resources and pedigree consumed from formers sacrifices.

Economies like America, Britain and France to say the least, are industrialized economies and have always remained beneficiaries of a consciously preserved centre periphery economy equation which invariably is the mirror image of neo-colonialism; perpetuated through imperialism and broad day supplies of hardware used in theses wars, resolved thereafter with Nigeria petro-dollars via crafty

encouragement during round table tea meetings in Washington, Geneva and later entertained in the Hague.

Nations like Canada, Netherlands, Switzerland, Belgium etc known with vibrant economies would rather expend "excess" dollars for generation and or distribution of already sufficient power to sustain ever-growing industrialization.

"First and foremost we must locate the context of this deployment in the light of our internal security challenges, where Boko Haram and its affiliates have been identified as major actors in the act of violence, death, destruction and attacks on worship places have taken place.

Adding that, "But when you look at it within the larger context on how Nigeria has made these deployments in the past, of course, it brings the question, have we really taken advantage in diplomatic terms of what we do with these deployments, speaking of Liberia, Sierra Leone, Dafur region which is still under some bit of siege.

"The economic argument makes sense to the extent that policy makers should see our role as not just to go and make the peace and walk away, perhaps the argument is being made to enable us take a cue from the American example in Iraq, where even post crisis reconstruction was dominated by contractors from the so called liberating nations, I think that is part of the challenge Nigerian policy makers will have to grapple with, as we move towards Mali".

SELF-ASSESSMENT EXERCISE

Discuss briefly the role Nigeria played in peace keeping operations in Liberia and Sierra Leone.

4.0   CONCLUSION

Nigeria's role in international conflict resolution and global peace is hardly matched by most countries of the world, less, for the duo of United States of America and Britain and in another breath France, thereby making the fourth largest contributor in world peace as heralded the United Nations.For instance, it is estimated that it cost Nigeria roughly six billion dollars to finance Peace Missions in Liberia and Sierra Leone alone, aside financing ECOMOG which was launched into the two crisis torn countries. This spree coincided with the oil boom, occasioned by the gulf war which re-channeled more petro-dollars to the Nigerian federal coffers. It was therefore possible for Nigeria and other countries or organizations to finance the peace effort in Liberia and Sierra Leone at such cost with negligible input from the United Nations.

5.0   SUMMARY

In this unit, we extensively discussed about Nigerian foreign policy participation in peace keeping operations in Sub Saharan Africa and the entire Africa as well as other parts of the world. We also looked at the cost-benefits of her foreign policy initiatives across the globe.

6.0   TUTOR MARKED ASSIGNMENT

Discuss the cost implications of Nigeria's peace keeping operations as part of her foreign policy support in Africa.

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UNIT 4: OVERVIEW OF FOREIGN MISSION

CONTENTS

1.0 INTRODUCTION

A permanent diplomatic mission is typically known as an embassy, and the head of the mission is known as an ambassador, or high commissioner. The term "embassy" is commonly used also as a section of a building in which the work of the diplomatic mission is carried out. Strictly speaking, however, it is the diplomatic delegation itself that is the embassy, while the office space and the diplomatic work done is called the Chancery. Therefore, the Embassy is in the Chancery.

2.0 OBJECTIVE

At the end of this unit students should be able to

a. Summarize an Overview of Foreign Missions?

3.0   MAIN CONTENT

3.1   Overview of Diplomatic Mission

The members of a diplomatic mission can reside within or outside the building that holds the mission's chancery, and their private residences enjoy the same rights as the premises of the mission as regards inviolability and protection.

All missions to the United Nations are known simply as permanent missions, while EU Member States' missions to the European Union are known as permanent representations and the head of such a mission is typically both a permanent representative and an ambassador. European Union missions abroad are known as EU delegations.

Missions between Commonwealth countries are known as high commissions and their heads are high commissioners. This is because ambassadors are exchanged between foreign countries, but since the beginning of the Commonwealth, member countries have nominally maintained that they are not

foreign to one another (the same reason as the naming of the Foreign and Commonwealth Office). An ambassador represents one head of state to another and an ambassador's letters of credence are addressed by one head of state to another. Until India became a republic on 26 January, 1950, all members of the Commonwealth had the same head of state, making the appointment of ambassadors between them impossible. The senior representative of a Commonwealth country to another was therefore called a high commissioner, accredited not to the head of state but to the government of the receiving country, but at the same time considered the equivalent of an ambassador. Still today, even if two Commonwealth countries have distinct heads of state (Presidents), each one's senior diplomatic representative to the other continues to be called a high commissioner, whether he or she represents a sending government or a sending head of state.

In the past, a diplomatic mission headed by a lower-ranking official (an envoy or minister resident) was known as a legation. Since the ranks of envoy and minister resident are effectively obsolete, the designation of legation is no longer used today.

A consulate is similar to (but not the same as) a diplomatic office, but with focus on dealing with individual persons and businesses, as defined by the Vienna Convention on Consular Relations. A consulate or consulate general is generally a representative of the embassy in locales outside of the capital city. For instance, the United Kingdom has its Embassy of the United Kingdom in Washington, D.C., but also maintains seven consulates-general and four consulates elsewhere in the US. The person in charge of a consulate or consulate-general is known as a consul or consul-of the capital) in what is normally called a consular section.

In cases of dispute, it is common for a country to recall its head of mission as a sign of its displeasure. This is less drastic than cutting diplomatic relations completely, and the mission will still continue operating more or less normally, but it will now be headed by a chargé d'affaires (usually the deputy chief of mission) who may have limited powers. A chargé d'affaires also heads the mission during the interim between the end of one chief of mission's term and the beginning of another.

SELF-ASSESSMENT EXERCISE

What is a diplomatic mission?

4.0   CONCLUSION

A permanent diplomatic mission is typically known as an embassy, and the head of the mission is known as an ambassador, or high commissioner.All missions to the United Nations are known simply as permanent missions, while EU Member States' missions to the European Union are known as

permanent representations and the head of such a mission is typically both a permanent representative and an ambassador.

5.0   SUMMARY

In this unit, we discussed generally the overview of diplomatic missions.

6.0   TUTOR MARKED ASSIGNMENT

Explain the term 'Embassy'

Differentiate between permanent missions and permanent representations.

7.0 REFERENCES/FURTHER READINGS

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MODULE 3: RELATIONSHIP BETWEEN MEDIA AND INTERNATIONAL RELATIONS

INTRODUCTION

The rise of the media across the globe has increased the complexity of an already rapidly evolving communications landscape. This complexity presents both obstacles and opportunities for international relations as traditional business and political conventions are constantly challenged.

UNIT 1   Role of Media in International Relations

UNIT 2   The Influence of the Media in International Diplomacy

UNIT 3   Media and International relations in building positive image

UNIT 4   Media as vehicles for International Relations

UNIT 1: THE ROLE OF MEDIA IN INTERNATIONAL RELATIONS

CONTENTS

1.0 INTRODUCTION

The rise of the media across the globe has increased the complexity of an already rapidly evolving communications landscape. This complexity presents both obstacles and opportunities for international relations as traditional business and political conventions are constantly challenged.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

    a. Discuss the effect of An Increasingly Connected, Complex World

    b. Explain Political Mobilization on a Global Scale

    c. Identify Transparency in International Diplomacy

    d. Evaluate the Compelling Narratives for International Development

    e. State theOpportunities and Challenges for International Business

3.0 MAIN CONTENT

There are five ways the media are transforming international relations:

3.1 An Increasingly Connected, Complex World

An increasingly interconnected world has emerged due to globalization and rapid advances in information technology. Social media, mobile technology and the Internet continue to spread globally, accelerating and expanding the free flow of information. This interconnectivity enables influencers to create deep transnational networks and impact on a global scale. Global communities can also be

created virtually and conversations can start anywhere at any time, mobilizing audiences that transcend borders and geographic distance.

3.2 Political Mobilization on a Global Scale

The Arab Spring is often considered as one of the social media's breakout moments. Sometimes referenced as the "Twitter Revolution," participants used social networks such as Facebook*, Twitter and YouTube both to mobilize and inform the world as the story unfolded. In Egypt, Libya and more recently in Syria, government leaders temporarily cut off Internet access, indirectly recognizing the role the social media and other connective technologies played in accelerating the social movements. These movements demonstrate the power of a digitally empowered public and how technology can be leveraged for global influence.

3.3 Transparency in International Diplomacy

The social media have emerged in a period marked by the dispersion of authority, the fragility of trust and a crisis in leadership, all of which contribute to a greater public demand for transparency from government and business institutions. While diplomacy has traditionally taken place behind closed doors, the social media provide new tools for world leaders to communicate with each other and with citizens. In the U.S., former Secretary of State Hillary Clinton adopted a 21st Century statecraft agenda, enlisting a dedicated staff that now manages 301 Twitter feeds and 408 Facebook accounts to communicate with over 20 million individuals around the world. As technology continues to change how institutions communicate with their publics, government institutions can leverage the social media to conduct diplomatic engagement that "broadens global participation."

3.4 Compelling Narratives for International Development

The social media are important spaces for nonprofit organizations and NGOs working in international development to tell compelling stories. The rise of visual storytelling – along with visual and video-based networks such as YouTube, Instagram, Pinterest, Tumblr and Vine – provide an outlet for developing powerful narratives that resonate with social media users around the world and compel them to action. Rich content shared across the social media can dramatically expand the reach of these narratives, allowing users to engage with issues such as poverty, health, conflict and sustainability in a concrete, emotional way. The social media can also be effective platforms for partnerships between nonprofit organizations and businesses to collaborate on social good programs.

3.5 Opportunities and Challenges for International Business

With an immense global reach – Facebook alone boasts 1.11 billion users worldwide – the social media can potentially provide businesses with a line of direct communication with millions of connected individuals in new markets. However, the social media on a global scale also present a wide range of challenges, including different cultural approaches to using social media, different social media platforms commonly used and language and time zone issues. Additionally, negative brand

sentiment can now achieve global scale almost instantly. Effective social media for international business requires a nuanced, well-researched and localized strategy, as well as expertise in the various markets being reached.

