

International Communication

Student number: 35411791

Module code: COM3705

Assignment number: 860908

Assignment 1,

Semester 2, 2018

PLAGIARISM DECLARATION

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Assignment number: 2018, semester 2, assignment 1

I, the undersigned, hereby declare that the work contained in this case study project is my own original work and that i have acknowledged all additional sources i have used and/or quoted directly.



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INTRODUCTION

The international flow of news should be considered as one of the main forms of information exchange around the world. Content can be generated by anyone, anytime, anywhere and it can be shared in an instant. According to Boyd-Barrett and Rantanen (1998) news represents a reformulation of information as a commodity (or item of trade), which is gathered and disseminated with a view to political communication, economic activities and entertainment. This conversion process is directed by technology (e.g., telegraphy, television), faith in science (that is the value of “facts”) and the development of markets for mass media products.”.

QUESTION 1 [50]

1.1 Discuss five news-related factors (normative, social deviancy; timeliness) that contribute to the global coverage of the news story you selected and give examples from the international news article you selected. (10)

Social Deviancy.

Change et al (1987) consider the degree to which an event is regarded as socially deviant to be a cardinal factor, determining whether or not it will be covered in the international media. They define social deviancy as the extent to which an event jeopardised the status quo in a country. This means international news will tend to be crisis-oriented and that news about rebellious, wars and coups will be given preference (Lesame; Mukhudwana; Van der Walt-Ehlers; Thatelo; Sindane; Wigston. 2018:120).

Example: An event such a Tweet from Donald Trump about South Africa land and farm seizures and expropriations and the large scale killing of farmers have a better chance of receiving international coverage than any other event, especially because it was tweeted by the President of the United States on a platform like twitter.

Statistical deviancy

Related to epidemics are the sheer size and scope of an event. The immense loss of life will cause the event to be covered by the global media (Change et al.2010)(Lesame; Mukhudwana; Van der Walt-Ehlers; Thatelo; Sindane; Wigston. 2018:120).

Example: According to (Wilkinson, 2018) "Violent attacks on people living and working on farms in South Africa frequently make local and international headlines. This factsheet breaks down the available statistics and explores its limitations." A number of agricultural organisations did, however. The South African Agricultural Union (now Agri SA) registered 677 murders and 3,065 attacks between 1991 and 1997.

Normative deviancy

An event may also be considered deviant if it conflicts with a society's norms, implies a threat or alternative to certain social norms, or has the potential to effect large-scale social changes (Lesame; Mukhudwana; Van der Walt-Ehlers; Thatelo; Sindane; Wigston. 2018:121).

Example: The Donald trump tweet caused a stir with South Africans. It is highlighting and causing division amongst different racial groups within the country related to the already emotional and sensitive land issue.

Relevance to elite nations, countries and people

Preference in international news is given to news that relates directly to an elite nation, country or person or where it has direct implications on one of them.

Example: A tweet from The President of the United States (USA) about large scale killings of white Farmers in South Africa will receive better coverage on the same story tweeted by another African country president or any other individual. The individuals "fame" contributes to the news coverage. Some people are just famous for being famous.

Perceptions of journalists and editors

The perceptions of editors and journalist, especially foreign correspondents, of the social value and newsworthiness of items largely determine which events will be covered and which will be ignored (Rampal 2007)(Lesame; Mukhudwana; Van der Walt-Ehlers; Thatelo; Sindane; Wigston. 2018: 121).

Example: In this case, journalist from MSN news who covered the article and MSN is given much more preference to any other journalist from a smaller news agency or someone who covered another important but perhaps not as "popular" or "trendy" news event happening at the same time.

Number of foreign correspondents and news agencies operating in a country

The amount of coverage given to a story within a country is also depended greatly on the number of foreign correspondents and news agencies operating within it. Mowlana (1997) regards the imbalance in the distribution of foreign correspondents as a key factor underlying the uneven dissemination of news.

On the other hand, the number of news correspondents in a country, is largely determined by its position and status in the world system. An international organisation such as MSN has the economical capabilities of deploying its journalists all over the world, or to contract reporters that are in country, rather than employing them, and they have the infrastructure to distribute and deliver news instantly to the world.

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1.2 Discuss five non-news related factors that contributed to the coverage of the story you selected give examples from the international news article you selected. (10)

Structural and hierarchic status of a country in the world system

According to Change (1998), what is said or done on the periphery or semi-periphery usually carries little weight in international news media. An additional factor or factors, like one or more event, related factors are usually required for events in these countries to make the front pages of international media (Lesame; Mukhudwana; Van der Walt-Ehlers; Thatelo; Sindane; Wigston. 2018:117). Additional factor or factors – like one or more event-related factors – are usually required for events in these countries to make the front pages of international media. Their best chance of attracting the world's attention to what they say or do is when one or more countries at the centre notice them and, so to speak, see to it that world media focus on them. Conflict with countries at the centre, however, can make the world media focus on the periphery or semi-periphery. This is not because the periphery or semi-periphery is considered important in its own right, but because of the news value of conflict between prevailing and emerging forces in the world system. Hence, for countries on the periphery and semi-periphery the way to the world media runs via the countries at the centre.

The United States of America (USA) is an economic powerhouse and has eyes on them all the time therefore, when the President of the United States (USA) tweets about any issue it almost instantaneously become world news.

Political and Ideological factors

Political and ideological factors influence both the contents and flow of news. The degree of media freedom in a country also has a direct impact on censorship, control over foreign correspondents entering and leaving the country, and control over the import and marketing of news products. In addition, official and unofficial perceptions of the value of certain news items and the function and role of news in a given political system directly affect the flow of news into that system (Lesame; Mukhudwana; Van der Walt-Ehlers; Thatelo; Sindane; Wigston. 2018: 117). News originating from countries that enjoy media freedom gets a higher value assigned to it, thus having major impact on the flow of news. There are still countries that sensor or restrict the internet access or the growth of the internet even though many forecasted that the time of strict censorship is over.

It is my opinion that when it comes to the issue of farm killings, it can become very complicated nature because of the emotional aspect tied to the topic. The farmers may feel that the government might be turning a blind eye on the killings by not giving it the media coverage it deserves therefore, the farmers embarked on a campaign to tell the world about the killings. One such example is the march where people wore black in solidarity against farm murders. Because people still felt unheard, they went to the USA and to FOX news and told their story on a platform where they knew the US President will hear it. That would surely ensure news coverage. This issue gained worldwide attention after the US president tweeted about it.

