
INTERNATIONAL BROADCASTING: A CRITICAL ANALYSIS OF ITS CORRELATION WITH FOREIGN POLICY AND INTERNATIONAL DIPLOMACY

Konye Cynthia IKEMS, *Ph.D*
Department of Broadcasting
Faculty of Communication and Media Studies
University of Port Harcourt
Choba, Rivers State

AND

Christian Okon UDO
Department of Political Science/Public Administration
University of Uyo
Akwa Ibom State

ABSTRACT

The study aimed to analyze international broadcasting: a critical analysis of its correlation with foreign policy and international diplomacy. International broadcasting is a deliberate dissemination of broadcast messages to an audience outside the borders of the broadcast organizations territory. Today, international broadcasting is being used by developed and emerging economy countries across the world to promote their cultures, ideas, perspectives and products. In the last decade, there has been an exponential growth in government funded international broadcasting. International broadcasting remains a key instrument for managing international diplomatic problems in the world. The paper reviewed the Concept of International Broadcast, the Concepts of Foreign Policy, the Concept of International Diplomacy, The Principles of Foreign Policy, the Principles of International Diplomacy, the Effect of International Broadcasting on Foreign Policy and the Effect of International Broadcasting on International Diplomacy. It was on this basis that the paper concluded that international broadcasting has been a key tool of International diplomacy for nations for years. Today, international broadcasting is being used by developed and emerging economy countries across the world to promote their cultures, ideas, perspectives and products. it remains a significant and visible feature in a range of international diplomacy programme, even where notable public diplomacy strategies and clearly defined objectives are absent. The recommendation made was that the Nigerian government should upgrade her international communication system to march with the world powers broadcasting outfit.

KEYWORDS: International Broadcasting, Foreign Policy and International Diplomacy

Introduction

International broadcasting, by comparison, offers governments the opportunity to reach and target the broadest spectrum of foreign publics and on a regular and consistent basis. Today, international broadcasting is being used by developed and emerging economy countries across the world to promote their cultures, ideas, perspectives and products. In the last decade,

there has been an exponential growth in government funded international broadcasting. It looks as if this expansion appears to have slowed down in the wake of the global financial crisis and tight government budgets, however, it remains a significant and visible feature in a range of international diplomacy programme, even where notable public diplomacy strategies and clearly defined objectives are absent. To implement a public diplomacy program, a government employs an array of tools. The range is broad, but generally includes activities such as cultural diplomacy, events, tours or the activities of cultural institutes such as the Nigerian cultural council, British Council, Japan Foundation, Confucius Centres and the Goethe Institute. Others are educational diplomacy; scholarships, exchanges, study tours, visitors programmes, media and special visitors communications programs: media and public relations, information management and branding, and international broadcasting.

International broadcasting has been a key tool of International diplomacy for nations for years which see public diplomacy as a staple of their diplomatic efforts, and is effective in enhancing their international image, standing and perceptions amongst foreign publics. However, independence is crucial to the credibility of the broadcaster and its ability to attract and maintain audiences; longevity, consistency, stable funding and effective cooperation with the ministry of foreign affairs are important factors in success. Measurement of public diplomacy effectiveness has been “the holy grail” in the field both for practitioners as well as academics. Evaluation remains a daunting task not only because of the “elusive and contested nature of the practice” of public diplomacy, but also because there is little agreement on the very definition of the concept., Effective international broadcasting depend on truth and credibility; it also requires structural arrangements such as firewalls that separate it from covert instruments, deception techniques, and other influence operations that political actors might utilize as they pursue their foreign policy. (Osipova-Stocker, Y., Shiu, E., Layou, T. & Shawn Powers 2022).