4.0 CONCLUSION

The rise of the social media across the globe has increased the complexity of an already rapidly evolving communications landscape. This complexity presents both obstacles and opportunities for international relations as traditional business and political conventions are constantly challenged.

5.0 SUMMARY

In this unit, we discussed the five ways the media are transforming international relations- namely transparency in international diplomacy, political mobilization on a global scale, opportunities and challenges for international business, an increasingly connected complex world and compelling narratives for international development.

6.0 TUTOR MARKED ASSIGNMENT

Discuss the five ways in whichthe media are transforming international relations.

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UNIT 2: THE INFLUENCE OF THE MEDIA IN INTERNATIONAL DIPLOMACY

CONTENTS

1.0 Introduction

2.0 Objectives

3.0 Main Content

      3.1 International Diplomacy

      3.2 Influence of the Media

4.0 Conclusion

5.0 Summary

6.0 Tutor Marked Assignment

7.0 References/Further Readings.

1.0 INTRODUCTION

International Diplomacy usually refers to the conduct of international relations through the intercession of professional diplomats with regards to issues of peace-making, trade, war, economics, culture, environment, and human rights.Simply put, Diplomacy is the art and practice of conducting negotiations between representatives of states.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

   a. Discuss International Diplomacy

   b. Evaluate the Influence of the Media

3.0 MAIN CONTENT

At the present time, to maintain good political relations is more profitable than to be in war. For example, according to *Boston Globe Online*, 150 economists and a few Nobel laureates have already calculated the approximate cost of war in Iraq in 2003. Only budget cost of this war was equal to $100 billion, this also includes human costs on both sides. In 2007, the BBC said that the price of war in Iraq is $500 billion and 3,500 dead and 25,000 wounded. This only included American soldiers.Therefore, it is better to promote the state's interests using more peaceful means such as diplomacy and the mass media.

3.1 International Diplomacy

Diplomacy is a peaceful method to solve conflicts, maintain good relations, and advance interests of the state through conducting negotiations between representatives of states. According to

Encyclopedia of Placement, work of diplomats is based on watching the events happening in the country, following reactions of world states on the main world events, reporting about them to the Ministry of Foreign Affairs, recommending what official position is better to a concrete case, at the same time. Diplomats have official rights to collect information about countries where they work. According to the Russian site that is called *The Independent Military Review,* Secret Intelligence Service of Britain in 1970-1980s cooperated with military attachés in embassy. As a result, very often, they are suspected for espionage and expelled from the country. For instance, the site *Agentura.ru* writes about expulsion of 80 USSR diplomats by Ronald Reagan in 1986. According to the site of Foreign Intelligence Service of Ukraine, information collected by the USA ambassador always, first of all, goes to The Office of Intelligence and Investigations of the State Department. Nevertheless, diplomacy is a very good mean to reach peaceful solutions of the problem. For example, thanks to 6-party talks between the United States, North Korea, China, Japan, Russia and South Korea decreased conflicts concerning North Korean nuclear program and, according to BBC, DPRK said that would stop its program.

Finally, diplomats are not only representatives of the state that try to maintain good relations and solve conflicts but also can be secret service men.

3.2 Influence of the Media

The mass media are very powerful in international relations because they can cover many people during a short period of time. Furthermore, oftentimes, points of view that are represented by the mass media of any country are perceived as opinions of the state. Moreover, the media can easily influence the minds of people through photos, video and comments. The best examples of such impact are "CNN effect" that are used by politicians to persuade world communities.

The main point of "CNN effect" is 24-hour news coverage of any event such as war, disaster, international conflicts, etc. using photos and video from the place of incident. It puts pressure on governments and compels them to take immediate decisions that can be spontaneous and thoughtless. As a result, it can lead to escalation of conflicts because of misunderstanding. If for 24 hours a day, the media say that Iran, for example, has nuclear weapons, anyone unconsciously will believe it. An intervention to this country will be perceived as a logical decision. But also "CNN effect" can attract attention of the world community to the concrete event. For instance, according to the article of Piers Robinson, *The CNN Effect: The Myth of News, Foreign Policy and Intervention,* US Balkans diplomat Richard Holbrooke said thanks to the media for their help to attract attention to the conflict between Bosnia and Kosovo.

Moreover, the mass media can be used as cover for international intelligence. For instance, *The Independent Military Review* argues that Secret Intelligence Services have members in such London newspapers as *The Economist, Observer,* and *Sunday Times.*

As a result, the mass media are a very powerful "weapons" that can very easily have influences on decision-makers as well as people of the world.

4.0 CONCLUSION

The best method of communication between states is using of diplomacy that has real power to solve crisis, control situation and obtain information and mass media that can represent opinion of the states or be a mean to promote and achieve economic, cultural and political interests of states.

5.0 SUMMARY

In this unit, we discussed about international diplomacy. We also looked into the influence of the media on a country and the world community at large.

6.0 TUTOR MARKED ASSIGNMENT

Write short notes on International Diplomacy

Discuss the Influence of the Media on international relations

7.0 REFERENCES/ FURTHER READING

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UNIT 3: THE MEDIA AND INTERNATIONAL RELATIONS IN BUILDING POSITIVE IMAGE.

CONTENTS

1.0 INTRODUCTION

The need for nations to convey a certain image to the rest of the world has always been a central element in governments' agendas. Many different reasons can lead a country to cultivate its image to a foreign public. Image cultivation mainly follows a crisis that requires repairing a country's image among the public of another country.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

a. Discuss about foreign policy
b. Explain why a country should have positive image locally and internationally.

3.0 MAIN CONTENT

3.1 Nigeria's International Image

A country's standing in the international system although dependent on some other factors, is highly dependent on her image perception being positive or negative. A good image results in respect, influence and prestige. While a bad or negative perception of a country's image implies that such a country lacks respect, influence and prestige in the international system (Egwemi, 2010:131).

Ojo and Aghedo (2013:85) remark that Nigeria's reputation is at its lowest ebb. Building on the works of some analysts and public commentators, they arguably describe Nigerians in general terms as criminally minded. While they blame this on the behavior of a few Nigerians whose activities undermine the country, they also attribute this image deficit to the negative stereotyping of the country by some foreign media (Ojo and Aghedo, 2013:88).

These accusations have wider ramifications and consequences on the image of the country. However, Ojo and Aghedo (2013:90-91) are of the opinion that there are deliberate attempts to positively build the country's image. They name successes in survival instincts; a love for life; good followership/imitation; prowess in soccer, UN peacekeeping initiatives and decorations of Nigerian officers for meritorious service; resourceful and enterprising people; and youthful interest in education. The above factors import that "Nigeria is not all a gory picture of crime and violence, but also of creativity, skills, and enduring legacies of universal acclaim" (Ojo and Aghedo, 2013:91). Bamiduro and Aremu (2012:11) express opinions that are similar to Ojo and Aghedo (2013) by underscoring that:

Nigeria's disfigured image in the global village has become an insignia of dishonesty, dishonour and disrespect; this is outright humiliation of a nation of almost 150 million people. Majority of Nigerians are industrious, God-fearing and law abiding people. But a tiny minority is destroying the image of the country and the governance ineptitude is adding salt to the injury. They posit that the positivities in the Nigerian state far exceed the negativities from the foregoing averment, and as such recommend that, via credible, free and fair elections; invigorated/consistent anti-graft drive (without political interference); youth empowerment; promotion of entrepreneurship and financial support; and finally, the adoption of good leadership styles characterized by honesty, faithfulness, transparency, love and justice, the image of the country can be promoted (Bamiduro and Aremu, 2012:20).

Akinboye (2013) opines that Nigeria had indeed been battling with image crisis for the past three decades. He identifies the major issue inhibiting the image to be corruption and states that until the government shows seriousness in fighting corruption, Nigeria will not be taken seriously at the international level. He also identified terrorism and insurgency to be other sources of the image crisis in Nigeria, alluding that until the fundamental domestic sources of Nigeria"s image crisis have been tackled, Nigeria"s aspiration to be a regional influential nation will remain an illusion.

This position taken by Akinboye (2013) converges with Corruption Perception Index by Transparency International (2013); wherein, it was recorded that on a scale of 0 (perceived to be highly corrupt) to 100 (perceived to be highly clean), Nigeria scored 25% in contrast to her 27% score in 2012. This score was derived from 9 surveys carried out in 2013. This ranks her 144th out of 177 countries globally (*Transparency International*, 2013). This factor as revealed by Transparency International gives a perception to the world that Nigeria is indeed a highly corrupt country and when this is the case, the image of the country becomes negative to the rest of the world.

The international image of any country is an important determinant of how well the country is doing at home and abroad. The international image of a country therefore provides a basis for self-re-appraisal in the event of any bad image. Image is relative. It can be a function of perception, which, again, can be a result of objectivity or subjectivity of purpose. A good image constitutes a source of goodwill and patronage for a country. Investors largely consider this factor in determining where to direct investment funds. It also explains the level of unfriendliness. It is therefore understandable why every government seeks to promote, at all times, a better image nationally and internationally (Akinterinwa, 2007).

Nigeria"s image has been shaped by a number of factors since 1960. These factors include Nigeria"s Afrocentric policy, Nigeria"s big market for Euro-American finished products, Nigeria"s oil boom, Nigeria"s anti-apartheid policy, Nigeria"s policy of technical assistance, and several other factors that evolved over the years (Akinterinwa, 2007).

3.2   Foreign Policy

Foreign policy is defined by Goldstein and Pevehouse (2011:103) as the "strategies that governments use to guide their actions in the international arena…they spell out the objectives which state leaders have decided to pursue in a given relationship or situation".

Carlsnaes (2008:335) approaches the definition of foreign policy in a more detailed form. He argues that it:

> …consists of those actions which, expressed in the form of explicitly stated goals, commitments and/or directives, and pursued by governmental representatives acting on behalf of their sovereign communities, are directed towards objectives, conditions and actors – both governmental and non-governmental – which they want to affect and which lie beyond their territorial legitimacy.