Social and cultural proximity

Language, problems of translation and ethnic attitudes and prejudices are the main complicating factors. Countries speaking the same language, for instance, are more inclined to exchange news and news products than countries speaking different languages. Thus, countries in Africa where English is the lingua franca are more likely to

exchange news, while there is less news exchanged with Francophone African countries (Lesame; Mukhudwana; Van der Walt-Ehlers; Thatelo; Sindane; Wigston. 2018: 118).

Example: The USA and South Africa both have English as an official language therefore the flow of news between the two countries is not hindered, unlike if it was between South Africa and Cameroon for example as Cameroon speaks French as its official language.

Geographical Proximity

When distances are fairly small, people often regard news from nearby countries as local news and accord it greater prominence in their reporting. Therefore, people on the American continent prefer reading news about other countries on their own continent rather than news from further afield (Lesame; Mukhudwana; Van der Walt-Ehlers; Thatelo; Sindane; Wigston. 2018: 118). **Example:** Therefore, South Africans regard news from Namibia or Zimbabwe as local news.

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Attributes of the population

It is assumed that the larger a country's population, the more communication it will have with other nation states, the more news will be produced and disseminated and the more news will be imported. In their study of global news flow, Kim and Barnett (1996:347) and Wanta and Golan (2010:122) found that most countries with large populations occupy a key position in the international flow of news. Another attribute that could affect news flow is the literacy of a country's population. It not only affects people's awareness and perception of the outside world, but also determines the amount of news that they produce and import. (Lesame; Mukhudwana; Van der Walt-Ehlers; Thatelo; Sindane; Wigston. 2018: 118).

1.3 Discuss theories describing the international flow of news. (10)

(Wigston & Les, n.d.) discusses several theories describing the flow of international news from one country to another.

Theory of structural imperialism and the world systems Theory

Hierarchy and structural inequality, both integral features of the world system approach, are universally recognised as major determining the direction, content and volume of

news flow. In keeping with assumptions of the world system theory the hierarchical positions of component units, and nation states in particular, in the global system has given rise to the inequalities between developed and developing countries in both quantity and quality news flow and news coverage. (Wigston & Les, n.d.)

(Wigston & Les, n.d.) states that structural inequality – which is a historical development brought about by, among other, constructions, colonialism and capitalism – is considered a major feature of the direction, contents and volume of the international flow of information. It is also recognised that inequalities in information flow relate closely to even greater inequalities and imbalances in the distribution of financial resources and communication technology (digital divide) around the world. These phenomena are often attributed to historical factors such as colonialism and prevailing economic practices, including capitalism and its manifestations such as cheap labour.

Distinction between centre and periphery

(Wigston & Les, n.d.) In accordance with Galtung's (1971:89) structural theory of imperialism, it is believed that news flow in the **global system** is characterised by **vertical** flow from the centre to the periphery. If this model is expanded to allow for the world system theory's further distinction between **periphery** and **semi-periphery** (Shannon 1996), the model has the following implications (Chang 1998; Mowlana 1997):

- The largest proportion of news items reported in the world every day derives from the centre. In other words, news from the centre dominates news coverage worldwide.
- In addition, there is a greater discrepancy in the ratio of news exchanged between centre and periphery than in the ratio of news exchanged among countries at the centre. This implies that there is a far more equal relationship in the exchange of news between countries at the centre than in the exchange between centre and periphery.
- News from the centre makes up a larger proportion of the news content of countries on the periphery than in the news coverage given to countries on the periphery in media at the centre.

- There is also little or no exchange of news between countries on the periphery
- More news is exchanged between centre and semi-periphery than between centre and periphery. The semi-periphery thus acts as an intermediate zone between the three strata.

Distinction between North and South

A second view is based on the theory that news flows **vertically** from northern to southern countries. At the same time, there is also **horizontal** flow between the various countries in the North and those in the South. Although some news does flow from South to North, its volume is far smaller than that of the flow from North to South. Another significant feature of news flow in the world system is known as **circular flow**. This comprises news events in the South which are gathered by journalists from countries in the North and dispatched to northern news agencies. These agencies process the information and then send it back to media in the South (Wigston & Les, n.d.)

Triangular flow between East, West and South

A third approach is that the pattern of news flow is triangular. The North is divided into two parts, East and West, each of which is linked with the South. In a study conducted in various geographical areas, Gerbner and Marvanyi (in Mowlana 1997:46) found that countries in the East and the West cover their own areas first. This means that eastern countries give preference to news from other countries in their bloc and to East-West relations. The same applies to western countries. By contrast, the greatest proportion of international news in the media of Third World countries (i.e., the South) comes from the North (both East and West). (Wigston & Les, n.d.)

(Wigston & Les, n.d.) also found that Western Europe is the area most covered in news reports worldwide, whereas countries in the former Soviet Union are given little coverage in the western press. Thus, two thirds of the content of news in the US was about Western Europe, South Asia, the Far East, North America and the Middle East. By contrast, the press in the former Soviet Union assigned first place to news from Eastern Europe and

second place to North America. Eastern Europe covered its own region and Western Europe first and devoted relatively less attention to the then Soviet Union. In contrast to the trend in the rest of the world, the Third World press devoted most attention to the Soviet Union. Stevenson and Cole (in Mowlana 1997:47) conclude that physical proximity is a major factor determining the content of international news. Another significant feature is that Western Europe and North America are the most —visible areas in the world media, whereas Eastern Europe and developing countries receive comparatively little attention.

Modernisation theory and diffusion of innovations theory

The flow of international news from some countries can be viewed or interpreted as some form of flow of modern ideas or innovations from countries where these modern ideas emanate to other countries, which did not have the innovations but are importing these modern ideas or innovations from advanced countries. In this view, news then can be modern ideas which could bring development ideas to those countries that receive this news and find it beneficial to their countries in some way. (Lesame, et al., 2014)

For example, development news usually brings new ideas to readers and communities, which improve the lives of those who read them and their communities, if these individuals make use of such development news in constructive ways. Rogers' (1962) *theory of diffusion of innovations* became a much used by development scholars in less developed countries for promoting development projects. Some critics, however, were quick to point out that *diffusion of innovations* could also be translated as the spreading of transnational corporate interests whose interests are those of profit-generating and profit-seeking advanced countries. (Wigston & Les, n.d.)

