

International News Organisations as a catalyst for Global News Flow in Nigeria

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ABSTRACT

International news organization is, no doubt, a sine qua non for effective global news flow in the world. This stems from the fact that international news organization is the major news contributor and distributor to the major broadcast stations and agencies around the globe. The international news organization has undergone tremendous changes since the mid-1990s. Various factors have contributed to this transformation. This work examines the role of international news organizations as a catalyst for a global news flow using Nigeria as study base. The use of descriptive method puts the researcher in the position to draw conclusion that international news organization is very effective and supportive in the news flow in Nigeria and the world at large. The work further affirms that international news organization is the only viable and efficient in the world wide dimension of news flow, and is a veritable tool for many broadcast stations and print media in the world. Hence, developed countries should make cable satellite equipment affordable to the developing countries.

Keywords: *International News Organization, Catalyst, Global News Flow, Nigeria Experience*

INTRODUCTION

According to Volkmer (2010) the world wide dimension of news and political communication has undergone tremendous changes since the mid – 1980s. Various factors have contributed to this transformation. One of the key factors is the increase in satellite capacity and, as a result, the decrease of satellite leasing costs. Based on this development, multinational corporations are able to distribute their programmes trans-nationally, while at the same time, ever smaller companies (even so called grassroot companies) can afford to use satellite platforms for their programme delivery. Based on these new structures, moreover, we are facing an increasing diversity of ‘global’ news flows. New analytical concepts are thus required so as to help us understand better the consequences for news journalism in this transnational era. In addition to the familiar major western broadcasters and agencies delivering their programmes world wide, such as CNN’s International Channel (CNN) and the BBC’s World Service Television (BBC – WS – TV), there are also transnational news channels. These channels began to appear in the mid- 1980s. Examples include the Arab news channel, Aljazeera, based in Qatar, and Zee-TV, a highly successful channel targeting the expatriate Indian community worldwide. In addition to channels

such as these, which have already built substantial audience bases worldwide, a variety of small ‘grassroots’ stations have emerged. They tend to be supported by organisations – even individual entrepreneurs which distribute audience-specific programmes within this new global infrastructure of news flows. This study is an attempt to examine international news organization as a catalyst in the global news flow; the nature and treatment of news for global flow and the Nigeria experience.

Theoretical Framework

This paper is anchored on two theories: Libertarian, and Social Responsibility Theories. Libertarian theory was originated in the late 17th century in England and spread to America and the European continent. F. S. Sceburt, T. B. Peterson, and W. Sehramn were the profounder. Anaeto, Onagajo and Osifeso (2008) posit that a libertarian press is the opposite of an authoritarian press. The theory places the individual above the State, not below it. Humans are viewed as rational beings who, although imperfect as individuals, will collectively arrive at the best decision for the general welfare of society. Libertarian media exist to check on governments, and that means that they should be free from government control. This does not mean freedom of defame or commit sedition or immunity to the rule of law and canons of civilized social conduct. The theory advocates that the press be seen as partner with government in search of truth, rather than a tool in the hands of the government. The global news flow through international news organisations must be seen in the above light.

International news across borders must not defame or commit sedition or immunity to the rule of law and canons of civilized social conduct. International news organisations must be seen as partner with different government of the world in search of truth, rather than a tool in the hands of the oppressive government. The social responsibility theory was originated by the same author of libertarian theory in 1963. McQial (1987) in Anaeto, Onabasjo Osiferso (2008) states as follows:

1. That media should accept and fulfill certain obligations to society.
2. That through professional standards of informativeness, truth, accuracy, objectivity and balance, these obligations can be met.
3. That media should regulate itself within the framework of law and established institution to be able to carry out its responsibilities.
4. That what might lead to crime, violence, civic disorder or offence to minority groups should be avoided by the media.
5. That the media should reflect its society’s plurality giving access to various points of view and granting all the right to reply.
6. Based on the principle in (1) the society has the right to expect high standards of performance from the media. Intervention can only be justified to secure public goods.
7. Accountability of media professionals should be to the society, employers and the market.