This implies that, for countries to relate effectively with one another, foreign policy must be well defined, well thought out, and must possess direction. Hence, Adeniran (1982:185) infers that foreign policy can best be understood through an explanation of what it actually is. Foreign policy, according to him, consists of three elements. One is the "overall orientation and policy intentions" of a particular country toward another. The second element is the "objective" that a country seeks to achieve in her relations or dealings with other countries. The third element of foreign policy is the "means" for achieving that particular goal or objectives.

According to Legg and Morrison (1971) "foreign policy is a set of explicit objectives with regard to the world beyond the borders of a given social unit and a set of strategies and tactics designed to achieve those objectives". This understanding subscribes to the designation of plans and clear cut strategies for actualisation of those plans. It is idealist because it fails to take cognisance of the

contingencies in the international system in terms of the unpredictability of behaviours of international actors.

Another conceptualization of foreign policy emerged from the obvious shortcomings of the above view. This view was well articulated by Vital (1968). To him, "foreign policy implies rather a field of related but distinct actions and issues in which there neither is nor can be foreign policy". According to his thesis, the realities of statesbehavior entail decisions and policies being formulated in a disjointed fashion, largely in response to immediate pressures and events, in a number of separate structures and issue areas. Thus, Frankel's (1964 and 1975) conception of foreign policy "as a dynamic process of interaction between the changing domestic demands and the changing external circumstances" is apt in the light of occurrences in contemporary global political order.

Ade-Ibijola (2013:565) simply define Nigerian foreign policy as the driving factor behind Nigeria's interaction with other nations of the world. He further sums it as the declared intentions of a state. This conception of foreign policy can simply be reconstructed to read as the declared intentions of a state in relation to other states.

4.0 CONCLUSION

The international image of any country is an important determinant of how well the country is doing at home and abroad. The international image of a country therefore provides a basis for self-re-appraisal in the event of any bad image. Image is relative. It can be a function of perception, which, again, can be a result of objectivity or subjectivity of purpose. A good image constitutes a source of goodwill and patronage for a country. Investors largely consider this factor in determining where to direct investment funds. It also explains the level of unfriendliness. It is therefore, understandable why every government seeks to promote, at all times, a better image nationally and internationally.

5.0 SUMMARY

In this unit, we discussed about Nigerian foreign policy. The image of Nigeria in the international arena was also discussed.

6.0 TUTOR MARKED ASSIGNMENT

Write a short note on why a country should have a positive image nationally and internationally
What is foreign policy?

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UNIT 4: THE MEDIA AS VEHICLES FOR INTERNATIONAL RELATIONS

CONTENTS

1.0 Introduction

2.0 Objectives

3.0 Main Content

       3.1 The military arena

       3.2 The diplomatic arena

       3.3 The economic arena

       3.4 The science and educational arenas

       3.5 The cultural arena

4.0 Conclusion

5.0 Summary

6.0 Tutor Marked Assignment

7.0 References/Further Readings.

1.0 INTRODUCTION

Global media at the turn of the 21st century have brought about many effects. On the one hand, it is distorting technological, economic, political, and cultural boundaries. Print, photography, film, telephone and telegraph, broadcasting, satellites, and computer technologies, which developed fairly independently, are rapidly merging into a digital stream of zeros and ones in the global telecommunications networks (The Economist, March 10, 1990; October 5, 1991; September 30, 1995). Economically, separate industries that had developed around each of these technologies are combining to service the new multimedia environment through a series of corporate mergers and alliances. Politically, global media are undermining the traditional boundaries and sovereignties of nations. Direct Broadcast Satellites (DBS) are violating national borders by broadcasting foreign news, entertainment, educational and advertising programs with impunity. Similarly, the micro-media of global communication are narrow casting their messages through audio and videocassette recorders, fax machines, computer disks and networks, including the Internet and the World Wide Web.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

    a. Discuss the effect of Global media onthe Military Arena

    b. Explain the impact of Global media on the Diplomatic Arena

    c. Identify the effects of Global media on the Economic Arena

    d. Evaluate how the Global media have impacted the Science and Educational Arenas

e. State theways Global media have affected the Cultural Arena

3.0 MAIN CONTENT

3.1 The Military Arena

The Global media are empowering hitherto forgotten groups and voices in the international community. Their channels have thus become the arena for contest of new economic, political, and cultural boundaries. Global media, particularly in their interactive forms, have created immense new moral spaces for exploring new communities of affinity rather than vicinity. They are thus challenging the traditional top-down economic, political, and cultural systems.

The multiple effects of global media are perhaps most visible in the military arena. Military technologies have become increasingly information and communication-intensive.Moreover, direct broadcast satellite communication through such global television networks as CNN and BBC are bringing the news of adversaries' strengths and weaknesses to each party far more quickly than was ever   possible   before. In warfare, media technology is having two contradictory consequences. The conduct of war and resistance against domination are both becoming increasingly robotized and globalized. This is so because the media technology are at once global and local as well as both powerful and vulnerable.

3.2 The Diplomatic Arena

In addition to traditional intergovernmental diplomacy, the global media seem to have generated three new types of diplomacy which may be labeled public, people, and virtual diplomacy. The global reach of broadcasting by such networks as CNN, the BBC, Star TV, the Voice of America, Radio Moscow, and Radio Beijing, seem to have led to a shift of emphasis from power politics to image politics (Tehranian 1982; Livingston &Eachus 1995). Public diplomacy has thus assumed an increasing importance in the conduct of foreign policy. James Schlesinger (1992: 17) has argued that the U.S. policies in Kurdistan and Somalia were, in particular, driven by the impact of television images of those human tragedies. John F. Kennedy once summed it up: a videotape is more potent than ten thousand words.

Public diplomacy, however, complements rather than supplants traditional diplomacy. Steven Livingston and Todd Eachus (1995) have challenged the facile presumption of a "CNN effect" on such U.S. humanitarian interventions as those in Somalia or Kurdistan (Livingston &Eachus, 1995: 413). However, the debate over the role of the media in international relations cannot be settled by a few case studies. Judging by the media's role in such post-Cold War crises as the Persian Gulf War,

Somalia, Bosnia, and Chechnya, there seems to be a symbiosis between governments and the media in the coverage of international affairs. Governments can enhance, restrict, or manipulate the media's access to information and coverage, while the media can play a multiple role in the formation of foreign policies. In their coverage of international affairs, the media particularly commercial television--tend to dichotomize, dramatize, and demonize. In this process, the media follow a pattern of story-telling that has been well-established in the American Westerns with enormous success at the box office, i.e. pitting the cowboys against the Indians in a dramatic struggle between the forces of good and evil.

Given government license to cover a given story, the media may legitimate prevailing policies, or accelerate, impede, or prioritize them. This is often known as the agenda-setting function of the media; the media focuses us more on what to think about than tells us what to think. In the case of the Vietnam War, the first television war in history, the media initially legitimized and accelerated U.S. government policies. However, as the body bags came home and the atrocities of the war were televised into American homes, the media gradually turned against government policies, to a certain degree impeded them, and finally contributed to a change of priorities from war to peacemaking. In the case of the Gulf War, the first government-managed television war in history, about 80 percent of the American public receiving its news from television, supported the war effort. Television coverage of the plight of the Iraqi Kurds and Shiites in the aftermath of the war may have accelerated the U.S. government's decision to provide relief and air cover, but it was not decisive in the adoption or execution of that policy. The media may be thus viewed as neither powerful nor powerless but power-linked.

Public diplomacy is seen as an auxiliary instrument to traditional diplomacy. The use of television as a channel for sending messages to the opposite side by the leaders of the U.S. and Iraq during the Gulf War, the employment of CNN as a source of information and intelligence gathering by foreign and defense policy leaders, and the testing of "trial balloon" proposals via the mass media are examples of such uses of public diplomacy in times of crisis. None of these examples can conclusively suggest that, in their making of foreign policy, states have become hostages to the media. However, the examples suggest that governments are increasingly aware of the potential benefits and risks of media.

Virtual diplomacy is of more recent vintage. Global audio, video, and computer teleconferencing have allowed numerous official and unofficial contacts on a routine basis. The institution of a hot-line between the White House and the Kremlin in the aftermath of the Missile Crisis of 1962, closed circuit video-teleconferencing by the U.S. Information Agency through its Worldnet, and other similar facilities demonstrate that diplomacy has new tools at its disposal. But the explosion of the Internet into a worldwide, interactive communication network has also provided numerous opportunities for

expert groups to act as intermediaries, advocates, or advisors in international conflicts. The possibilities for virtual diplomacy through the Internet as well as audio or video conferencing are thus immense and will no doubt be exploited further in years to come.

3.3 The Economic Arena

The impact of the global media on the world economy is perhaps the most studied and best known (Schiller, 1981, 1985; Nordenstreng& Schiller 1993; Wriston 1992). This impact has reshaped the processes of world production, distribution, trade, development, and financing. Expanding global transportation and telecommunications networks in recent decades has clearly enabled the TNCs (Trans-National Corporations) to decentralize their production and distribution networks while seeking higher profits in regions of the world with lower wages, rents, taxes, and government regulation. World trade and financing have also been profoundly affected by the transboarder data flows that facilitate airline and hotel reservations, cash and capital transfers, and international trade in capital markets. In developing economies, the new information technologies have made technological leapfrogging possible in such world trade centers as Singapore and Hong Kong that are now among the world's highest per capita incomes and penetration of telecommunications facilities. Other Asian tigers such as South Korea, China, Taiwan, Thailand, Malaysia, and Indonesia have similarly found in telecommunications, an engine of rapid technological leapfrogging and economic growth.

The economic consequences of the current worldwide information revolution are, however, less well-known and more controversial. Is the information revolution leading to global leveling of wealth and income or to a new class system of information haves and have-nots within and among nations. In creating and destroying jobs, is the information revolution leading to "the end of work" or to a system of structural employment prompted by the disappearance of middle management and downsizing. Is the nature of employment and career changing fundamentally from a one-life-one-career pattern to "one life many-careers and jobs".