The Media Framing Theory

The idea of framing, according to Zhou (2008:118), first appeared in Goffman's (1974) work, which defines frames as embodiments of the principles of organization which govern social events. In this theory, framing is a concept used as a tool to understand news as a social construction and a social resource. The core idea of framing as a

concept is related to the fundamental process of meaning construction in which certain aspects or attributes of an issue (or news in this instance), or event, or ideas, themes and experiences are highlighted or drawn attention to, and others are left out. Frames, therefore, organise the social world and framing is concerned with the way stories are reported and certain details of those stories reported while other details of the same story are left out of being reported, based on what the reporters of that story view the story – taking into consideration their meaning, interests, culture and other factors from which they attach meaning to a news story. Therefore, according to this theory, media can provide frames or news angles through which readers and TV viewers can view the world or attach meaning to world events. (Lesame, et al., 2014) ¹

1.4 Discuss how Africa is covered in international news. (10)

The largest parts of Africa, with the possible exception of South Africa which many analysts regard as a semi-peripheral country, form part of the periphery (McPhail 2010). As such, Africa has mostly been on the receiving end of international news flows if the models of international news flows of Mowlana (1997) are taken into account. Not only are the contents of news flowing to Africa predominantly centred on the West, but news on developing regions and Africa itself probably reflect western biases, as identified by Mowlana (1997) and Van Ginneken (1998) as discussed in section 5.5. Eribo (1999), states that it is not only that Africa receives a distorted view from the world through the global news agencies; countries on the Africa continent also receive a distorted view of themselves. (Wigston & Les, n.d.)

Wigston & Les, states that although all the global “wholesalers” as well as many of the “retailers” nowadays have dedicated African desks with personnel and journalistic staff that specialise on Africa, it is doubtful whether these desks with their roots still strong in the west can provide a nuanced picture of events in Africa. There have furthermore been few attempts from Africa itself to rectify this situation, namely ¹ to counterbalance global news flows by producing and packaging news on Africa with an African perspective and to distribute these to the rest of the world (Ndlovu 2003).

Channel Africa, a radio broadcasting initiative of the South Africa Broadcasting Corporation (SABC), represents one of the few attempts to at least distribute news from Africa to Africa (Channel Africa ... [sa]). SABC Africa, the television service of the SABC to Africa, which not only broadcasted television news, but also entertainment, was ceased in 2008 due to the fact that the channel performed badly on the DStv satellite television (SABC Africa ... [sa]). Another contributing factor was the financial problems that the SABC experienced at the time. (Wigston & Les, n.d.)

There were for example instances, such as the signing of the peace accord in the Republic of the Congo in 2002, where SABC Africa gave African audiences access to live broadcasting of important events on their continent. The broadcasting of this particular event also amounts to positive news about peace initiatives in Africa (Ndlovu 2003).

However, Ndlovu (2003) poses the question whether South Africa's one-sided attempts of expanding its broadcasting into Africa could be regarded as media imperialism and electronic colonialism – yet this time on the hands of another African country. There have indeed been voices of concern in this regard. For example, in a strongly critical article, Khandji (2001) voices concerns that there is a tendency among the national elite in Namibia to rely more on Channel Africa for news outside the country than on the national broadcaster of Namibia. On the other hand, the research of Demissie (2007) indicates that news from state-owned national broadcasters in Africa often do not provide the full picture of events in Africa. South Africa should nevertheless guard against becoming a one-sided voice of Africa without the co-operation of other African countries. A concerted effort from a number of African countries is probably necessary to counteract global distortions of Africa in international news flows. (Wigston & Les, n.d.)

1.5 Discuss how global news agencies influence the content of international news. (10)

Boyd-Barrett (1998:19) calls global news agencies wholesalers who collect news worldwide and sell it to retailers like national and other local news agencies, suppliers of news to the internet, and other consumers like businesses, financial institutions, governments and private individuals.

Hierarchy, dependency and imperialism in the international news flow

None of the other role players offers a real alternative to the influence of the three major global news agencies. Hence, one may conclude that the number of voices on the global news scene is relatively small. In addition, the large global news companies are all concentrated in North America and Europe and are located in the richest countries of the world: Great Britain, France, the USA and Germany. Thus, hierarchy, dependency and imperialism all feature when it comes to the role of the large news agencies in the flow of news. (Lesame, et al., 2014:126)

Hierarchy is apparent in the fact that a handful of global agencies supply news to clients – including national news agencies (see next section) – around the world (Boyd-Barrett 1998:27). This hierarchy in its turn leads to dependency. According to Mowlana (1997:48), the most visible form of dependency is quantitative, that is the extent to which nation states and national news agencies around the world are reliant on the large agencies. This form of dependency relates not only to news on international events but also to news about their own geopolitical region. (Lesame, et al., 2014:126)

Over the last few decades, television news has played an increasingly important role. The wholesalers of television material are, however, somewhat different from those of other news forms. There are three major groups (Guback & Varis 1982:10–11, 34; Boyd-Barrett & Rantanen 1998:14–18):

- In the first place, regional networks like Eurovision, Intervision and others play a major role in the dissemination of television news material in their various regions. These regional networks have also taken the first steps towards the establishment of a global exchange system. The regional networks differ from other news agencies in that television news is not exchanged on a commercial basis.
- Secondly, there are several global commercial television news agencies. Two of the big global agencies, Associated Press Television News (APTN) and Reuters, also supply audio-visual news for television.
- Thirdly, some of the retailers – that is international television news broadcasters like CNN, BBC World Service and Sky News – are also increasingly acting as

wholesalers by supplying television material to other transmitters and providing printed news services on the internet. Other examples are Al-Jazeera, based in Qatar and aimed at the Middle East and TeleSur, based in Venezuela, was started in 2005 as an alternative to the USA and European news dominance (Straubhaar 2007:189).

