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COLLEGE OF MANAGEMENT AND SOCIAL SCIENCES
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LECTURE NOT

COURSE TITLE: INTERNATIONAL COMMUNICATION

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Issues in International Communication: The NWICO Debate

► INTRODUCTION

NWICO, an abbreviation for New World Information and Communication Order is traced to the beginning of flag independence obtained in the 1940s- 1970s by some countries in Africa and Latin America. Shortly after independence, the third world countries started agitating for economic equality (New International Economic Order) at a meeting held in Algeria in 1973. In 1976, these Non-Aligned nations also met in Colombia where they abandoned NIEO and developed New International Information Order (NIIO). But what could be the reasons for the agitation?

Reasons for NIIO Agitation

1. The leaders of the Third World Countries felt that he who controls communication also controls the economy.
2. These countries saw as unacceptable the idea of all news coming from the West.
3. These Third World leaders felt that quantitatively and qualitatively they were being underreported.

- What do the Third world leaders mean by free flow of information?
- What do the Third world leaders mean by New World Information Order and what is the relationship between it and New World Economic Order (NEO)
- How may the right to communicate with all its legal and ethical implication be achieved as a new line of thought in the whole communication field?
- How can objectivity and independence of the media be assured and protected?
- How can we communicate freely and still be guided by ethics?

Aftermath of the NWICO Debate

- ▶ 1. The qualifiers such as free, just and efficient were seen as booby trap to allow journalists move freely within the borders of the Third world nations.
- ▶ 2. the leaders of the Third world also argued that nations are independent and the territory of such nations must be respected in any reportage.
- ▶ 3. the report of the Sean MacBride commission favored the principle of Integration which was opposed to the principle of dissociation

Thank You

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