Clearly, the transfer of industries and jobs from high to lower cost areas within and among nations has led to new policy dilemmas that have been hotly debated among experts and politicians. As witnessed in U.S. presidential politics, the debate has particularly focused on internationalism versus protectionism in trade. However, issues of efficiency versus equity, national security versus economic freedom, and development versus social and environmental health are also at stake in the debate. Since world trade has become increasingly dependent upon information flows and copyright issues, the new economic policy dilemmas involve issues such as transboarder news and data flows versus national information sovereignty, industrial espionage and piracy versus the rights of industrial patent and

copyright holders (Branscomb, 1994), global advertising and consumerism versus national savings and investment needs.

3.4 The Science and Educational Arenas

The experiences of latecomers to the industrial revolution, such as Japan and China, have abundantly illustrated that the acquisition of modern science and technology is the key to catching up. In this process, the role of media technologies, from print to the Internet, cannot be overemphasized. Since the rate of obsolescence in scientific and technological knowledge is also increasing, information technologies are assuming an additional function aside from transfers of knowledge. They have made lifelong and open learning systems possible (Noam, 1995; Tehranian, 1996). What are the relationships between traditional educational institutions and new systems Can scientific internationalism and technological protectionism coexist Does leapfrogging from low-tech (e. g. typewriters) to high-tech (e. g. global computer networking and DBS) undermine cultural sovereignty and identity which is more important in the processes of economic development, financial or human capital. If the latter is more important, as the evidence tends to show (UNDP 1992-1996), what is the place of science and technology policy in an overall development strategy,What are the implications of all of this for a global science and technology policy,these questions have clearly no easy answers. But they present the beginnings of any serious international discussions on information, science, technology, and educational policies.

3.5 The Cultural Arena

The impact of the global media on international cultural life is perhaps the most visible of its effects. However, it would be misleading to think of media effects as uni-linear and uniform. Technological effects are always socially mediated and constructed. Each new technology has to find its own cultural space in the life of a society before it can have any meaningful impact on social relations. In the case of the media, where technologies range from the simplest to the most complex, and from the readily accessible to those accessible only by small elite, the effects are even more complex and ambiguous. A distinction between macromedia, meso-media, and micro-media might illustrate the point. The macromedia of communication (satellites, mainframe computers, the Internet, and its offshoot, the World Wide Web) seem to be acting as agents of globalization. Through global satellite and computer networks, trans-border data flows, scientific and professional electronic mailing, and commercial advertising, the macromedia are supporting the globalization of national markets, societies, and cultures. The meso-media of communication (print, cinema, and broadcasting) are primarily under the control of national governments or pressure groups and therefore function mostly as agents of national integration and social mobilization. The micro-media of communication (telephone, copying

machines, audio and videocassette recorders, musical tapes, and personal computers) have primarily empowered the centrifugal forces of dissent at the peripheries of power. All three types of media are, however, closely interlinked via social networks of governments, markets, and civil societies. Without contextualizing their social and political functions in historically and cultural specific situations, media effects would therefore remain largely mystifying and incomprehensible.

4.0 CONCLUSION

In international relations, global media seem to have at once encouraged globalism and its discontents, i.e., nationalism, regionalism, localism, and fundamentalism (Tehranian, 1993). Because of the uneven levels and rates of economic development of nations, resistance against globalism may be considered to be a chronic problem. As a force perhaps as powerful as globalism in modern history, nationalism was initially fostered by print technology (Anderson, 1983). However, the other forms of resistance against globalism are also facilitated by media technologies. In the meantime, globalism is facilitated by expanding global media networks with English as their lingua franca.

5.0 SUMMARY

In this unit, we discussed about the effects of Global media on the Military Arena,the impact of Global media on the Diplomatic Arena,the effect of Global media on the Economic Arena, how Global media have impacted the Science and Educational Arena and the ways Global media have affected the Cultural Arena.

6.0 TUTOR MARKED ASSIGNMENT

Identifythe effects of Global media on the Economic Arena

Explain the impact of Global media on the Diplomatic Arena

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MODULE 4 THE ROLE OF THE MEDIA AND COMMUNICATIONS TECHNOLOGY IN IR

INTRODUCTION

If one would turn the pages of books on International Relations before THE 1990s, one would find very few references about the media. But today, we live in the era of rapidly changing media and communications landscape which plays a huge role in creating opportunities and hindrances in the arena of world politics. Walking down the streets of Abuja, we found plenty of shops selling old and new Nollywood movies and music! We could keep in touch with our family and friends via Skype, emails, micro-blogging etc. And now while we are in Lagos or London, our friends are just one phone call away! The world has indeed become quite small!

UNIT 1 Traditional and New Media Forms
UNIT 2 Challenges and Opportunities for Business
UNIT 3 Technology and International Relations
UNIT 4 A New Topic of Study for the Discipline

UNIT 1 TRADITIONAL AND NEW MEDIA FORMS

CONTENTS

1.0 Introduction

2.0 Objectives

3.0 Main Content

       3.1Traditional and new media forms

       3.2 An Interconnected World

4.0 Conclusion

5.0 Summary

6.0 Tutor Marked Assignment

7.0 References/Further Readings.

1.0 INTRODUCTION

The world watched the London Olympics in 2012 through satellite feeds. The Football matches played in Europe are enjoyed back home in Nigeria. Facebook and Linked in have had huge turnovers with respect to users all over the globe. The list about the connectivity in the contemporary age isinexhaustible as the world continues to shrink! People all over the world interact, share and exchange resources via social networks.

2.0 OBJECTIVES

At the end of this unit, students should be able to

      a. Define new media and give several examples

      b. State specifically how the world is interconnected

3.0 MAIN CONTENT

3.1 Traditional and New Media Forms

We live in the age of information and the freedom of media and Communications Technology is considered an important hallmark of a free and democratic society. At the same time, the media should act responsibly towards the citizens of a country in the present age of market driven journalism.

The traditional media forms are newspapers, magazines, journals, radio, television, newsletters etc.

The various kinds of new media and communication technologies being used today is presented in a tabula form below:

New Media and Communication Technologies

Sl No.	Technology	Usage
1	Wiki	This is an online tool which acts as information database. The content of the wiki is collaborated by many users accessing it across different locations. The users are given the authority to add, modify or delete the contents of the wiki. Examples: Wikipedia, Wikidot etc
2	Blogs	This is online journaling. Users or Authors post articles on their respective blogs and readers across the globe may be allowed to give their comments for the articles posted. Examples: Wordpress, Blogger, Squarespace etc.
3	Microblogs	This is a service that allows a user to send a short message consisting of maximum 140 characters to friends and followers. Example: Twitter
4	Social Networks	These are networking sites where users can create their own profiles consisting of their preferences, likes, dislikes etc. and can keep in touch with other users by befriending them. The uploads or updaters by the users are visible to their respective friends across the world. Example: Facebook etc.
5	Cloud Computing	Using this, users can store their information on remote web servers. Cloud Computing involves a network of such servers which are together called 'cloud'. Users don't need to store their documents in their local drives which make them inaccessible elsewhere. Instead Cloud Computing enables users to access their documents from any place in the world and not worry about storage space. Example: Gmail uses cloud for its storage and access.

6	Photo and Video Sharing	Users can use photo and video sharing sites to upload, share, view and comment on their or other's images and videos. Example: YouTube, Flickr, Vimeo, Google Video etc.
7	Internet telephony	This is akin to a telephone service but through the internet. Internet calling services like Skype allows the users to speak to one another on audio-visual modes and also enables users to do video-conferencing. Another service called the Yahoo! Voice assigns a phone number to the user's computer to make computer-to-computer calls, telephone-to-computer calls, mobile-to-computer calls and computer-to-phone calls possible.
8	e-Commerce	Consumers can now order things from across the world with the click of a mouse. Users can buy, sell, auction, refer, view etc. on many online shopping sites like Amazon, eBay, Jabong etc. This diffuses international boundaries and enhances movement of goods across borders with much ease
9	Writing Communities	Online Writing Communities help individuals to disseminate their ideas with the feedback and support of an active online writing community. Example: Lulu
10	iTunes	It provides an online store for buying apps, music and also provides an educational forum via the iTunes University.

Let us now consider the ways in which the world has changed drastically in the last few decades and what changes it has brought to International Relations:

An Interconnected World

Since 1995, there has been a breakthrough in the telecommunications industry in India. The market for mobile applications is likely to reach 4 billion USD by 2015. The mobile industry in India is the world's second largest in terms of connections. The mobile industry plays on the growing aspirations for both rural and urban areas of the world.

Not just a boom in the world of mobile technologies, there has also been a great advancement in the area of internet communications and media. Deep transnational networks have been created on a global scale which has accelerated the free flow of information. In today's world, the media and communication technology havebeen able to transcend borders and geographical limitations. BBC News, CNN News,Al Jazeera News etc are capable of broadcasting live the significant developments in the world at any given time!

Many virtual communities have been formed online and virtual friends are befriended sitting in front of a computer. One can be tutored online, one can travel to the space and all over the world at the click of a mouse and one can perform important and global business transactions over the internet. Life has become much faster, swifter and more convenient with the revolution in communications technology. You can buy your household groceries just by making a call or placing an order online. You can also buy foreign goods easily on Amazon.com, ebay.com and many other such web sites It has become a much interconnected world.

4.0 CONCLUSION

Not just a boom in the world of mobile technologies, there has also been a great advancement in the area of internet communications and media. Deep transnational networks have been created on a global scale which has accelerated the free flow of information.

5.0 SUMMARY

Life has indeed become much faster, swifter and more convenient with the revolution in communications technology. You can buy your household groceries just by making a call or placing an order online. You can also buy foreign goods easily on Amazon.com, ebay.com and many other such web sites It has become a much interconnected world.

6.0 TUTOR MARKED ASSIGNMENT

    a. Define new media and give several examples
    b. State specifically how the world is interconnected

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UNIT 2 CHALLENGES AND OPPORTUNITIES FOR BUSINESS

CONTENTS

1.0 Introduction

2.0 Objectives

3.0 Main Content

      3.1Challenges and Opportunities for Business

      3.2 Political Mobilization

      3.3 Diplomatic Transparency

      3.4 National Development

4.0 Conclusion

5.0 Summary

6.0 Tutor Marked Assignment

7.0 References/Further Readings.

1.0 INTRODUCTION

In the previous unit, we discussed mostly the new forms of mediae.g blogs, micro blogs, cloud computing etc, but in this unit, we shall focus our attention on the Challenges and Opportunities for Business, Political Mobilization, Diplomatic Transparency and National Development.