Main role players on the global news scene

It is commonly accepted that since the 1990s there have been three major global news agencies: Agence France Presse (AFP), Associated Press (AP) and Reuters (Boyd-Barrett 1998). Lately, a fourth agency, United Press International (UPI) in the USA, has also waned over the past decade (Rampal 2007; Thussu 2006). Despite the fact that these companies, because of the scope of their activities, may rightly be considered global corporations, they have all retained their links with a particular nation state. Thus, AFP is associated with France, AP with the USA and Reuters with Great Britain. (Lesame, et al., 2014:123)

Associated Press (AP)

The AP website [sa] provides the following information:

Founded in 1846, the AP today is one of the largest sources of independent newsgathering. The AP considers itself to be the backbone of the world's information system, serving thousands of daily newspaper, radio, television, and online customers with coverage in text, photos, graphics, audio and video. (Lesame, et al., 2014)

Headquartered in New York, the AP's mission is to be the essential global news network, providing distinctive news services of the highest quality, reliability and objectivity with reports that are accurate balanced and informed. About 3,700 employees – two-thirds of them newsgatherers – work in more than 300 locations worldwide. The AP supplies a steady stream of news around the clock to its domestic members, international subscribers, and commercial customers. It has the industry's most sophisticated digital photo network, a 24-hour continuously updated online news service, a state-of-the-art television news service and one of the largest radio networks in the United States. It also

has a commercial digital photo archive that is one of the world's largest collections of historical and contemporary imagery. (Lesame, et al., 2014)

The AP has received 49 Pulitzer Prizes, more than any other news organization in the categories for which it can compete. It also has 30 photo Pulitzers, the most of any news organization. Neither privately owned nor government-funded, the AP is a not-for-profit news cooperative, owned by its American newspaper and broadcast members. They elect a board of directors that directs the cooperative.

Source: Associated Press [sa] (Lesame, et al., 2014)

Reuters

According to Lesame, et al., 2014, Reuters opened its first office in 1851 in London, its role being the sending of stock market quotations between London and Paris. Reuters had a reporter stationed in South Africa by 1861, as well as other countries such as Australia and in Asia. It became a private company in 1915 and went public in 1984, with most of its shareholders in the United States and Britain (Rampal 2007:108–109). Reuters main function is to supply financial news to markets and news organisation in 157 countries subscribe to its service. The company uses an extensive private satellite network, as well as the internet and states that it reaches 50 million users a month (Rampal 2007:114–115).

Although the activities of other role players like Germany's Deutsche Presse-Agentur (DPA) and Spain's EFE (full name unknown) have grown in importance and scope, they are not yet counted among the greats. Boyd-Barrett (1998) does not rate the agencies of the former Soviet Union, ITAR-TASS and China's Xinhua among the major global role players, because there is no clear dividing line between their activities as news agencies and as government departments. They do not function as commercial companies and in normal circumstances are not paid to supply news to their respective governments. The influence of ITAR-TASS (still a government controlled agency) has declined sharply following the emergence of alternative Russian news sources like the private company

Interfax and regional companies in the states of the Russian federation (Rampal 2007). (Lesame, et al., 2014)

ITAR-TASS and Xinhua continue to play a major role as news sources in Russia and China but not in the news supply of other countries. Another Asian agency is the Japanese Kyodo which has an English-language service and a decent international presence, based on 50 locations overseas (Thussu 2006). (Lesame, et al., 2014)

Role players in financial news

The large news agencies also greatly influence the activities of other global role players. Financial news and information, for instance, have become vital for the functioning of the global economy. In this area, too, Reuters has been a leading global agency for almost 150 years. In the 1980s, Reuters managed to supersede other significant role players like Associated Press (AP), Dow Jones, Telerate and Commodity News Service (CNS) and by 1996 it was definitely the chief global provider of financial data and news. (Lesame, et al., 2014)

In the field of financial news, however, Reuters faces fierce competition from established companies like AP-DJ (after AP and Dow Jones joined forces) and AFX News. This agency provides financial news compiled by AFP and the Financial Times. Bloomberg delivers 24-hour real-time financial news across the globe. Its news service, Bloomberg News is also providing news in five languages to 250 newspapers internationally (Thussu 2006). (Lesame, et al., 2014)

QUESTION 2 [25]

Discuss **media imperialism** in relation to the following theories:

Media and economic imperialism

According to Wigston & Les, n.d., Boyd-Barrett (1977:116–135) classifies the example of the flow of news, which Galtung (1971:93) uses to illustrate imperialism in the flow of information, as **media imperialism**. He defines media imperialism as a process through which the ownership, structure, dissemination and/or contents of the media in any country subjected to considerable external pressure by the media interests of another country or countries without any proportional reverse influence by the country affected by such pressure. As a result, the flow of media influence has the following characteristics:

It is mostly a one-way flow, that is vertically from the centre to the periphery – although this has changed dramatically since the advent of the **internet** and because of the use of **social media** for news production and global transmission, where anyone from anywhere can post their own news video and post it online to be viewed by anyone from anywhere else. (Wigston & Les, n.d.)

Although there might be a flow-back from the periphery to the centre, the centre, along with the nature, often controls this and volume of the flow-back are determined by the preferences of the population of the centre.

According to Boyd-Barrett (1977:18), the lack of a proportional flow-back of media influence from countries on the periphery indicates cultural invasion on the one hand, and an imbalance in the exchange of resources on the other. It justifies the use of the term “imperialism” in this context. The theory of media imperialism provides a framework for a systematic analysis of relations between different media systems and puts these relations in the same historical context as international political, economic and military relations. (Wigston & Les, n.d.)

On the basis of the degree of intentionality involved in the exchange process, Boyd-Barrett (1977:119) distinguishes between four variations of media influence:

- A country may export media influence as a deliberate commercial and/or political

strategy (e.g., deliberate export of films to maximise profits).

- The influence may be disseminated unconsciously as part of a general process of political, social and commercial influencing (e.g., unwitting export of certain values depicted in media products like films).
- A country may accept media influence as part of a deliberate political strategy (e.g., a European country accepts the media products of allies in the European Union in order to demonstrate its solidarity with the EU).
- A country may absorb this influence unconsciously as a result of contact and interaction with another country (the values embodied in media products like films and television programmes are absorbed unconsciously by a country's population).

Wigston & Les states that the overall context of a power imbalance means that the country which exports media influence, has far more freedom and options than the country which accepts or absorbs that influence. Despite this Boyd-Barrett (1977:119) believes that political discretion still plays a major role in the acceptance and absorption of media influence. In many instances even poor countries can take measures to reduce the impact of foreign media influence.