International News Organization and Global News Flow

According to Ndolo (2006), international news agencies and foreign correspondents as we know them today did not exist until the middle and late nineteenth century. However, systematic international news gathering arose in the late eighteenth century when newspaper editors started gathering foreign newspapers and then reprinted their local reports as foreign news (Desmond, 1980). By 1900 international news assumed a sensation and commercial stature, exhibiting all the attributes of a commodity as defined by Marx: its development is rooted in the historical context of industrialized, capitalist society: it was utilitarian in value; it was a product of human labour, produced as a consumer goods intended for exchange within a capitalist market system (Meyer, 1988).

The four most dominant transnational news agencies (TNNAs), United Press International (UPI), Association Press (AP) Reuters and Agence France Press (AFP) are owned by the United States, Britain and France. And because news selection reflects personal preferences, journalistic orientation and social backgrounds of those who edit and report the news, it is therefore, reasonable to speculate that news flowing in and out of the developing nations reflects the needs and preferences of those who edit international news for the transnational news agencies (TNNAs). This explains, in part, Righter's (1978) observation that foreign assignment was treated by the international news agencies like local assignment. For example, American and British transnational news agencies (TNNAs) filed their foreign reports to suit and be sensitive to American and British interests, tastes and values. In addition, the TNNAs administratively divided the world into beats using colonial ties and imperial interest as criteria for this division Righter (1978).

These structural arrangements, designed primarily for profit purposes and intended for consumption by western media audience, unfortunately persists till today. They are part of the reasons for the imbalance in the international flow of news between the developing nations and the developed nations. For example, they discouraged balanced flow of news between the developed and the developing nations as well as horizontal flow of information. Thus these structural arrangements stifle genuine exchange of ideas between the industrialized world and the developing nations, and among the developing nations.

Determination of International News Coverage

Hester (1971) identifies the hierarchy of returns as one of the determinants of international news flow and argued that the wider apart two nations are in the hierarchy on international relations, the likelihood of the existence of news imbalance between them (Ude, 2013). The nation in the lower stratum of this hierarchy suffers a disadvantage. Structural relationships between senders and receivers of information underscore a superior/subordinate relationship with the former occupying the superior position and the latter subordinate position. Sincerely, in the international political arena, America and Africa occupy superior subordinate political positions respectively. Accordingly, news flow research has shown that the flow of news is

enormously tilted in favour of America. Cultural affinity is another criterion used in determining news flow among nations. Gan (1979) in Ndolo (2006) in a study of US news media and how they make editorial decisions, finds that editorial decisions by American journalists are not value free. He concludes that in covering international news, American journalists give consideration to societal values such as ethnocentrism, altruistic democracy, and responsible capitalism. Foreign correspondents and foreign news staff select news items that are culturally and socially relevant to their news markets and present them in such a manner as to make sense to their audience, to retain this market, the news media consistently provide the American public with news that fits this cultural and social framework. To do otherwise, will challenge prevailing erroneous perceptions about Africa that is severely hurt by this news gathering and reporting framework (Ndolo, 2006).

Global News Flow Pattern: Offline and Online

Before turning to the implications of the internet for global news flow, let us review the problems and patterns in the flow of news associated with the traditional media system. Developing countries have been long concerned because the four major western news agencies control the bulk of the world's news flow, with an output of about 30 million words daily in the 1990s (Frederick, 1993). Rampal (2000) opines that developing countries have also raised specific concern since the 1970s regarding the pattern of news flow emerging from the dominance of western news agencies.

First, people in developing countries are forced to see each other, and even themselves, through the medium of these agencies because they are major suppliers of news to the developing world. Second, Western information dominance confines judgments and decisions on what should be known, and how it should be made known, into the hands of a few, resulting in an inadequate, negative, and stereotypical portrayal of developing country. Third, the flow of news is heavily imbalanced, with information moving predominantly from advanced western countries to developing countries. The fourth area of concern is that the west exercises a kind of "soft power", by virtue of the strong appeal of its cultural fare-firms, television, music, books, and magazine – in the developing world, to the detriment of local cultural traditions. The imbalance of news flow is not just a developed and developing control phenomenon. Developed countries have tried various ways to address their concerns regarding international news flow.