2.0 OBJECTIVES

At the end of this unit, students should be able to

    a. Enumerate the Challenges and Opportunities for Business in the new media.

    b. Identify the opportunities of Political Mobilization in the new media

    c. Explain what we mean by Diplomatic Transparency in the new media

    d. Discuss how the new media helps in National Development.

3.0 MAIN CONTENT

3.1 Challenges and Opportunities for Business

The rise of the media and communication technologies has created more business opportunities than ever before. Businesses can now give employment to people from different states as state borders can be evaded through media and communications technologies. Companies can now chose the place from where they want to operate and have the option to opt for cheaper or more efficient locations internationally. Social media like Facebook provide the line for direct communication between businesses and their employees and customers. Facebook alone boasts of 1.11 billion users worldwide.

However, the media can also play vital roles in providing more competition or even negative publicity which can prove detrimental to the growth of the businesses. Hence, customers have an upper hand in guiding the flow of trends and business products and strategies. Due to media advertisements and comments on discussion forums and social media, customers are more informed about various products and so companies are forced to meet their demands and expectations.

Political Mobilization

The barricades of many governments are broken down due to advancement in Information Technology. Anyone in the world with a laptop or smart phone and access to the internet can be a part of the social media. Messages are passed on at the speed of light to multiple recipients at the same time and this connects people for political or apolitical causes.

Many consider the Tunisian Revolution as the Twitter Revolution. On December 17th 2010, Mohamed Bouazizi, an educated Tunisian man, immolated himself infront of a municipal office. He did so to protest against the seizure of his fruits and vegetables cart by the police for not having appropriate permit. This incidence was covered on television channels, blogosphere, social media, websites etc. which ignited the revolution that toppled the over 20 year dictatorship of President Zine El Abidine Ben Ali over Tunisia. Although the role of physical demonstrations cannot be slighted, the role of communication technology was huge and unprecedented.

Social Media and sentiments

Media can have a great influence on public opinion especially during elections. During the time of a crisis, the media help in shaping public opinion on disaster management and crisis handling. More information not only helps the families of the affected individuals but public pressure pushes the governments to take drastic measures to avert disasters.

SELF ASSESSMENT EXERCISE
Identify the opportunities of Political Mobilization in the new media

Diplomatic Transparency

Change is constant in this world and with changing times, there has been a social turn-in in diplomacy and International relations. The transparency andvolatility of diplomacy has been impacted by the transformation in communications technology. Communication Technology has become a tool that carries socially constructed values, opinions and expectations. The

ubiquitous media and communication technology has become the mirror that reflects how people want the world to be. Because of the ubiquity of the media and communications technology across the world, international diplomacy has been pushed to include more actors in the fold of international affairs alongside the traditional diplomatic actors. As against traditional diplomacy which was based on a smaller number of players, highly hierarchical structure, written communications and low levels of transparencies, the modern day diplomacy in the age of information has more number of players, flatter structure and greater transparency.

The same technologies that bring instability, risks and uncertainty in the world affairs,are used to promote transparency in international statecraft. The traditional diplomacy has evolved into a 'networked diplomacy' to meet the challenges of new demands and expectations in which strong and influential Diaspora communities play an important role. There is also inclusion of civil society and other players.

For example: There are tens of millions of overseas Indian and Chinese diasporas which help in providing a network platform for dynamic economic relations between several host countries and the countries of origins.

In India for example, the Ministry of External Affairs (MEA) became the first department of the Indian Government to use Twitter in July, 2010. The then Foreign Secretary, Nirupama Rao, became the first senior diplomat to start using Twitter for official business. The MEA used twitter to communicate timely information about the Indian government's evacuation schedules from Tripoli, Alexandria and Benghazi to protect its citizens from the deteriorating security situations in Libya.

According to Princeton University professor, Anne-Marie Slaughter managing international crises requires mobilizing international networks of public and private actors.

The US has a competitive edge over this kind of networked diplomacy where business, society, media and even religion are networked on national, bilateral, regional and global levels.

Impact on Diplomacy

Diplomacy thrives on information gathering, sharing and reporting. This aspect of diplomacy has been prevalent for centuries. For example: The Amarna Letters are a collection of cuneiform tablets from Ancient Egypt which were written in 4th century BC. The Amarna Letters contain references to Egypt's need of intelligence to have control over Asian regions. The Byzantines were also known for information gathering for diplomatic purposes.

The UN Vienna Convention on Diplomatic Relations held in 1961, grants protection to the communications of diplomats with the inclusion of diplomatic couriers and messages in code or cipher.

Communications is so vital to diplomacy that any advancement in technology has impacted diplomacy throughout history. David Paul Nickles in his book 'Under The Wire' analyses the fact that the faster reporting of events via cable over ships, horses or trains has led to an increase in the power of public opinion with greater pressure on politicians during times of international crises.

The instant communication over large distances has made the works of traditional diplomats almost redundant.

In the past few decades, there has been tremendous changes in the communication technologies across the world – information is easily available at the click of a mouse, it is possible to digitally share information over various platforms, information is cheap and free flowing with vast audiences across borders and information storage has become easier and more affordable.

New terms have appeared in the arena of diplomacy like 'virtual diplomacy', ' cyber diplomacy', ' media diplomacy', ' public diplomacy', 'media-broker diplomacy' etc.

In 'public diplomacy' the various state and non-state actors influence public opinions using the media. In 'media diplomacy' officials use media to communicate with players in a conflict to bring about conflict resolution. In 'media-broker diplomacy' the journalists act as temporary mediators in performing negotiations between international players.

There has been 'democratisation of diplomacy' with the increasing influence of non-state actors and worldwide communities of influence. Media in today's world can affect diplomatic negotiations by either supporting it or preventing it.

Better communication technologies and faster modes of travel help world leaders and delegates to meet more often which helps reduce misunderstanding, misperception and friction between different states.

SELF ASSESSMENT EXERCISE

Explain what we mean by Diplomatic Transparency in the new media

National Development

The Media help in nation building by connecting the people at the grassroots levels to the elites having governing authority, the leaders with the followers, state and society. The media help the public to keep a watch on the workings of their governments. The media can either work as watch dogs or as collaborators of dishonesty and cover ups by those on high ranks in the public offices.

The virulent mass media play persuasive roles in influencing the actions of the people in a particular direction.

Through advancements in technology, the media have the power to disseminate information to teach, influence, mobilize and sensitize the public towards a common cause. For example, in Nigeria, health related issues like Polio Immunization, HIV/AIDS and Avian Flu became leading stories in the media which made the public aware and cautious.

Other areas tackled by the media are important issues of famine, wars, floods, rights of women and children, awareness programs, customer rights etc. All these go a long way in educating the public on their rights and duties.

The Social Media and journalism form a climate of change in a dysfunctional state by attitude formation and establishment of values. Media has also been instrumental in discouraging negative issues of culture and norms like caste system, dowry deaths, public-fund embezzlements, extra budgetary spending, ethnic conflicts and other disturbing trends across the world.

Media also informs people about the various development programs undertaken by the government. Example: In Nigeria, the citizens were made aware of Universal Basic Education, Drug Rehabilitation Programs, Adult Education, Nomadic Education, Girl-child Education and Campaign towards enhancing agriculture and food production etc.

SELF ASSESSMENT EXCERCISE

Discuss how the new media help in National Development.

Problem Solving

Occasionally the media help in highlighting situations to which governments are seemingly inattentive or inactive.

Employment across the globe

This is an interesting global phenomenon that jobs across the globe can be searched at the click of mouse. Job seekers can easily connect to relevant individuals on the internet and also can receive mentoring online. For example: Many firms in Canada help people to immigrate to Canada and also find a job there. Employee profiles in websites like LinkedIn can be accessed by employers worldwide.

Many US Companies deploy their work to the development centers in developing countries to reduce cost. This kind of system often leads to international movement of labor which changes the demographics of a region.

Due to advancements in technologies like audio/video conferencing, file sharing etc, people from different countries can coordinate their works at the same time and hence companies can run multilateral jobs across various time zones. This brings out a great economic boost for the Multi-national companies which can now work round the clock.

Agenda setting

Media and communications technology can serve as agenda setting agencies for the government. The foreign policy priorities can be reordered, compelling emotional coverage of humanitarian crises, atrocities, famines etc. For example: The CNN effect brought the attention of the US government to Somalia, Haiti and Bosnia.

Case Studies

Images of human sufferings often have an emotive effect on the viewers. For instance, the television pictures of starving Somalis made the American public push president Bush to formulate policies bypassing normal diplomatic channels to disarm the warlords in the failed state of Somalia so that food can be delivered to its starving population. The delivery of food was hindered in Somalia by the absence of civic order. Therefore under public pressure, US led UN mission was assembled to insatiate American public's charitable impulses. But things soon changed when the Atlanta based CNN broadcasted images of a dead US ranger being dragged through the streets of Mogadishu in September, 1993. Now the public pressure on the US government was to abruptly end Operation Restore Hope without further casualties. Thus the isolated preserve of statespersons and diplomats to make foreign policy is now exposed to high levels of public pressure for better or worse. With the advent of 24x7 news channels showing real-time footage of suffering victims of war, catastrophes, violence etc actions are galvanized towards humanitarian intervention or demanding quick-fixing humanitarian responses.

Communications technology are de-territorialized and also made less susceptible to censorship by military or civil authorities. Policy-makers have voiced alarms about how the media can now overstep the conventional bounds and undermine policy-maker's prerogatives.

Disadvantages

Businesses find it difficult to cross the language barriers which launching products and many companies have made cross-cultural advertising blunders. For example, Chevrolet had problems marketing Chevy Nova in Latin American countries as 'no va' means 'it doesn't go' in Spanish.

KFC in 2006 released their slogan – 'Finger licking good' in China but the Chinese translation meant – ' Bite your fingers off'!