Another important discourse concerns the possible role of the export of media influence on economic development and modernisation in developing countries. Boyd-Barrett (1977:133) points out, however, that although the establishment of new media like the internet creates a potential for development, development is counteracted by the overall economic relations between centre and periphery. Besides, Western media products emphasise consumer values (e.g., creating a need for certain consumer products), whereas production values (i.e., values accentuating greater productivity) are needed to stimulate economic development. The potentially negative consequences have caused many countries to introduce measures to counteract **media imperialism**. Some of the main forms of resistance are to be found in activities associated with the New World Communication and Information Order (NWCIO, of the 1960s aimed at finding out information and technology imbalances between developed and developing countries). Another important strategy is that groups of countries join forces and share resources.

The question is, however, whether these measures are effective in reducing dependence on the centre on the part of countries which are still dependent on developed countries for news and information. There are many developing countries or emerging economies that produce national and regional news and sell these stories internationally. Even in Africa, there are a few such countries, including South Africa and Nigeria, which are as competitive in global news flows as some developed countries are. (Wigston & Les, n.d.)

2.1 Dependency theory

Dependency theory

The dependency theory emerged as an attempt to account for the limited progress of some countries and parts of the world in the sphere of economic development and modernisation generally. The dependency theory explains how some countries especially in the periphery are lagging behind economically and thus dependent on the countries of the north mostly the core, economically, and for their information needs such as news, television programmes films and other content. It is argued that the periphery countries of the south have insufficient resources, finance, human capital, skills and technology to produce and disseminate high quality information and communication products and news. For that reason, they are dependent on the core which boasts the capacity to produce and disseminate such content.

Galtung (1971) regards inequalities between the core and periphery countries as imperialism. Because, an imperial centre exercises control over other territories, the study of imperialism focuses on the practice, theory and attitudes relating to the control or dominance of the centre over the other periphery. Forms of direct control or dominance of the core over the periphery using hard power such as military coercion as characterised by the colonial era have largely been surpassed by the effects of soft power in recent years. Nowadays, one finds more subtle and sophisticated forms of dominance which extends beyond national borders. Hence, contemporary imperialism discourse incorporates a broader structural relationship between the imperial centre and one or more nation-states and or collectives (Bornman 2012).

The dependency theory has not been without criticism. It is criticised widely for a number of reasons. First, it has become apparent that not all countries in the periphery remained stagnant, poor and dependent on the core countries for resources. Countries like Japan and Taiwan advanced their economies in the period after the Second World War. Recently, the BRICS countries (Britain, Russia, India, China and South Africa) have strongly emerged economically by taking an independent lead in the global economy and producing and disseminating their own informational products. Albeit assumed that the periphery media systems are insignificant and unable to compete in the global market, the Middle Eastern Aljazeera has proved the theory otherwise. Secondly, there has been a failure to prove whether economic seclusion from the influences of the core centre will in fact reduce dependency of the periphery from the core. Thirdly, critics claim that dependency theorists ascribe the problems and communication failures of the periphery exclusively to external causes leaving unexplored possible internal reasons that can cause economic retardation as displayed by corruption, censorship, dictatorship and other economic and political instabilities. These criticisms prove a discontinuity (change) in international communication.

In terms of continuity with regard to the unchanging international communication system pertaining to technological and economic development, Tehranian (2012:225) argues that the Less Developed Countries (LDCs) still face another, external, problem in that the more developed world does not stop for them to catch up. Though global communication and advertising, it exposes them to rising political and economic expectations while introducing them to opportunities for production (technological) as well as consumption leapfrogging. The modern industrial system has evolved into a succession of different types of capitalism, including the variety. Our political and economic institutions are clearly lagging behind the accelerating pace of scientific, technological, and cultural changes (Tehranian, 2012:230).

2.2 Cultural Imperialism

Cultural imperialism

Chang (2010) examines the relevance of the **cultural imperialism** thesis in the changing global media landscape. He argues that cultural imperialism is one theory that seems to be largely rooted in the territorial and physical relevance of an old media landscape (Chang 2010:12). Instead of a single model with the United States as the anchor in the international flow of cultural products, new media technologies have ushered in an era of multiple networks of interaction where the centre is constantly in flux.

The theory of cultural imperialism fails to take note of the technological innovation and shift in content production from global media corporations to user-generated content with power to bypass the mainstream global media altogether (Chang 2010:23).

In the world of analogue communication, the flow of messages from one place to another has to overcome physical barriers. In the world of cyberspace, the movement of messages takes on a different form. The world has moved from a linear flow of information wherein international communication is assumed to flow from a location of origin towards a relatively known destination

The internet, in contrast, is un-linear flow of information. However, Chang (2010:26) questions if international communication over the internet still resembles a flow in its traditional sense. In the traditional notion of the concept, the flow of something implies a change of location in a physical sense, from point A to point B.

Reversed cultural imperialism

Many instances of reverse cultural imperialism have become apparent in the contemporary international flow patterns. Reverse cultural imperialism refers to some cultural products, media products and news from remote areas of the world in the periphery are starting to pose a strong competition to the cultural products, media and news of the established core countries. This makes a vertical flow of international communication possible. For instance, companies such as TV Globo in Brazil and Televisa in Mexico have not only gained popularity in their domestic markets, they also have been exported internationally to Latin- American countries and even to European countries like Spain, Portugal and Italy. The news network, Aljazeera is increasingly paving its way globally to international markets including the United States and the United

Kingdom. In film, Bollywood and Nollywood are also breaking into international markets. The growth of international tourism is also creating formal and informal markets for cultural products in foreign places such as the case has been with African art.

The originator of the World System thesis is Wallerstein who identified two types of totalities – world empires and world economies as constitutive of the world system. Boswell and Chase-Dum (2000), on the other hand, described the contemporary world system in terms of three structural constants: the capitalist world economy, the interstate system and the world order, and a core-periphery hierarchy (Gunaratne 2011:15). Other concepts associated with the world-system theory are unequal exchange, capital accumulation, division of labour, Kondratieff cycles, and international state system (denoting imperialism, hegemony and class struggle) (Gunaratne 2011:14). Wallerstein drew the centre-periphery notion from the dependency theory in the world economy; state structures were relatively identified to be strong in the core areas and relatively weak in the periphery.

2.3 Structural theory of imperialism

Theory of structural imperialism and the World Systems Theory

Structural inequality – which is a historical development brought about by, among other, constructions, colonialism and capitalism – is considered a major feature of the direction, contents and volume of the international flow of information. It is also recognised that inequalities in information flow relate closely to even greater inequalities and imbalances in the distribution of financial resources and communication technology (**digital divide**) around the world. These phenomena are often attributed to historical factors such as colonialism and prevailing economic practices, including capitalism and its manifestations such as cheap labour.