Beginning in the mid 1970s, they pushed for a New World Information Order (NWIO) through UNESCO. Among a variety of actions proposed to address problems associated with international news flow, one proposal called for regulating collection, processing and transmission of news and data across national frontiers. Western countries strongly rejected such a move, with the United States and Britain eventually pulling out UNESCO when the NWIO debate was seen to be taking political overtones. Then upon UNESCO's recommendation, developing countries moved to establish or expand their own regional and global news gathering operations.

As a result, the developing world saw a variety of regional news agencies, including the Non-Aligned News Agencies pool. Latin America's inter press service, manila based DEPTH, the Pan African News Agency, and the Caribbean News Agency. With the possible exception of Inter press service, none of these agencies has posed a serious challenge to the major Western news agencies or acquired significant credibility for its own news service (Kamalipour, 2002).

The internet, however, is not a panacea for tackling the various concerns that the developing world has raised about global news flow. Although the distribution of news by a news agency to its clients via the internet is much cheaper than via the traditional telecommunications system; a budding news agency must meet other costs and challenges before it acquires the necessary credibility as a global news service. For an emerging news agency to offer a comprehensive and quality news services, it must have an adequate number of professionally educated and trained reporter around the world.

The financing required to hire the necessary staff and maintain news bureaus around the world is beyond the reach of most developing countries. And then there is the issue of quality of information. In the glut of information available on the internet, credibility will be a key source of power and influence. Keohane and Nye (1998) say that news organization in the United State, Britain, and France have capabilities for collating intelligent information that dwarf those of other nations, adding that "information power flows to those who can edit and credibly validate information to sort out what is both correct and important. Brand names and the ability to bestow an international seal of approval will become more important" (Keohane and Nye, 1998). Emerging news agencies will have a lot of catching up to do before they can compete with the established western news agencies, and that will not be an easy task. As Keohane and Nye say, "In some commercial situations, a fast follower can do better than a first mover, but in terms of power among states, it is usually better to be first".

The internet has a greater promise in serving as an equalizer in the skewed flow of news and information globally, another of the concerns raised by the developing world. The typical 8% of the news and editorial space devoted to international news by an average U.S metro daily or 14% (just over 3 minutes) of news time, for such news programmed by television networks in the united states does not offer much of a window on the world. Now, at the click of a mouse, an internet subscriber can be reading newspapers from across the world while at the same time taking in the audiovisual news services of an increasing number of Web-based international broadcasters, such as BBC World. For example, the *Washington Post* Ombudsman noted with embarrassment that it took until November 12, 1999, for the post to carry a correspondent story from its Dethi-based correspondent about a cyclone that hit the East India State of Orissa at the end of October. The post story on the cyclone, which had claimed ten thousand lives and affected fifteen million people, was not on the front page; it ran, instead, on page A27. One reader,

having found the news about the cyclone in a number of English language Indian newspapers and other news outlets on the Web, wondered in a letter to the editor whether the post was ignoring the story because “Orissa is not Europe and does not have oil underground” (Kamalpour, 2002).

Another component of the information age, international satellite television is providing more international news and information than ever before. Dozens of countries are transmitting daily television programme around the clock from Europe, the middle East, Asia, and Latin America to rich and ethnic markets in the United State and elsewhere in the world. The huge supply of digital channels is also bringing crystal clear radio programming from scores of countries via both communication satellites and the internet. A significant dimension of news flow on the internet is that people in non-democratic states are beginning to have access to uncensored news, analysis and discussion about political development in their own countries even though regions in such countries are jittery about the free flow of information. For example, the New York Times reported on March 18, 1999, that in the Middle East, every government has jammed radio broadcast, intercepted publications, scuttled fax transmissions barred mobile telephones, or prohibited satellites television at one time or another (Jehl, 1999).