The real-time, global media can pose a threat to operational security. For example, the use of Google Earth by terrorists to hit targets has caused a major security concern worldwide. Google Earth is comprised of declassified satellite and aerial images of the globe and for some places the resolution is as precise as 15 meters per pixel which is enough to identify streets, buildings and even thecolour of the cars and buses. Although many sensitive locations like the US White House are blurred on intention, many expensive homes, prisons, government offices, nuclear power plants etc. can be targeted by terrorists using Google Earth.

The growth of media and communications technology has led to the phenomena called the cultural imperialism in which the cultures and value systems of the industrialized and economically influential countries standardize civilizations throughout the world. In the contemporary era, there has been a proliferation of western morality, concepts, culture, political ideologies and beliefs etc. which leads to cultural uniformity across the globe but this can also make the world predictable, less diverse and can also lead to the distinctive cultural values of many less influential societies. For example: A small number of companies are responsible for a large chunk of media products.

A number of cultural theorists point out that homogenization can be exaggerated and that 'Americanization' often serves as shorthand for modernizing processes that accompany the spread of global capitalism: a phenomena which exceeds the   arena of purely American corporate power (Tomlinson, 1991).

Borrowing from American cultural imperialism into the local and distinctive flavors leads to a process of 'creolization' in which the popular American culture doesn't sweep away other cultures but add foreign elements to local traditions and preferences. eg: Nollywood movies

take cues from the American culture but remain distinctive in their style and hence enjoy an expansive market among the Indian diasporas. And similar is the case of Mexican and Brazilian soap operas.

On one hand, the westerners might feel an exotic touch to their culture and life style when they borrow from other cultures around the world, the other part of the world find this an expression of western hegemony and hence find it overwhelming and intrusive. Example: During a weekend in 1993 in Moscow, the Russians had a choice of only 6 Russian movies as against 111 American movies. (Barber 1996, p. 308; Wagnleitner, 1999, p. 512)

The advancements in communication technologies increase pressure on international diplomats to deliver at an accelerated pace and are expected to deliver their analyses to their respective governments quicker. It has become harder for the diplomats to navigate through the ever-mounting volumes of information and streamline them.

Sometimes the media give more importance to some events and people over others in an attempt to attract their audience. For instance, a CNN executive has allegedly informed an NGO officer that in April, 1994, CNN did not dispatch a crew to Rwanda at the behest of the genocide because the channel was busy covering the inauguration of Nelson Mandela as the first president of post-apartheid South Africa. (Gassman in Girardet, 1995, p. 157) By the late 1990s, a new term was coined by news organizations called 'compassion fatigue', to rationalize their limited coverage on distressing foreign news. Certain news organizations have reported that their viewers had reached a saturation point regarding their empathetic engagement with human sufferings in distant lands.

Also the news organizations served their viewers international news according to their interests. For instance, the ethnic conflict in former Yugoslavia received more attention than the one in Tajikistan in the 1990s, as the US news channels refused to carry too many foreign stories that replicate each other.

4.0 CONCLUSION: A good and accountable governing body goes hand in hand with a responsible

and disciplined media which work towards mobilizing, enlightening and sensitizing the public and the stake holders towards the exigent need of a responsible and able leadership of a state. The media are called the lighthouses of democracy. Many political issues receive global awareness because of campaigning through the social media.

5.0 SUMMARY

Although, it is unviable to have purely unbiased news, efforts should be made towards reorientation of the media-conscience to take out the malaise of subjectivity and political or cultural influence. Various diplomatic practices worldwide are both constrained as well as enabled by communication technologies.

6.0 TUTOR MARKED ASSIGNMENT

  a. Enumerate the Challenges and Opportunities for Business in the new media.

  b. Identify the opportunities of Political Mobilization in the new media

  c. Explain what we mean by Diplomatic Transparency in the new media

  d. Discuss how the new media help in National Development.

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UNIT 3 TECHNOLOGY AND INTERNATIONAL RELATIONS

CONTENTS

1.0 Introduction

2.0 Objectives

3.0 Main Content

       3.1 Technology and international relations

       3.2The state of social media in international relations

4.0 Conclusion

5.0 Summary

6.0 Tutor Marked Assignment

7.0 References/Further Readings.

1.0 INTRODUCTION

The printing press, gunpowder, and the Internet; these are all technological inventions that have changed the nature of regional or international politics in significant ways. In the past century, specifically, the technological advancements of the telegraph, the telephone, the television, the railroad, as well as many developments within the military, have influenced the relations between states in some capacity. The most recent of these major modern technological inventions is the Internet. Like its predecessors, the telegraph and the telephone, the Internet has indeed revolutionised communications.

2.0 OBJECTIVES

At the end of this unit, students should be able to

     a. Define Technology within the context of international relations

     b. Critically analyse the state of social media in international relations

3.0 MAIN CONTENT

3.1 Technology and International Relations

The printing press, gunpowder, and the Internet; these are all technological inventions that have changed the nature of regional or international politics in significant ways. In the past century, specifically, the technological advancements of the telegraph, the telephone, the television, the railroad, as well as many developments within the military, have influenced the relations between states in some capacity.' The most recent of these major modern technological inventions is the

Internet. Like its predecessors, the telegraph and the telephone, the Internet has indeed revolutionised communications. Uniquely, however, the Internet has increased the speed and lowered the cost of communication on an unprecedented scale in human history. It has also enabled the development of platforms such as social media, consisting of virtual communities of socially connected networks, allowing for real-time communication and sharing of text, pictures, videos, and other content from one corner of the globe to another.

As the Internet has expanded over the past decade, so too has the development of communications technologies and social networking sites. Social media often defined within the parameters of Web 2.0, what Charli. Carpenter and Daniel Drezner describe as "the second revolution in communications technology that redefined the relationship between producers and consumers of online information" has recently developed both in its technological capabilities and its global reach. Web 2.0 includes online tools such as blogs, micro-blogs, photo and video-sharing platforms. as well as social media networking websites. Christopher Bronk accurately summarises the definition of Web 2.0 to encompass the meaning of social media,

> *Web 2.0, a term coined by Internet and computer book publisher Tim O'Reilly, represented a redefinition of Internet experiences. New software platforms delivered via an Internet browser, often described under the heading social media, changed the pattern of interpersonal interaction on the Internet. Three platforms in particular Facebook. YouTube, and Twitter — made it easy for individuals to not only communicate online about political issues, but also to mobilize the public.*

A few notable social media networking websites (all of which were created in and are headquartered from the United States) include Facebook (founded in 2004), Twitter (founded in 2006), and YouTube, a subsidiary of Google, the search-engine giant (founded in 2005). These three social media platforms have been particularly influential and will be the social networks focused upon within this dissertation.

Facebook enables its one billion users to create a network of 'friends' with whom they may share personal content, 'like' pages of interest to them, and create groups and events to organise thoughts and actions for a particular interest or purpose. Similarly, Twitter enables the creation of a social network by allowing its users to post thoughts, links, photos or short videos, all within a limit of 140 characters. Finally, YouTube enables the creation of a social community founded upon the sharing of video content among users with similar interests. Each of these three social media networks, although

founded with different missions, have all created virtual communities with a similar purpose to enable communication and the sharing of content between individuals.

The social media's connective power has contributed not only to the growth of international political and social activism, but also to international efforts to solve inter-state and global governance issues, connecting individuals, states and non-state actors with similar as well as conflicting agendas. Moreover, aided by globalization, these social media sites are enabling the rise of soft power in International Relations. Soft power, as opposed to traditional hard power involving states' resources and military capabilities is flourishing by means of digital diplomacy a term coined by 'The New York Times'journalist Jesse Lichtenstein as "a shift in form and strategy — a way to amplify traditional diplomatic efforts, develop tech-based policy solutions and cyberativism. We will dissect and evaluate the different roles that the social media are playing within International Relations. Principally, we will focus on the role of the social media in harbouring the growth of international political and social activism as well as digital diplomacy, thus providing a comprehensive understanding of the increasing impact of the social media on International Relations.

SELF ASSESSMENT EXERCISE

Define Technology within the context of international relations

3.2 The State of the Social Media in International Relations

The evolution of the mass media, and more recently, of the social media and the tools that enable digital connections have revolutionised the way information spreads around the world. Wewill build on this argument by providing a framework for analysis in making the same claim for the social media. We will thensummarise the global impact of social media to date, and review the contributions of International Relations scholars who have assessed social media's influence on international politics thus far in a comprehensive overview. Building upon the claims of academics of International Relations and other disciplines, we will contribute to the current discussion with an analysis of the small yet relevant role that social networking and new media sites such as Facebook, Twitter, and YouTube have played in the events of the recent Arab Spring. This overview will narrow its focus to the events occurring in Tunisia and Egypt in December, 2010, and January and February, 2011.

It will argue that the Internet and social media by extension have been powerful forces to date in establishing a shared platform for disgruntled citizens to voice grievances and to rally supporters for politically motivated events and or movements. David Bollier, author of "The Rise of Netpolitik" has argued, "The internet and other information technologies are no longer a peripheral force in the conduct of world affairs but powerful engine for change" this conceptual overview will seek to

validate his claim and set the stage for a more in-depth analysis of social media's contributions to influencing international politics now and in the future.

Since the advent of the Internet in the late twentieth century, the number of people worldwide with Internet access has grown significantly especially in developed countries. According to the European Strategy and Policy Analysis System (ESPAS) 2011 report, in 1995, just .7% of the world's population was connected online. By 2000, that number had jumped to 6.4%, multiplying its growth nearly five times over the course of the next decade. By 2010, nearly 30% of the world's population had Internet access, with the rich countries of Europe, USA, South Korea and Japan accounting for over 60% of global Internet users.

Unsurprisingly, the growing popularity of social media networks have been aided by the continuing spread of global Internet access. Worldwide, there are estimated to be over a billion Facebook users, over 500 million Twitter users, and roughly 800 million unique users of Google's video-sharing site, YouTube, every month. These three popular social networking sites have experienced surging numbers of users signing up, especially from developing countries such as Turkey, Brazil, India, Indonesia, among others, in recent years.