The structures and processes involved in the flow of information have interested academics and researchers since the 1950s. Both qualitative and quantitative researchers have collected substantial data attesting the inequalities in the flow of information (Bornman, Fourie, Lesame & Schoonraad 2001). This research has also resulted in the abstract conceptualisation of the structure and processes involved in

information flow, as is evident in the use of terms like concentration of wealth, power and technology, the system of international relations and economic development, imperialism – media and cultural imperialism, dependency, and social construction of reality. But in order to offer explanations for international communication phenomena, these research results have to be integrated by means of appropriate theoretical models. The next few sections deal with some of the theories used to explain the direction and impact of the international flow of information, including news.

Hierarchy and structural inequality, both integral features of the world system approach, are universally recognised as major factors determining the direction, contents and volume of news flow. In keeping with the assumptions of world system theory the hierarchical positions of component units – and nation states in particular – in the global system have given rise to inequalities between developed and developing countries in both the quantity and quality of news flow and news coverage. Mowlana (1997:54–47) discusses three hypotheses in this regard that are discussed in the following sections.

The term imperialism is commonly associated with the annexation of foreign territory and exploitation of the resources of another country or group (Frederick 1993:134–135). Imperialism has occurred throughout human history

The ancient dynasties in China and India, Athens's domination of the Greek cities (the states or political entities of those days), the Roman and Turkish empires – in one way or another all of these practised imperialism (Bornman et al. 2001). In the early 16th century, developments in navigation, the concomitant expansion of world trade and the establishment of large national armies in Europe ushered in a new era of imperialism. This culminated in the colonial system of the 19th century when the European powers carved up the world into what were known as spheres of influence. These colonies, such as those in Africa and Asia, supplied the European powers with cheap labour and raw materials, which in turn gave impetus to the industrial revolution.

Since World War II, imperialism has assumed new forms. The former colonies gained their independence. It was no longer so easy for the big powers to resort to military intervention to expand their hegemony. Nowadays, nation states tend to use economic and cultural methods to extend their power and influence. Not surprisingly, Third World countries refer to current practices in the world economy as —neo-imperialism.

As a result of these new forms of imperialism, theories of imperialism have had to be reviewed. In his **structural theory of imperialism**, Galtung (1971) offers an explanation for existing inequalities between countries. Like the dependency theorists, he distinguishes between centre and periphery. But his theory is not restricted to inequalities between nation states. He points out that one can also speak of a centre and a periphery within every state. Galtung (1971:81) regards the inequalities between centre and periphery as imperialism, which he defines as a relation of dominance between countries, especially between nation states. In his definition of imperialism, Stevenson (1999:94) puts the accent on the existence of an imperial centre which exercises control over another territory. Hence, the study of imperialism focusses on the practice, theory and attitudes relating to the control or dominance of the centre over the other territory. As mentioned already, forms of direct control like military conquest which characterised the colonial era have largely vanished from the modern world. Nowadays, one finds more subtle and sophisticated forms of dominance, which moreover extends far beyond the borders of individual countries. So the imperialism at issue here entails a broader structural relationship between an imperial centre and one or more nation states.

A. Distinction between centre and periphery

In accordance with Galtung's (1971:89) structural theory of imperialism, it is believed that news flow in the global system is characterised by vertical flow from the centre to the periphery. If this model is expanded to allow for the world system theory's further distinction between periphery and semi-periphery (Shannon 1996), the model has the following implications (Chang 1998; Mowlana 1997):

- The largest proportion of news items reported in the world every day derives from the centre. In other words, news from the centre dominates news coverage worldwide.
- In addition, there is a greater discrepancy in the ratio of news exchanged between centre and periphery than in the ratio of news exchanged among countries at the centre. This implies that there is a far more equal relationship in the exchange of

news between countries at the centre than in the exchange between centre and periphery.

- News from the centre makes up a larger proportion of the news content of countries on the periphery than in the news coverage given to countries on the periphery in media at the centre.
- There is also little or no exchange of news between countries on the periphery.
- More news is exchanged between centre and semi-periphery than between centre and periphery. The semi-periphery thus acts as an intermediate zone between the three strata.
-

Empirical research reported by Mowlana (1997) generally affirms the premises of Galtung (1971). From an analysis of two African newspapers, Robert Buijtenhuis and René Baesjou (in Mowlana 1997) conclude that news in developing countries is dominated by reports provided by the large news agencies. McKenzie and Overton (in Mowlana 1997:45) found that the news flow to and from Australia still follows a colonial pattern in the sense that news from traditional sources predominates. Contrary to Galtung's assumptions, however, Buijtenhuijs and Baesjou found that there is some news flow between African countries (the periphery).

B. Distinction between North and South

A second view is based on the hypothesis that news flows vertically from northern to southern countries. At the same time, there is also horizontal flow between the various countries in the North and those in the South. Although some news does flow from South to North, its volume is far smaller than that of the flow from North to South. Another significant feature of news flow in the world system is known as circular flow. This comprises news events in the South which are gathered by journalists from countries in the North and dispatched to northern news agencies. These agencies process the information and then send it back to media in the South.

This view, too, has been confirmed by research. Reyes Matta (in Mowlana 1997:45) found that international news in Latin American newspapers is dominated by news from the North. Another study found that relatively little news from Africa and South America

appears in Australian newspapers. A study of news flow in nine Arab countries likewise indicates a dominant North-South flow in these countries (Rachty in Mowlana 1997:46). From a study of news in the USA, Kaplan (in Mowlana 1997:46) concluded that news coverage in the media of the US is deficient in regard to the amount, range and type of news about the developing world.

The world's large news agencies tend to concentrate on news which they believe will interest readers in developed countries. In the case of in the US, such interest relates to wealth, elitism and the political attitudes of their readers.

C. Triangular flow between East, West and South

A third approach is that the pattern of news flow is triangular. The North is divided into two parts, East and West, each of which is linked with the South. In a study conducted in various geographical areas, Gerbner and Marvanyi (in Mowlana 1997:46) found that countries in the East and the West cover their own areas first. This means that eastern countries give preference to news from other countries in their bloc and to East-West relations. The same applies to western countries. By contrast, the greatest proportion of international news in the media of Third World countries (i.e., the South) comes from the North (both East and West).

