

# NWICO and BRICS

## Legacies and Relevance

世界信息与传播新秩序运动与金砖：遗产与相关性

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B.P. Sanjay

[bpssn54@gmail.com](mailto:bpssn54@gmail.com)

印度海德拉巴大学教授

# Articulation at Bandung

## 万隆会议的精神

- Spirit of Bandung consolidated
- Humanity assumed consciousness of their role and made their voice heard. The "spirit of Bandung" marked the process of liberation of the colonial world and defined the path for the international insertion of those countries that formed the Non-Aligned Movement, with an explicit condemnation of racism, colonialism and imperialism.

- By 1970s, this spirit raised and crystalized into two parallel but related calls:
- New International Economic Order (NIEO) and New World Information and Communication Order (NWICO)
- The economic basis of the economic order formulated into the importance of information and communication and holistic media ecology



[http://www.alainet.org/sites/default/files/styles/imagen-principal-articulo/public/bandung.png?itok=5O4u5\\_YT](http://www.alainet.org/sites/default/files/styles/imagen-principal-articulo/public/bandung.png?itok=5O4u5_YT)

Bandung to BRICS THROUGH NIEO and NWICO

- For the Non Aligned countries, the economy and communications were strategic areas for achieving the most central goal of their action: the full development of every country. ambitious goals of development were seen as the only way to eliminate every kind of exploitation and domination.
- The power balance at that historical moment did not allow for the implementation of this alternative, either in economics or in communications.

- A new reality is the post globalisation scenario where apart from economic reforms, there are consequent spread and access to media in many countries, India in particular.
- Economically, emerging countries tag also meant that countries with common international interests in many sectors, finance, trade, commerce and markets

- The 2006 meeting of ministers recognised the need and scope for agenda and with south Africa included in 2011-BRICS.
- There are many institutional mechanisms envisaged and to be consolidated but the dimension of media is missing if not completely ignored.

# Media system and BRICS

## 媒介体系与金砖

- There is a media system argument in BRICS about the political and economic consolidation of media as agglomeration of media, particularly legacy media
- The faith is more advocated in cyber space and social media where the BRICS have significant comparative presence and spread
- How and whether they can be better harnessed to promote common goals of understanding and development forms another sub text of the BRICS
- Autonomy with regard to having a BRICS cable as in negotiating the dynamics of Internet has been flagged



# One analysis of SA coverage

## \*Conclusion

- Picture of China in SA media not as negative as would have expected from literature
  - Improving over last years
  - Economic opportunities offered by China received most attention
- Suggest SA media largely business-oriented in its coverage of BRICS relationships
- Economic interest supersedes political interest

## Chinese newspaper coverage of the BRICS summit

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- Conclusion
- Chinese media is still careful in covering China's development in the way that China's rise will not be perceived as a bigger threat to the world. Therefore, China is now quite comfortable with its position as only being the No.1 country in the developing world while not recognizing itself as a developed country. This position gives it the privilege to represent the developing countries, speak for it and question the other developed countries. Moreover, China's not recognizing itself to be part of developed countries is also consistent with China's foreign policy discourse of "never seek hegemony", otherwise it will put it on the direct challenging position to the U.S.

# One media summation after 2012 summit by south Africa institute

- Conclusion
- Overall the BRICS Summit received significant media attention but only by a select number of publications, mainly City Press and Business Day. The reports did not focus much on the political and economic differences among the BRICS members, with the notable exclusion of South Africa, which was singled out for analysis of its membership of the BRICS. This can be explained by the apparent lack of strategy by South Africa when it comes to the BRICS, especially because these are local publications. Not many of the articles were analytical and most were quite superficial, focused on reporting on utterings by presidents, ministers or other experts without seeking to breakdown the issues and the dynamics. Overall, however, it seems the general message was that the BRICS is growing to be a force to reckon with and is working towards harnessing its power, particularly in relation to the developed countries.



- Enhance international presence
- Address common problems-development
- Enhance new media communication
- Balanced reporting
- Alternative media reporting
- BRICS digital media
- Financial services information
- People to people contact

Though it could be an important mechanism for fostering relationships between these countries, this and former [summits have not factored in media as a sub group agenda.](#)

The first BRICS media summit coordinated by Chinese news agency and partnerships with media groups in BRICS is an important step.

**BRICS media summit: China to set up \$1 million fund to support journalists**

The state-controlled outlet will work for the integrated development of the new media and establish liaison offices with media in BRICS countries, president of Xinhua news agency Cai Mingzhao said.



# Summation

## 小结：金砖国家的未来与媒体的角色

- Blocs and their spheres of influence have led to many formations and calls.
- Economic and communication orders are examples
- Hope and enthusiasm in BRICS
- Do bilateral relationships dominate the media discourse as for example in India-China ties
- Can economic considerations outweigh these factors
- Can media bridge and analyze relations transcending the differences?
- Is there a scope for educational institutions to do media content analysis in a time series fashion as in the first to the last summits
- Can there be media training programs for professionals, teachers and research scholars?