It is evident that the Internet and the tools of Web 2.0 now embedded on the Internet are continuing this trend of influencing International Relations. The dissemination of information has historically been a power held and monopolised by states. However, over the course of the past century, with the rise of the mass media and more recently of the growth of the Internet, this notion of the state as the sole proprietor of information dissemination has been challenged significantly. In 2013, any individual with Internet access can circulate information, photos, video, and other types of content on media websites, blogs and social networks to the opposite corner of the globe. The Internet has significantly reduced the costs of transmitting information, enabling citizens to avoid more traditional parties whose power have historically revolved around the control of information. This includes governments, diplomatic corps, and in recent history, transnational corporations and news organisations.The social media have in many ways already become platforms for 'citizen journalism', where individuals can report on news instantaneously from their laptop or smartphone. The transfer of traditional forms of power in the hands of the state to a diverse group of people and organisations is representative of wider trends taking place within an increasingly globalised twenty-first century world.

4.0 CONCLUSION

Since the advent of the Internet in the late twentieth century, the number of people worldwide with Internet access has grown significantly especially in developed countries. According to the European Strategy and Policy Analysis System (ESPAS) 2011 report, in 1995, just .7% of the world's population was connected online. By 2000, that number had jumped to 6.4%, multiplying its growth nearly five times over the course of the next decade. By 2010, nearly 30% of the world's population had Internet access, with the rich countries of Europe, USA, South Korea and Japan accounting for over 60% of global Internet users.

6.0 SUMMARY

The social media have in many ways already become platforms for 'citizen journalism', where individuals can report on news instantaneously from their laptops or smartphones. The transfer of traditional forms of power in the hands of the state to a diverse group of people and organisations is representative of wider trends taking place within an increasingly globalised twenty-first century world.

6.0 TUTOR MARKED ASSIGNMENT
a. Define Technology within the context of international relations
b. Critically analyse the state of the social media in international relations

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UNIT 4 A NEW TOPIC OF STUDY FOR THE DISCIPLINE

CONTENTS

1.0 INTRODUCTION

In the previous unit, we discussed technology and international relationsand the state of thesocial media in international relations. In this unit, we shall focus on the issue of a new topic of study for the discipline international relations and the role of the social media in the Arab Spring. We shall finally round up this course by looking at the future challenges and opportunities of the social mediaand international relations.

2.0 OBJECTIVES

At the end of this unit, students should be able to

    a. State whether emerging technologies should be a new topic of study for the discipline

    b. Evaluate the role of the social media in the Arab Spring

    c. Discuss fully the future challenges and opportunities of the social media

3.0 MAIN CONTENT

3.1 A New Topic of Study for the Discipline

The rapid growth of the Internet and consequently social networking sites especially among and within the developing world has had wider political implications over the past decade in fuelling grassroots activism, the spread of democracy and human rights norms, and has more recently, served as a tool to mobilise civic protest. The International Relations discipline has begun to engage with this topic of emerging technologies in greater force over the past decade. Building on the work of scholars who in the last decade of the twentieth century, highlighted the internet's role as a possible catalyst for

democracy, many scholars over the past ten years have debated the limits and possibilities of social media as means of influencing politics. There is particular evidence in the accounts of some scholars and across international media outlets that the Internet, and in some instances, social media specifically, have in recent years been a mobilising factor in political upheavals across the world.

While academic Alan Kiuver has argued that the new media do not reign superior over more traditional forms of media in "improving public discourse regarding International Relations", many others have opposed this view, and instead have championed the new media as revolutionary tools for improving public political discourses. Lance Bennett, author of the 2005 article "Global Media and Politics: Transnational Communication Regimes and Civic Cultures" emphasises the role that the 'net' has had in mobilising grassroots organisations and individuals top rotest against injustice' Scholars John Carlo Bertot, Paul T. Jaeger, and Derek Hansen have echoed Bennett's claims in their 2011 article in arguing that social networking sites.

> *allow large groups of geographically dispersed users to produce valuable information resources, solve challenging problems by tapping into unique and rare expertise and gain diverse insights and perspectives through discussion.*

The late Professor Michael Dertouzos of the Massachetts institute of technology has even gone so far to claim that the Internet and digital communications will bring about a computer aided peace' that will help "stave off future flare-ups of ethnic hatred and national break-UPS. It is evident that the discipline of International Relations has only recently engaged with the growth of the social media and its implications for global politics and this research has primarily focused on the social media as tools to voice grievances and arouse revolutionary action.

SELF ASSESSMENT EXCERCISE

State whether emerging technologies should be a new topic of study for the discipline

3.2 The role of the social media in the Arab Spring

The most pertinent and perhaps relevant example of new media and social networking sites influencing political outcomes is evident in the recent events of the Arab Spring, where the platforms of FACEBOOK, Twitter, and YouTube each played a minor, yet critical role in rnobilising citizens to protest for regime change. In both Tunisia and Egypt, and to a smaller extent in later uprisings in Libya, Yemen and Bahrain, social networking sites were crucial in informing, organising and mobilising protests against long-time authoritarian regimes. After the uprising in Tunisia, where the first such revolution of the Arab Spring succeeded in ousting President Zine El Abidine Ben Au in

January, 2011, the President of the Internet society of Tunisia Khaled Koubaa claimed that the 'social media was absolutely crucial" in the success of the revolution. After twenty-Six year old Mohamed Bouazizself immolated on 17[th]December, 2010 following a confrontation with a Policewoman, his suicide triggered riots in the city of SidiBouzid, protests that were captured on video and uploaded to YouTube. Facilitated by social media networks Facebook and Twitter, these videos and images spread rapidly and helped to inspire protests within the capital Tunis.

Motivated by the uprising in Tunisia, social activists in nearby Egypt capitalised on the influence of social networks to advance their own aims against the regime of President Hosni Mubarak. WaelGhonim, a prominent Egyptian e-activist and former Google executive gained particular prominence when he created the Facebook Page "We Are All Khaled Said" after the brutal murder of Internet activist Khaled Said in June, 2010 in Alexandria, seven months before the revolution took place. The page acquired over 350,000 'likes' before the onset of protests in January and became an online haven to memorialise a victim of the former regimes' repressive crackdown and also to assist in mobilising dissent. Ghonim called upon his supporters via Facebook to come to Tahrir Square to protest the Mubarak regime on 25[th]January, a protest that played a pivotal role in founding the revolution movement in Egypt. Scholars Mohamed Nanbhay and Roxane Farman farmaiafl assert that Facebook decisively "enabled activists to overcome the limitations of blogs, reaching enough people to allow for successful mobilisation. An anonymous Cairo activist later tweeted about the revolution: "We use Facebook to schedule the protest, Twitter to coordinate, and YouTube to tell the world.

It is clear that social networking sites as well as photo and video-sharing platforms were influential in both informing citizens and the international community of the events taking place within countries such as Tunisia and Egypt, but most importantly, for mobilising Tunisians and Egyptians themselves to translate their grievances into action on the streets. Khondker Haque Habibul argues that "digital media were used to tell stories of police brutality, violence and blatant injustice...in the end, new media helped protestors mobilise a specific political outcome." It is important however, not to exaggerate the role of the social media in the revolutions of the Middle East and North Africa in 2011,to suggest that they were solely responsible for instigating revolution. More traditional media, especially television stations such as Al Jazeera, played an equally important role in broadcasting these events to international audiences, some of which in turn offered their support to the protests. Furthermore, the growth of a weak civil society in the few years prior to the revolution coupled with opportune socio-economic circumstances helped such uprisings to succeed. Thus, it is clear that the social media have become valuable means to an end: vital tools for mobilising social movements, yet one that will continue to be reliant upon both citizens, and the street.

Katerina Dalacoura argues that the combination of civil society's preparedness for revolution coupled with extraordinary widespread use of the social media "made the rebellions possible and increased their strength and inclusiveness. While the events of the Arab Spring are not the only example of the social media's influence on politics to date, they are representative of the growing challenge for authoritarian regimes in quelling disruptive political turmoil and calls to action on social media. The examples of Tunisia and Egypt illustrate the high speed at which information, video, and photos can be disseminated to a dangerously discontented public. What is more, these social movements originating on and aided by the social media are notably more open and participatory inclusive to both women and minorities, which is likely to make such movements all the more powerful in the coming decade.

This unit has examined work of previous International Relations scholars who have studied the emergence of the social media and their impact on mobilising civic action and has also analysed the role of the social media in the Arab Spring. There is ultimately a need to engage with the social media as a topic of study to understand their value as tools that can be used not only to mobilise protest and inspire revolutions, but also to contribute to constructive dialogue and conflict resolution and to exert soft power. In examining these themes, we will rely upon a neo-liberal theoretical framework for analysis. A theoretical view explaining the influence of social media in modern International Relations is necessary for not only shaping the domain of the discipline but also to provide core assumptions about the social media through a conceptual language in which particular phenomena and patterns can be explained. In doing so, the following unit will examine the social media's larger implications for International Relation: through the most suitable theoretical lens, that of neo-liberalism.

SELF ASSESSMENT EXCERCISE

Evaluate the role of the social media in the Arab Spring

3.3 Future Challenges and Opportunities of the Social Media

"Just as ocean-going sailing ships enabled the expansion of Europe in the $16^{th}18^{th}$ centuries, the telegraph underpinned the empires of the 19th century and the airplane, radio and television have transformed International Relations in the twentieth century, and the Internet creates a new set of opportunities and risks for the world. The main difference is that the changes will happen faster."