The contributions that diplomacy makes to the security of nation-states cannot be quantified easily as skilful diplomacy enhances the survival of nation-states. International broadcasting remains a key instrument for managing international diplomatic problems in the world community, contributing to international order and nation-states' security. Therefore, Nigeria government should upgrade her international communication system to march with the world powers broadcasting outfit. Foreign policy is a central to a state's approach towards its dealings with other states and lately non-state actors within the international organization. In such set up, states behave in a manner that addresses their own national interests and overall common good as liberals would put it. The fundamental objective of foreign policy is thus intensification of needs that are key to a state's survival within the international system (Woolcock & Bayne, 2017). It also categorizes the studies according to the challenges facing African countries as far as foreign policy formulation is concerned, role of the media in reporting facts that can be used to influence these policies, and the manner in which the media is lagging in its role to present these findings. Further, the study provides a clear framework within which a critical overview can be established in reviewing the current policies and the manner in which they influence social, economic, and political development across African countries, (Patrick Mwirigi Thurania 2019).

Concept of International Broadcast

International broadcasting can be defined as broadcasting across national frontiers to a foreign rather than a domestic audience. It is a deliberate dissemination of broadcast messages to an audience outside the borders of the broadcast organizations territory. International broadcasting means broadcasting intended to be received in other countries than Japan, except for international relay broadcasting and international broadcasting entrusted by Law insider Inc. International broadcasting is broadcasting deliberately aimed at a foreign, rather than a domestic audience? It usually is broadcast by means of long wave, medium wave, or shortwave radio. Although radio and television programs do travel outside national borders, in many cases reception by foreigners is accidental. However, for reasons of propaganda, transmitting religious beliefs, keeping in touch with colonies or expatriates, education, improving trade, or increasing national prestige, broadcasting services have operated external services since the 1920s, (University of Leeds2014). International broadcasting, in a limited extent began during World War I, when German and British stations broadcast press communiqués using Morse code. With the severing of Germany's undersea cables, the wireless telegraph station in Nauen was the country's sole means of long-distance communication. The US Navy Radio Service radio station in New Brunswick, Canada, transmitted the 'Fourteen Points' by wireless to Nauen in 1917. In turn, Nauen station broadcast the news of the abdication of Kaiser Wilhelm II on November 1918.

Concepts of Foreign Policy

Joy (2005) defines foreign policy as the relations between sovereign actors in the international system. Foreign policy can also be understood as a range of intended actions as well as a set of strategies adopted by some sovereign actors with the express purpose of influencing the behaviour of other sovereign actors within the international system. According to Wittkopt et al (2003), foreign policy embraces the goals that the nation's officials seek to attain abroad, the values that give rise to those objectives, and the means or instruments used to pursue them. Foreign policy has also been described as the courses of action adopted by a nation in the interest of the welfare of its peoples. Foreign policy is explained as the policy of the ruling class of a State, which is directed towards the outside, i.e. towards the external relations of the State. It comprises the principles, responsibilities and aims of the State in the area of international relations with other States, with groups of States, and with international organisations and movements. It also comprises the means and methods for their achievement. Foreign also denotes dealing with or involved with a country or countries other than your own. A state's foreign policy or external policy (as opposed to internal or domestic policy) is its objectives and activities in relation to its interactions with other states, unions, and other political entities, whether bilaterally or through multilateral platforms. The Encyclopedia Britannica notes that a government's foreign policy may be influenced by "domestic considerations, the policies or behavior of other states, or plans to advance specific geopolitical designs from Wikipedia, the free encyclopedia.

The term foreign policy has been defined in various ways by scholars; however, they are certain that it is concerned with behaviour of a state towards other states. Hermann for instance, defined foreign policy as "the discrete purposeful action that results from the political level decision of an individual or group of individuals. It is the observable artifact of a political

level decision. It is not the decision, but a product of the decision.” By this, it can be seen that Hermann defines foreign policy as the behaviour of states. George Modelski defines it as “the system of activities evolved by communities for changing the behaviour of other states and for adjusting their own activities to the international environment. According to Joseph Frankel, “foreign policy consists of decisions and actions, which involves to some appreciable extent relations between one state and others”. By this, foreign policy involves set of actions that are made within state’s borders, intended towards forces existing outside the country’s borders. It comprises the formulation and implementation of a set of ideas that govern the behaviour of states while interacting with other states to defend and enhance their national interests.