The times story adds that with the arrival of the internet in the mid 1990s, many countries, including Egypt, Jordan and Lebanon, have quietly conceded the fight, concluding that the benefits of the new technology far outweigh the cost. Other countries such as Saudi Arabia, Iran, China, Malaysia, and Singapore have been in the news in recent years for taking action to keep politically objectionable material out of the reach of their internet subscribers even as they embrace this technology for economic development and other uses. With new Web sites emerging everyday, however, it is practically impossible to keep internet users in authoritarian and totalitarian regimes from gaining access to freewheeling news and political discussion. Nye and Owens (1996) see a great opportunity in the internet for the United States to “engage the people, keeping them informed on world events and helping them prepare to build democratic market societies when the opportunity arises”.

The Nature and Treatment of Global News Flow

Ndolo (2006) says that curiosity is a universal trait, therefore News is anything that satisfies or frees one’s curiosity despite one’s region of the world.

Criteria for News Selection

Galtung and Ruge (1970) in Ndolo (2006) set these criteria for news selection:

- Cultural proximity of the event
- Relevance of one’s own group or country
- Consonance with what had been expected – elements of surprise
- Duration of the event
- Simplicity of an events: Easy to report and understand
- The event being in the news before

- Ideal typical news for Western capitalist societies.
- Supposed to be elite centered
- Focuses on powerful and prominent people
- Focuses on powerful and highly developed nations
- Supposed to be negative and personalized.

Criteria for news (Western World View)

News acquire totally different definitions in the three Ideological systems into which the world is divided: West, Communist, and third (developing).

1. Interest

- In the Western World, the gatekeeper is final arbiter of what is published, guided by what he thinks his audience wants to know.
- In the communist world, censor and political commissars interpret Marxist-Leninist doctrines and thus determine what the people need to know.
- In the developing world, the government through direct and indirect control decide what is appropriate based on the natural goals and aspirations (development).

2. Proximity

- In the Western World, used in geographical and psychological sense, foreign news does not get the readers interest.
- The communist world prefer news of local and regional values. In the developing nations, editors generally prefer news of immediate region.

3. Importance

- Generally, news of the elite is given preference.
- In the western world, the elite is popularly known so their news is of more general interest. There is an explicit concern with people and their activities the more so with the prominent.
- In the communist world, it is the position not the personality that counts for a leader. The concern here is on the group or society at large not on the individual heroes, teachers, artists etc that have been outstanding.
- In the developing world, elite news especially of heads of state receives tremendous play up. There is an explicit concern with people and their activities – more so the prominent.

Furthermore, for the west, political coverage before the election focuses on personal characteristics of the candidates (only in the USA). In the communist world, coverage when there is a choice of candidates dwells on issues and candidates. The same applied to the third world (Ndolo, 2006).

4. Size

Size is important in all the three – may be played down or exaggerated to fit ideological or political guidelines.

- In the West, the decision to publish is based on size of an event, or the number of persons or things involved.
- In the communist world, the decision to publish is based primarily on ideological and political criteria.
- The same goes for the developing nations.

5. Novelty

- This is of great importance in the West where competition for first and hence for profit is crucial-gave rise to the concept of “scooping”
- Under communism, the media do not compete and profit is not crucial. So novelty is subordinated to usefulness to making a point or advancing a cause.
- In many developing nations, the media do not compete for profit Novelty is subordinated to natural goals.

6. Timeliness

- Timeliness is emphasized more in the West. Because of new information communication technology, news copy goes fast – instant coffee – most programmes are now live. Also, the public's views are valued, so quick distribution of information is desired to enable the government make decisions.
- Timeliness in the communist world is a relatively unimportant factor in news values.
- In the third world, time is measured in much larger chunks; sometimes news events must go through government clearance and become late. These situations are improving in many countries especially Nigeria.

Transformation of Global Media

Innovations in communications technology, in addition to driving economic globalization, have also transformed the media world and the spread of information, with important consequences for national as well as global governance. This began with radio broadcasting in the 1940s and has since been extended through television and satellite transmission to give even those in remote places immediate access to sound and images from a wide world. In some countries, new communications systems have even brought people news of domestic events that is not available locally. Direct dial international telephone and fax services have swelled the trans-border flow of news and other messages. Another important development has been the sharing of information through links between computers around the world. Exposure through the media to foreign cultures and life-styles can be both stimulating and destabilizing, it can inspire both appreciation and envy. Concern that the authority of transnational media could result in cultural homogenization and could damage indigenous cultures not limited to non-western countries. Many people are worried that media images will strengthen the consumerist ethos in societies in the early stages of development. There are questions about distortion and imbalance as the