They also found that Western Europe is the area most covered in news reports worldwide, whereas countries in the former Soviet Union are given little coverage in the western press. Thus, two thirds of the content of news in the US was about Western Europe, South Asia, the Far East, North America and the Middle East. By contrast, the press in the former Soviet Union assigned first place to news from Eastern Europe and second place to North America. Eastern Europe covered its own region and Western Europe first and devoted relatively less attention to the then Soviet Union. In contrast to the trend in the rest of the world, the Third World press devoted most attention to the Soviet Union. Stevenson and Cole (in Mowlana 1997:47) conclude that physical proximity is a major factor determining the content of international news. Another significant feature is that Western Europe and North America are the most —visible areas in the world media, whereas Eastern Europe and developing countries receive comparatively little attention.

2.4 World systems theory

According to Wigston & Les there is growing interest in news flows within and across the borders of nations. Kim and Barnett (1996) regard the international flow of news as the number of news reports and news magazines exchanged by countries in the world. According to world systems theory, the world may be viewed as a network of component units or role players which interrelate in terms of centre, periphery and semi-periphery (see chapter 4). Hence, the focus is not so much on the nature and contents of news in a particular country or region, but rather on how and why various systems interact within the international and global context (Chang 1998).

World systems theory

The world systems theory (WST) indicates that society has moved to a new type of social system which is global in nature. Local systems and networks have been coalesced into one giant global network called the world system. The term world system implies that interactions or events in one part of the world have significant repercussions and rippling effects for events, interactions and social structures in other parts of the world. Various smaller systems are linked together to constitute a single global system. The systemic character of the world system lies in the fact that events in one place have significant repercussions for the reproductions or change of events in other systems. This means that issues in one system cannot fully be understood without reviewing the whole system and unravelling networks within the greater system. The world system has characteristics of an organism, an adaptive system. Wallerstein (1974) conceptualised a world system as a social system that had boundaries, structures, member groups, rules of legitimation, and coherence. The question is, how does the world system look in the contemporary internet world? At the risk of being repetitive, it has already been argued that this new world order brings with it a new global system, a system without centre and periphery nor north south debates, rather a system of networks where communicators are plural individual producers able to diffuse international news to its out network. Tehranian (2012:210) explains that the globalisation of the world economy has brought about a new de-territorialised system of centres and peripheries based on the levels of science,

technology, productivity, consumption and creativity, regardless of location. In this, the new centres and peripheries now reside in transnational organisations and networks. (Lesame, et al., 2014)

QUESTION 3 [15]

Read learning **unit 2** (agency, continuity and discontinuity in international communication scholarship and provide a three paragraph conclusion debating whether the system and structure of international communication has changed or remained the same despite the obvious changes in technology.

CONCLUSION

Wigston & Les, n.d articulated it really well by saying that current patterns of news flow do not provide a complete and accurate picture of present-day realities of all countries around the world.

This is especially applicable to developing countries, whose images are in danger of being damages or distorted as the result of the emerging patterns of international news flow. Several factors, such as limited technological infrastructure and inadequate training of journalists and technicians in developing countries limits regional news agencies' efforts to promote equal exchange between regions are limited by. Furthermore, poor participation of some regions in the global exchange system prevents all parts of the world from taking their rightful place in international news coverage. The adverse effects of current patterns of news flow will continue in the foreseeable future.

The flow of news will become more democratic, in the sense that countries and people will have a chance to be heard – instead of being drowned out because their cause is not deemed important enough or news worthy enough – this will be supported by the new developments in technology and social media in particular.

Social media, mobile phones and the Internet have changed how news gets generated and distributed by organisations and how it is consumed by individuals. Social medial has enabled anyone to be a news journalist, at any time. An example of this would be EWN 702 Eye Witness News. Along with all this freedom, comes great responsibility.

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msn news

The Big Oomie checks in – Trump tweet expropriates the expropriation debate

Richard Poplak 3 days ago



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Finally, a world leader who GETS us, or... what it is about early mornings that so inflames the passions of authoritarian fascists?

It's been a banner week for South Africa's primary driver of GDP growth, by which I mean racism. Some days ago, in the very founding place of democracy and grilled calamari, a sauce-maker named Adam Catzavelos, smeared with Coppertone 50 and smugness, recorded some thoughts concerning the racial demographics of his Greek vacation resort. (He phrased his observations in somewhat more forceful terms.)

Related: Expropriation of land without compensation would send SA down the wrong path
- US State Department

In the racism genre, beaches play an outsized roll. They are literally white – I’m referring here to the sand, while excluding volcanic aberrations like Santorini – and I suppose they represent untrammelled purity and an atavistic attachment to the middle class seaside chillaxing that was a hallmark of apartheid-era downtime. Catzavelos’s fellow member of the racist utterance pantheon, Penny Sparrow, also referenced beaches in her now legendary Facebook communiqué. They keep coming, these inadvertent South African celebrities, their perturbations fuelling an entire cottage industry of commentary, academic work, TV specials, courtroom tussles and outsized social media data spending. Without them, the economy would tank.

While South Africa was processing the Catzavelos contretemps, another of our old chestnuts was dusted off for global consumption: the ungodly spectre of white genocide. (To be specific, white genocide in this case does not refer to whites perpetrating genocide, but rather the opposite – genocide committed against whites. It’s f**king complicated, fam.) Straight from the Washington DC swamp came the following Tweeted missive, delivered by none other than the Shagger-In-Chief, Donald J. Trump:



Strangely, some mistruths may have escaped the usually dependable scrim of fact checkers and legal readers who ensure the quality of POTUS’s microblogged declarations. The South African government is, of course, not seizing land from white farmers, although now 53 million tiki-torch wielding nutjobs think they are. (Thank God Home Affairs f**ked up the tourism industry, right?) And Secretary of State Mike Pompeo couldn’t undertake a close study of a Denny’s breakfast menu, given he’s not the close studying type.