Concept of International Diplomacy

The word diplomacy originally came from the ancient Greek term *diplōma* meaning “an object folded in two”. This referred to a document allowing one to travel or be permitted special privileges, often tied to the role of a diplomat. As time went on, diplomacy became more concerned with international relations. The 18th-century French term *diplomate* referred to someone who acted as a negotiator for their country. This is more in line with the current definition of modern diplomacy. Diplomacy is a method that governments use to influence the actions of foreign governments through peaceful tactics such as negotiation and dialogue. It’s typically carried out by countries representatives abroad, but a diplomat’s actions will be largely controlled by the government they serve. The term diplomacy can also be used to describe when someone deals with a person or difficult situation with skill, in a way that creates a peaceful solution without offending or upsetting them, (FutureLearn 2021). Diplomacy is the art and science of maintaining peaceful relationships between nations, groups, or individuals. Often, diplomacy refers to representatives of different groups discussing such issues as conflict, trade, the environment, technology, or maintaining security. People who practice diplomacy are called diplomats. Diplomats try to help their own country, encourage cooperation between nations, and maintain peace. A group of diplomats representing one country that lives in another country is called a diplomatic mission. A permanent diplomatic mission is called an embassy. An ambassador is the lead diplomat at an embassy. A large diplomatic mission may have representation besides a single embassy. Other places of representation are called consulates, National Geographic Society. The term diplomacy is derived via French from the ancient Greek *diplōma*, composed of *diplo*, meaning “folded in two,” and the suffix *-ma*, meaning “an object.” The folded document conferred a privilege often a permit to travel on the bearer, and the term came to denote documents through which princes granted such favours. Later it applied to all solemn documents issued by chancelleries, especially those containing agreements between sovereigns. Diplomacy later became identified with international relations, and the direct tie to documents lapsed (except in diplomatics, which is the science of authenticating old official documents). In the 18th century the French term *diplomate* (“diplomat” or “diplomatist”) came to refer to a person authorized to negotiate on behalf of a state (Britannica). To influence the behavior of other states, governments have a number of traditional policy tools and they use three most important tools. There are;

- Diplomacy
- Economic Leverage
- Military power

However, when we describe the term of diplomacy it is used in a variety of ways. Sometimes, it’s described as “The art of telling lies on behalf of the nation” or “As instrument

for employing deceit and duplicity in international relations.” In that sense, we can identify diplomacy as a peace making method. Social scientists struggle to define diplomacy and exactly how it works. Harold Nicholson, defined diplomacy like that. He had mentioned, “Diplomacy is the management of international relations by means of negotiations; the method by which these relations are adjusted and managed by ambassadors and envoys the business or art of the diplomat”. According to that definition, Harold Nicholas defined diplomacy as a management method, which is used to conduct good relations among the nation state and ambassador is the main managerial officer, who has a duty to not only manage the relations but also adjust the relations. Therefore, ambassadors, envoys and foreign ministers have to act as main rolls for their countries. In addition to that, Hans J. Morgenthau has defined diplomacy in this way. “Diplomacy is the promotion of the national interest by peaceful means”. In that sense Morgenthau has focused national interests. Indeed, in traditional diplomacy national interest is a main part of diplomacy. Further, Hans J. Morgenthau emphasized world Peace. In that point, he has defined diplomacy as the way of conducting good negotiations with the nation state with peace. And also, even ‘Padelford and Lincoln, Sir Ernest Satow and K.M. Panikar’ also defined diplomacy. “Diplomacy is the art of forwarding one’s interests in relation to other countries.” (K.M. Panikar) “Diplomacy is the application of intelligence and tact to the conduct of official relations between governments of independent states.” (Sir Ernest Satow) Diplomacy can be divided into two parts. First one is Traditional diplomacy and second one is Modern diplomacy. Therefore, we can conceive about the history of diplomacy. Actually, diplomacy has a long history like this.