world's news is filtered predominantly through western prisms and dissatisfaction that information flows from and within the developing world are inadequate. Apprehension about concentration in media ownership is linked to worries that this sector's power to shape the agenda of political action may not be matched by a sense of responsibility. These varied concerns have given rise to the suggestion that civil society itself should try to provide broadcasting not linked to commercial interests. The wider access to information has been a healthy democracy, which gains from a better informed citizenry as well as beneficial for development, scientific and professional collaboration, and many other activities. The wide linkages now facilitated can also help pull the world's people closer together. Media images of human suffering have motivated people to express their concern and their solidarity with those in distant places by contributing to relief efforts and by demanding explanations and action from government. The media's influence on the shaping of foreign policy is considerable in many countries. Although there has been spectacular expansion in the reach of some communication media, serious imbalances remain in access to information and in the distribution of even the most basic technology. Two billion people more than one in three individuals in the world still lack electricity. In 1990, Bangladesh, China, Egypt, India, Indonesia, and Nigeria together had fewer telephone connections than Canada, which has only 27 million people.

These disparities are repeated in the ownership of communications satellites, the key to media globalization. The present era of media convergence demands knowledge and expertise across a diverse range of media technologies and systems. We live at a moment when every important idea, story, brand, image, sound and relationship is apt to travel across every available channel of communication. This spread of media content is fuelled top-down by the popular access to new tools of grassroots media production and distribution. Yet, there is no moment in human history which a single medium operated in isolation. Each medium has its own affordances, its own market, and its own cultural status. Thus, different media interact with each other to constitute the communication environment. Different media interact differently with people across the world (Hasan, 2013).

Global Broadcasting

Broadcasting beyond natural boundaries has been a parallel activity for many countries along with the development of their domestic system. The external services or international broadcasting by different countries are aimed at serving their people settled in other countries, and also to propagate the policies of the respective countries. Since broadcasting developed in the colonial era, the colonial powers sought through the radio to build stronger ties between themselves and the peoples they ruled around the world. England and Holland were the first to think along these lines. However, it was Adolf Hitler of Germany who saw the potential use of the domestic and international short wave radio as a weapon to conquer people's minds. According to Hasan (2013), some of the leading broadcasting organizations are:

British Broadcasting Corporation (BBC): Authors interested in broadcasting suggest that the British were adept in using international radio. Broadcasting in the United Kingdom has undergone phenomenal changes since then. Yet, the British Broadcasting Corporation (BBC) occupies a central place in terms of its international reach and influence. The “BBC World Services” has always fascinated us in India, and now through satellites, we have the benefit of watching the BBC TV. BBC is a central institution in the broadcasting system of the United Kingdom. In 1922, several radio manufacturers established the British Broadcasting Company. In 1926, it became public corporation; it currently operates two national colour television network (BBC – 1 and BBC – II) and four national radio networks. BBC draws international news from its correspondents. BBC’s international character is based on the fact that it is in the forefront of the United Kingdom’s international broadcasting operations. The operations are not commercial, and finance is provided in the form of special grant approved by the British parliament. Consequently, the government is directly involved in the international broadcasting system.

The scope, nature and character of BBC External Services was affected during the Falkland Crisis. It was also the target of criticism during the Iranian Revolution and the recent Gulf War. However, contemporary development is here to stay, (Hasan, 2013). The impact to BBC in the international news has gone a long way in serving as the international news provider to the global audiences and other media houses in the world. The British Broadcasting Corporation (BBC) is really a catalyst in the global news flow. It makes sure that all the characteristics and attributes of the news are strictly adhered to, this makes BBC a credible world source in news broadcast.