Looking into the future, it is likely that as technological advancements continue to be made in the development of communications technologies, the social media will play even more important roles within International Relations. The third and final part of this unit will investigate two global trends, as identified by recent published reports by the European Strategy and Policy Analysis System (ESPAS)

and the National Intelligence Council (NIC), two internationally reputable and influential think-tanks, and analyse their relevance to the growing impact of the social media. The first trend, the empowerment of the individual, involving the rise of the middle class, and second, the emergence of a more polycentric world and multipolar international system, have a causal relationship with the growth of the social media. Thus far, this unit has addressed how the social media are contributing to the resolution of inter-state, regional, and global governance issues to date and how this have strengthened soft power within International Relations. This final unit will explain these two trends and identify the opportunities and challenges for citizens and politicians alike in harnessing the potential of the social media. Communications technologies and the social media in particular are going to become increasingly relevant for state governments, international organisations, and international citizens as connections created by these technologies will present unprecedented opportunities to connect with groups and individuals on a global scale, and also grave challenges in reaching these newly empowered citizens' demands. Ultimately,

> *"for all the convenience in the shrinkage of distance and time and the reduction of costs in cross-border communication and economic activity brought about by the digital revolution, the increased interconnectedness has also created new and sometimes unexpected consequences."*

The Empowerment of the Individual and the Emergence of a Polycentric World

The ESPAS 2011 study "Global Trends 2030 - Citizens in an Interconnected and Polycentric World" focuses on the evolution of major international trends and their impact on future global policy as opposed to a more traditional analysis of inter-state relations. The study asserts that the empowerment of the individual is flourishing with the growth of the global middle class, the evolution of women's rights, advances in education and perhaps most importantly, the empowering effects of information and communications technologies on citizens globally. Today, individuals are more powerful than they have been at any time in history. The National Intelligence Council's complementing 2012 study, "Global   Trends   2030: Alternative Worlds" similarly attributes importance to the trend of growing individual empowerment in the future of International Relations, claiming "it is both a cause and effect of most other trends including the expanding global economy, rapid growth of the developing countries, and widespread exploitation of new enabling technologies.'

NIC estimates that the global population will rise from its current 7.1 billion to 8.3 billion by 2030, while ESPAS notably predicts that the middle class population will increase to 3.9 billion by 2020,

and to 4.9 billion by 2030. By this time, an estimated 50% of the world's population will have Internet access, predominantly among the middle class. The middle classes of the developing world, especially in Asian countries such as China and India, will continue to grow rapidly both in its sheer number and within the percentage of citizens moving from the lower middle class to the upper middle class. Evidently as "participation in online and social media platforms hinges on income, literacy and access," the number of participants on social media networks will only continue to grow as there will be more entrants to the middle class, greater universal education, and the continued spread of internet access in the coming decades." Uri Dadush and Bennett Stancil of the Carnegie Endowment for International Peace insist that mobile phones and Internet technologies are "relatively inexpensive and require little government expenditure on infrastructure", implying the continual spread of these technologies within the developing world. Overall, these statistics show tremendous growth in world population and the middle class but also demonstrate the likely growth in popularity and influence of the Internet, specifically social media networks.

Additionally, both ESPAS and NIC predict that over the course of the next two decades, the international system would emerge with a greater plurality of actors, with no single world power playing a hegemonic role. Both NIC and ESPAS assert that while the current international system is still dominated by the hegemony of the US, the arrangement will continue to erode as US economic dominance is in decline while the economies of the Asian powers of China and India continue to grow. By 2030, Asia will have surpassed North America and Europe combined in terms of global power, quantified by GDP, population size, military spending and technological investment. With the rise of Asia, the studies predict that the international system will no longer resemble a uni-polar or bi-polar structure but rather a multi-polar, polycentric international system by 2030. The gap between greater and lesser powers will be smaller and the US will be far less dominant than it is today. This will allow for the emergence of a more polycentric (and more equal) network of exchange between governments, non-governmental actors, and citizens themselves.

3.4 Future Challenges

Web-based communication tools in the form of blogs and social networking sites have allowed for growing numbers of people to express demands, share opinions, and manipulate the political agenda. With the growth of the middle class and the spread of communication power, ESPAS predicts the emergence of a larger class of citizens "more engaged in politically-motivated networking" on networks "likely to become an arena of conflict and tension between states of all political stripes, and also between individuals and private companies." The use of online digital media, especially that of social media networks Facebook, Twitter, and YouTube, have evidently opened spaces to voice

grievances and political aspirations. As education, income, and Internet access expand and increase, women, particularly Muslim women who have "become prolific users and consumers of social media" will become increasingly capable of "affecting their societies and governance". Carpenter and Drezni claim that there is anecdotal evidence that "suggests Web 2,0 may be altering the balance of power between individuals and the state in ways as yet under studied". The social media network Twitter, for example, has indeed had a 'leveling effect', allowing for a youthful demographic of Twitter users "a chance to answer back or to argue with elders - such as ministers, clerics, or CEOs - in a way they would find far harder in person."

Moreover, as the number of users of social media proliferates, debates over freedom of control and freedom of information will likely emerge, especially in countries governed by authoritarian regimes. This use of social networking sites in these countries are likely to continue, where citizens

> *now have the ability to turn these online tools into instruments for political and civic protest, bringing to light what is often concealed and repressed by public or governmental institutions or media channels.*

Additionally, as the middle class expands, social inequality will continue to pose as a threat to societal stability as tensions will be exacerbated between rural and urban dwellers. Ultimately, if new citizens of the middle class find it difficult to retain their status and slide back towards poverty, they will likely pressure their governments for change. The citizens of the new middle class who will be highly active on thesocial media are also likely to favour democracy and human rights, posing severe challenges to states where constituents do not elect their officials and or in states where human rights violations are commonplace.

SELF ASSESSMENT EXCERCISE

Web-based communication tools in the form of blogs and social networking sites have allowed for growing numbers of people to express demands, share opinions, and manipulate the political agenda.

Discuss.

Future opportunities

The growth of the social media coupled with the population growth of the middle class in the coming decades does not only present headaches for governments, it also presents unique opportunities. As a growing middle class equates to a growing population of users of online communications technologies, including social media, greater opportunities will emerge for policy makers to communicate with their constituents and citizens on an unparalleled scale. Governments can now work more closely together with their constituents to foster dialogue. Citizens of countries all over the world can now easily create connections and make alliances with diaspora communities and non-governmental organisations across the globe to try to influence the policies of both their own government, and the policies concerning international governance issues. Existing technologies of social media involving two-way interaction will also give ordinary citizens the power to communicate with their leaders (and vice versa) to help inform policymaking decisions. One such government that has already seized upon this unprecedented opportunity to connect with its constituents online is Iceland, who in July 2011 drafted a crowd sourced constitution, created with input from ordinary citizens on the country's Facebook page, via the country's Parliament Twitter account, and through its YouTube channel. Additionally, lcelandic parliamentary meetings have been open to the pubic via live stream on both the government's website and on its Facebook page, an example of a government initiative that is maximising the communicative power of social media.

It is also likely that with the emergence of unstructured networks and the Continuing developments within communications technologies, more actors, both states and non-state, will become involved in finding Solutions to global problems. The key to this Success will be in "l1ks between national, regional and global governance and between state and non-state actors to build a consensus among different players. As discussed in chapter three, the growth in influence of non-state actors, including private companies NGOs, and Philanthropic institutions will be increasingly relied Upon in order to meet future challenges of international development Networks of non-governmental actors, enabled by technologies, will play an increasingly important role in building public awareness of policy challenges and risks, and will have the ability to inform the decision making of policy- makers. As states will increasingly rely on lGOs, NGOs and Citizens themselves to help them govern and manage their responsibilities we will Witness an expanding 'mutual empowerment' of various actors. Government and their institutions will garner the opportunity to engage with a wider, globally Connected network of specialists to make the most informed policy decisions. Politicians in countries across both the developed and developing world will need to "acquire a more open-minded and collaborative outlook to tackle the planet's shared problems."

The emerging global trends and technology of social media are not new, but their causal relationship is part of broader, global trends that are impacting global politics and society. Governments cannot afford to ignore the influence of communications technologies upon future politics and the administrations and organisations that "best respond to new realities will be most able to advance their interests globally." As Joseph Nye aptly warned nearly a decade ago that scholars and politicians alike "need to become more aware of the importance of the ways that the Internet creates new communications, empowers individuals and non-state actors, and increases the role of soft power," it is evident that social media's position as a tool to communicate and help solve pressing global issues will continue to become increasingly relevant.

4.0 CONCLUSION

This dissertation has argued that social media has had an increasingly powerful impact on International Relations. Social media is an effective means to influence international politics, both by mobilising political activism to help solve inter-state, regional, and global governance issues, and also to enable soft power politics on the behalf of states. While speculation exists that the technologies of social media can pose great dangers for global citizens when under surveillance or controlled by authoritarian regimes or cyber-terrorist groups, this dissertation has highlighted the undeniable positive impact that social media has had on spreading liberal norms and encouraging free speech and cooperative dialogue across the world. This claim is supported by evidence found within the events of the Arab Spring, organisations like the YALA-Young Leaders Forum, the work of the United States Department of State as well as in the theorising of previous International Relations scholars who have studied the Information Revolution.

We have witnessed the potential of social media to help mobilise revolutions, organise regional cooperation among politically active youth, and help exercise soft power politics for the world's hegemon all within the first decade of its existence as an emerging technology. As social media will continue to grow, expand, and attract more users, new research from the International Relations discipline must engage with this topic in order to understand both the immediate and long-term implications of its ability to inspire dialogue and political activism. Likewise, the inevitable growth of social media and its influence on political attitudes and action must be recognised and studied in order for governments to maximise its potential 'as a tool to inform policy making. Further research must also be conducted to better understand how sites such as Facebook, Twitter, and YouTube can amplify the effectiveness of digital diplomacy initiatives and state-to-citizen interaction. This research will not only benefit policy makers, but also the discipline of International Relations in order to fully grasp social media's full potential as a tool to enhance political cooperation and undermine traditional notions of power.

5.0 SUMMARY

As the world is faced with an increasing number of global issues shared by many state and many nonstate actors, it is likely social media and communications technologies more widely will play an increasingly important role in solving global governance issues. While this course has addressed future opportunities and challenges it is certainly evident that "the political meanings and significance of the information technology system is being made as the technology is being made. It does not automatically come with it," and new challenges will surface for the discipline of International Relations in coming to terms with these new technologies in the coming decades.' With social media's foreseeable growth in the near future, governments must allow for unrestricted access of these platforms in order for international citizens to contribute to solving global issues and conflicts to ultimately establish a more multilateral and interconnected international system.

6.0 TUTOR MARKED ASSIGNMENT

   a. State whether emerging technologies should be a new topic of study for the discipline
   b. Evaluate the role of social media in the Arab Spring
   c. Discuss fully the future challenges and opportunities of social media

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