Principles of Foreign Policy

The conception of foreign policy as a special form of activity with rules and principles of its own was at the outset totally alien to Bolshevik thinking. “There is no more erroneous or more harmful idea”, wrote Lenin shortly before the revolution, “than the separation of foreign from internal policy.” In the first flush of the Bolshevik victory the unity of revolutionary policy presented no difficulties. To foster the consolidation and expansion of the revolution was the essence of all policy, at home and abroad. When, however, the immediate goal of the extension of the revolution to Western Europe proved unattainable, and the end of the civil war marked the abandonment by the capitalist Powers of the direct and open attempt to overthrow the revolutionary government, this simple equation between domestic and foreign policy no longer sufficed. The constitution of the USSR of 1923, unlike the constitution of the RSFSR five years earlier, took cognizance of the special problem of international relations. It postulated the division of the world into “two camps: the camp of capitalism and the camp of socialism”; it also spoke of “the skein of national contradictions threatening the very existence of capitalism” (E. H. Carr 2023). Nigeria’s foreign policy since independence has been analyzed from different perspectives. Some scholars contend that Nigeria’s foreign policy is constantly in a state of flux as a result of internal and external dynamics inherent in various administrations (Anyaele, 2005) others maintain that notwithstanding frequent regime changes, that the substance of Nigeria’s foreign policy has remained the same. Despite the divergent views of scholars about the nature of Nigeria’s foreign policy, the principles that have underpinned the country’s foreign policy has remained unchanged. Olusanya and Akindele agree with the five major principles enumerated above as having influenced and guided the conduct of Nigeria’s foreign policy. Akintola in Ezirim also identified the five basic principles of Nigeria’s

foreign policy from independence to include Non-alignment, Legal Equality of all States Non-Interference in the Domestic Affairs of Other States, Multilateralism and Afrocentrism.

Principles of International Diplomacy

Internationally Speaking, Sardar Panikkar is perhaps the best known of Indian Diplomats. He has had a very distinguished career: Delegates to the U.N. General (Assembly 1997), Ambassador to the Republic of China (1948), Ambassador to Egypt (1952-4) This handbook therefore demands attention: and, apart from this, its intrinsic merits place it in that short list which is headed by Sir Harold Nicolson's *Diplomacy*. Doubtless, Sardar Panikkar would himself agree that basically he does not add much to what Nicolson has told us, but he approaches his subjects from an Indian angle which is extremely interesting. Foreign policy is, of course, primarily a question of National Defense: to us in Great Britain, the fear of a hostile control of Europe and of the closing of the sea-routes in control, (Frank Ashton-Gwatkin). Foreign policy informed by the principles of diplomacy would be proactive, goal-oriented, and responsive to an array of foreign policy challenges while shaping conditions to accomplish vital national interests. Foreign policies informed by the principles would be based on openness to rigorous engagement on diplomatic problems, and on dedicated service to provoke analysis and consideration of bold options to achieve state interests. At the operational diplomatic level, the principles may be applied to the formulation of policies and alignment of diplomatic assets to pursue national objectives. The operational principles are designed to assist policy developers, students, decision-makers, and practitioners of operational diplomacy to achieve their objectives, and to stimulate debate on core considerations in devising diplomatic approaches.

Principles of Operational Diplomacy

- ✚ National Interest
- ✚ Credibility
- ✚ Clarity
- ✚ Comprehensiveness
- ✚ Understanding
- ✚ Perceptiveness
- ✚ Circumspection
- ✚ Confidence-building
- ✚ Decisiveness
- ✚ Perseverance

Effect of International Broadcasting on Foreign Policy

There can be no doubt that states attach great importance to international broadcasting as a means of Projecting their image abroad and as an instrument of foreign policy. Many states

devote considerable resources to their external broadcasting, and some even more to their efforts to prevent the reception of foreign broadcast in their territory (Nason, 2023). The major international broadcasters the U.S.A. and the U.S.S.R. both broadcast over 2,000 programme hours a week in many languages to audiences throughout the world. China, the world's third largest broadcaster continues to expand her external broadcasting, currently at 1,400 programme hours a week, while Britain and Germany both broadcast over 700 hours. Among newly independent states, the prestige value alone of possessing external broadcasting facilities is great. States have several means at their disposal with which to conduct their foreign. In general, these may be classed under the following headings: force or the threat of force, subversion, economic instruments, progandan and diplomacy. Besides varying in their degree of violence, it is clear that these means may not be described as new indeed; the employment of most of them can be traced back for centuries they have all evolved over the time by acquiring additional refinements and by taking account of development in civil military technology. It also gives an analysis of the effect that modern media have on the formation and exercise of foreign policy. To do this, I will follow a three dimensional structural approach, examining the levels of the man, the state and the system, while taking under consideration the interplay that takes place between them. This essay examines media in a twofold design, as an input source for decision-making and as an environment, which actors have to take into account during the policy formation (Srivastava, 2009). Before proceeding to the examination of the influence that media have on foreign policy, it is of great importance, first, to clarify the conditions under which the states socialize within the current international system, (Iakov Frizis 2013).