Voice of America (VOA): Another country, which has systematically used and realized the potential of the radio and television in international affairs and news, is the United States of America. This realization is traced to the year 1944, when the USA entered World War II. Given the private nature of broadcasting within the country, the government did not have any broadcasting outlet of its own. However, the private companies had short wave transmitter, which the government procured on a lease basis. Two government organisations, the office of War Information and the Council of Inter-American Affairs were responsible for international broadcasts during the period. The private U. S. Broadcast Corporations did the programme entitled “Voice of America” on a contractual basis. After the war ended, VOA would have closed down, had it not been for the dawn of a cold war between the USA and USSR. Therefore, when the United States Information Agency (USIA) was established in 1953, VOA became one of its divisions. At a time when many countries did not have their own local stations, VOA and BBC could command huge audience bases. When local stations developed, VOA directed its programmes to the politically curious. Although VOA has grown and expanded considerably, its influence is debatable. Critics argue that the disapproval of the U.S. politics in many lands had its impact on VOA’s operation and its influence. On many fronts,

the Vietnam War, and the Gulf conflict, VOA has been criticized (Hasan, 2013), VOA is another big news cartel in the global audiences and media houses.

VIS NEWS: It is related to international broadcasting services in the supply of audio-visual material similar to the news agency services. One of the major suppliers of visuals for the TV networks around the world is VIS NEWS. This is a London based international TV news film agency owned by a consortium of the BBC, Reuters, Canadian Broadcasting Corporation, Australian Broadcasting Corporation, and New Zealand TV. The service has over 170 subscribers in 95 countries and the largest contributors to the daily Eurovision exchange programme. The agency has equally played a major part in the global news as internal news organization based on the above perspectives.

Nigeria Experience in the Global News Flow

Radio broadcasting dates back to December 18, 1932 when the BBC set up an experimental radio receiving station in Lagos to pick up the short-wave transmissions of the empire service from Daventry. The Nigerian Post and Telegraphs Department was directed to work out a method of distributing programmes to subscribers in Lagos, Ibadan and Kano. This service was to “operate in conjunction with the Empire Broadcasting Services”. This method called Radio Distribution Service or re-diffusion was based on piping programmes by landline to loudspeakers in the homes of subscribers. In 1935, the receiving stations became a re-diffusion or radio distributions centre as a means of distributing programmes, and news originating from the British Broadcasting Corporation (BBC) in London.

In 1961, Nigeria joined global news broadcast by establishing its external radio service known as Voice of Nigeria (VON) of the defunct Nigeria Broadcasting Corporation which later became the Federal Radio Corporation of Nigeria. Voice of Nigeria (VON), became an autonomous Radio Station on 5th January, 1990 when it was excised from the Federal Radio Corporation of Nigeria by Decree No. 15 of 14th May, 1991 with retrospective effect. The decree established the voice of Nigeria to have among other things, the power to broadcast external news bulletins and programmes for and on behalf of the Federal Government of Nigeria (Ndolo, 2006).

TV and Cable Satellite Stations

National Broadcasting Commission (NBC) licenses two global satellite television stations in 1996. Daar communications Ltd which pioneered private radio, also vied for the first private television station. Its Africa independent Television (AIT) has two stations, one local and the other international. The local station operates open television on UHE 49 and covers areas in Lagos, Oyo, Ogun and Osun States. To ensure that its signals are received around the country, AIT has established stations in Abuja, Port Harcourt, Kaduna and Jos. AIT international started global transmission on November 3, 1997 and beams its 24 hours satellite broadcasting

signals to Nigeria, few African countries, Europe, USA, Canada, Camban, South America, Middle East and part of Asia. Oluwatoyin (2001, August 20) in Ciboh, (2007) reports Daar communication Ltd as working towards commencement of specialized channel broadcasting, to feature all sports and another devoted to drama, movies and the ever popular soap operas. Daar hopes to make AIT internet local all-news and all-sports channels.

The second global satellite television Minaj Broadcasting International (MBI), was established by Minaj Holding Broadcasting. Minaj Group also has Minaj Systems Television, MST, a local open television station transmitting on UHF 43. MST started full operation on December 1, 1994. It used six months June – November for test transmission to study audience reaction and ensure programmes appeal to them. Both AIT and MBI went global late 1997. AIT started test transmission from December 6, 1996 to full broadcast by January, 1997. MBI started three house programming by June same year to seven African countries. Global test transmissions started with a Nigeria/Guinea match, followed by the Haramba stars of Kenya, Versus, Nigeria match early June, as test run of equipment.