Effect of International Broadcasting on International Diplomacy

To implement a public diplomacy program, a government employs an array of tools. The range is broad, but generally includes activities such as cultural diplomacy, events, tours or the activities of cultural institutes such as the Nigerian cultural council, British Council, Japan Foundation, Confucius Centres and the Goethe Institute. Others are educational diplomacy; scholarships, exchanges, study tours, visitor's programmes, media and special visitor's communications programs: media and public relations, information management and branding, and international broadcasting (Vincent, 2016). But this is limited to international broadcasting. Many of these activities are highly targeted, designed to reach discrete but influential audiences. International broadcasting, by comparison, offers governments the opportunity to reach and target the broadest spectrum of foreign publics and on a regular and consistent basis. Today, international broadcasting is being used by developed and emerging economy countries across the world to promote their cultures, ideas, perspectives and products. In the last decade, there has been an exponential growth in government funded international broadcasting. It looks as if this expansion appears to have slowed down in the wake of the global financial crisis and tight government budgets; however, it remains a significant and visible feature in a range of international diplomacy programme, even where notable public diplomacy strategies and clearly defined objectives are absent.

Conclusion

The study concludes that international broadcasting has been a key tool of International diplomacy for nations for years. Today, international broadcasting is being used by developed

and emerging economy countries across the world to promote their cultures, ideas, perspectives and products. it remains a significant and visible feature in a range of international diplomacy programme, even where notable public diplomacy strategies and clearly defined objectives are absent. Effective international broadcasting depend on truth and credibility; it also requires structural arrangements such as firewalls that separate it from covert instruments, deception techniques, and other influence operations that political actors might utilize as they pursue their foreign policy.

Recommendation

1. The Nigerian government should upgrade her international communication system to march with the world powers broadcasting outfit.

REFERENCES

- Carr, H. (2023). *Principles of Foreign Policy*. Available at: https://link.springer.com/chapter/10.1007/978-1-349-63712-6_1
- Frizis, L. (2013). *The Impact of Media on Foreign Policy*. Available at: <https://www.e-ir.info/2013/05/10/the-impact-of-media-on-foreign-policy/>
- FUTURELEARN (2021). *How do we define diplomacy?* Available at: <https://www.futurelearn.com/info/blog/what-is-diplomacy>
- National Geographic Society (2023) *Diplomacy*. Retrieved From: <https://education.Nationalgeographic.org/resource/diplomacy/>
- The Editors of Encyclopaedia Britannica. *Foreign Policy*. Retrieved From: <https://www.britannica.com/biography/Sir-William-Temple-Baronet>
- Thuranira, P. (2019). School of Humanities and Social Sciences. Available at: <https://erepo.usiu.ac.ke/bitstream/handle/11732/4998/Patrick%20Thuranira%20M AIR%202019.pdf?sequence=1&isAllowed=y>
- Vincent, E. (2016) *International Broadcasting as a Tool of International Diplomacy*, New Media and Mass Communication, 46
- Wikipedia (2023). *International broadcasting*. Retrieved From: https://en.wikipedia.org/wiki/International_broadcasting
- Wikipedia, the Free Encyclopaedia (2023). *Foreign Policy*. Available at: https://en.wikipedia.org/wiki/Foreign_policy
- Nason, J. (2023) International broadcasting as an instrument of foreign policy, *Journal of international Studies*. 6(2)
- Taylor, P. (2023) *School of Media and Communication*. Available at: <https://universityofleeds.github.io/philtaylorpapers/vp015394.html>