Other television stations are Galaxy TV, the first private station in Ibadan, it started transmission in 1994. Channels TV received its licence in 1993, began test transmission in January 1996. According to Ebisemfu (1996, September 9) channels TV started as a production outfit incorporated in 1992 to service international television stations with documentary features and sport lighting. Clapper Board TV first private television station to hit airwaves in May, 1994, moved operations to Ogba, Ikeja to join MITV and channels. It has also changed its name to Universal Broadcasting Servcie Ltd. There is also Degue Broadcasting Network, DBN TV, and Murhi International TV, MITV all in Lagos, and Desmis DITV Kaduna, as well as Independent TV, ITV Benin.

Satellite redistribution stations include Independent Communications Ltd, Warri, and Ultima also called cables Port Harcourt, Details Nigeria Ltd. Disc Engineering Ltd, Entertainment TV, AGB Communication Ltd all in Lagos, West Midlans Communications Ltd. Minaj Cable Network, MG Communications, and Greenview Communications. Most of them are Broadcast stations in Lagos. AIT, DBN, CTV, MITV, Sopherscrean, Ray Power 1 and 2, Rhythm, MC, Galaxy, Cool FM, Star FM, and Choice FM. A Pay TV, HITV was due to start in Lagos at the end of 2006. Incorporated in 2004 with local and international directors HITV is a wireless digital terrestrial platform that has no limit channels that it can broadcast. When eventually launched, it will commence with 24 including CNN, BBC World, LBC International, AL. Fazeera, God Africa, MTV Base (Ciboh (2007).

News Agency of Nigeria (NAN)

The News Agency of Nigeria was established in 1978 as a government agency solely funded by the Federal government through subvention. With headquarters in Abuja, it is structured functionally into 5 departments with a director-general as its

chief executive officer. NAN's News service are categorized into General News Service, Economic, Sports and Embassy News Service, Features and photo. NAN retailed Foreign News agencies Products from: Reuters General World News Service, AFP "African Beams" services, IPS News Service and Xinhua (China) News service. The operational language for NAN is English. NAN is patronized by Newspapers and Magazine, Radio and Television, Government (ministries and Embassies) and private sector companies. It operates a 12 hours schedule (Ndolo, (2006).

The analysis of the emergence of the TV and cable satellite stations, and News Agency of Nigeria (NAN) shows the role the agency has played with the International News Organizations. It has acted as a catalyst in the global news flow. This study observes that the country has made a massive contribution both as a key player and actor in the international news within a short period of time. With the deregulation of the broadcast industry in 1992 and full privatization which commenced with the establishment of National Broadcasting Communication (NBC) as a parastatal in the ministry of information under decree 38 of 1992; the participation of private broadcasting has really boost the global news flow to an appreciable level both within and outside the country. The experience of Nigeria in the Global news flow is a greater delight to the country and a pride to us as a nation.

CONCLUSION AND RECOMMENDATIONS

It is very obvious that International News Organizations are a catalyst for a global news flow. The critical role of these organisations namely Transnational News Agencies (TNNAs), Untied Press International (UPI), Associated Press (AP), Reuters, Agences France Press (AFP), British Broadcasting Corporation (BBC), Cable News Network (CNN) coupled with Nigeria involvement has given a big leap to global news flow in the world. This would not be possible without the new media via information communication technology which crystallized the world into a global village. The Nigeria experience in this development should be applauded this has served as a pace setter to the developing countries in the world.

International News Organizations should be strengthened to live up to their names as International News Organisations by making them more efficient and effective to cover fully the entire world. Emphasis should be placed on the training of international correspondents to be effective on global news coverage and reportage. Private participation should be encouraged as tenable in Nigeria where private individuals were given licenses to establish TV and Cable Satellites Stations to boost the global news flow in the world. Developed countries should make cable satellite equipment affordable to the developing countries. World Bank should assists in giving grants to developing countries to set up cable satellite stations and news agencies to compliment the effort of international news organizations.

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