But much like the correlation between racism and beaches, it’s difficult to know what it is about early mornings that so inflames the passions of authoritarian fascists. Trump’s daily

Twitter stream famously starts in the very early hours, and one theory is that his early ablutions cause him significant discomfort. (Trump Tower cheeseburgers are not health food.) That said, there are reasons why he may have zeroed in on unhappy Mzansi and the threats faced by its local white folk. Tucker Carson, along with Breitbart News and other far-right neo-Nazi rags, have made it their business to make South Africa their business. In a recent ranticle on Tucker Carlson Tonight, Fox News' flagship current affairs programme, the titular presenter explained:

“In South Africa, the Parliament has begun amending the Constitution to allow land that is owned by white South Africans to be taken by the government without compensation. The motion was brought by Julius Malema, a longtime gadfly and violent nutcase, who clarified that he does not support killing the entire white population ... right now!”

Related: Trump's tweet has hurt a lot of South Africans - ANC

In the alt-right imaginarium, “elites” across the world are fixated on wishy-washy do-good liberalism, to the enormous and unfair benefit of black people, Asians, homosexuals, and the organic pet food industry. White nationalist hardmen thus get a pass for seriously screwing with American democracy; anything that smacks of affirmative action is an affront to our goddamned rights, motherf**ker!

As it happens, Trump's musings are the result of a sort of co-ordinated campaign, one that is so threadbare and daft that it could only find purchase in 21st century America. In 2017, the Suidlander local white-rightsgroupundertook a tour of the United States. They preached the narrative of white genocide to responsive thought leaders like David Duke, former Ku Klux Klan Grand Wizard, and Richard Spencer, one of the alt-right's luminaries. The tour didn't raise as much cash as was hoped, but it caused a minor media storm that, clearly, has found some purchase in Washington DC. As Suidlander spokesperson Simon Roche told the Mail & Guardian, “there are some old oomies in the US who know who the Suidlanders are and what the Suidlanders represent.”

Watch: Tonight With Jane Dutton - Trump on SA land debate (Supplied by eNCA)

Video player from: YouTube (Privacy Policy)

One of them may be the Big Oomie himself.

More significant, however, are the contributions made by everyone's favourite Afrikaner Ayn Rand reading club, AfriForum, and the Institute of Race Relations (IRR), whose CEO, Frans Cronje, recently undertook a speaking tour of the United States. It seems Trump's Tweet was prompted by a presentation Cronje gave at the Cato Institute, which highlighted his concerns with the whole land expropriation without compensation thing. Cronje no doubt had the grey-haired Catonians tut-tutting into their prune juice cocktails, thinking: "Next they'll come for their Range Rovers! And it will be Venezabwe all over again!"

"When the government put this expropriation without compensation business into motion and made the promises and created the expectations, a line was crossed," Cronje told News24.

"Once those lines are crossed there is no going back. It is completely irrelevant whether there is one case or 1,000. The line has been crossed and the precedent set and if that momentum is not halted we risk the trickle becoming a flood."

No one could ever accuse Cronje of nuance. But when it comes to land theft and genocide, there's no time for subtleties. And concerning the genocide business, those raging libtard race traitors at AgriSA have released figures regarding farm murders. In the past two decades, there have been 1,723 killings on farms and a further 21,567 farm attacks.

Those are horrific numbers, no question, and some of those incidents beggar belief in their brutality. But there are some important caveats to keep in mind. First, AgriSA did not specify racial statistics. Second, this speaks to a country in which terrible violent crime rates are a feature of both rural and urban conglomerations. The exploitation of this dismal situation reeks of the conspiracy-minded kak that dominates American alt-right "discourse".

Related: 'We're prepared to die for land expropriation without compensation'

To be clear: one farm murder is one too many. But for white genocide public relations specialists, no number of farm murders are enough.

All of this being said, a fact-finding mission from Secretary of State Pompeo is certainly to be welcomed. The economy is in the sh***er, and a long train of Secret Service-protected black Suburbans in rural Mpumalanga would provide a necessary GDP boost. Imagine Sec. Pompeo standing in the flight path of an SADF helicopter gunship as it strafes Boers off a Monsanto-branded soybean field, his arms extended in Christ-like submission to the forces of evil. Imagine drone strikes on the expropriators of nguni cattle. Imagine 40,000 American troops landing in Durban to safeguard South Africa's maligned beaches, handed soft-serve ice-cream cones by AfriForum interns as they run through the surf.

Trump, of course, is mired in another of his convenient controversies, the specifics of which can be whittled down to the following: the man is surrounded by inept Mafia goons, one of whom helped him disburse almost \$300,000 in hush money to two pneumatic girls-about-town. Which makes Big Oomie the most profligate (and dumbest) john in human history. But his Republican enablers got their massive tax cut and their regulations reset. Meanwhile, he gets to Tweet to his base, using troubled little sideshows like South Africa as his medium.

Another name in the racist pantheon; another Tweet aimed not at reality, but at the fantasies of the mythical Base. Just when you think you're ditching the vestiges of colonialism, you realise you're just another minion slaving away in Global Trumpland. And Adam Catzavelos serves as the ambassador. DM



Pictures of the week (Provided by MSN)

<https://edition.cnn.com/2018/08/23/africa/trump-south-africa-intl/index.html>

South Africa hits back at 'unfortunate' Trump tweet on land reform

By James Masters, David McKenzie and Brent Swails, CNN

Updated 1641 GMT (0041 HKT) August 23, 2018

Trump tweet attacks South African land reform 01:49

Johannesburg (CNN)South Africa hit back at Donald Trump on Thursday after the US President criticized the country's land reform policies in an overnight tweet.

The controversy began when Trump tweeted late Wednesday that he had asked Secretary of State Mike Pompeo to "closely study the South Africa land and farm seizures and expropriations and the large scale killing of farmers."



Trump's tweet appeared to be in response to a report on Fox News which alleged that the South African government was "seizing land from white farmers."

On Thursday, the South African government said Trump's tweet was "based on false information" and said it would call on the US Embassy to explain the President's remarks.

"South Africa totally rejects this narrow perception which only seeks to divide our nation and reminds us of our colonial past," the government tweeted. "South Africa will speed up the pace of land reform in a careful and inclusive manner that does not divide our nation."



"Hysterical comments and statements do not assist in the process," Khusela Diko, spokeswoman for President Cyril Ramaphosa, told CNN. "The majority of South Africans want to see land reform. The majority of our farmers, white and black want to be a part of this initiative."

A complex and racially-charged issue

Land is a complex issue in South Africa. Racist policies of the past forcefully removed black and non-white South Africans from the land for white use.

There has been a land redistribution and restitution provision in the country's constitution since South Africa held its first democratic elections in 1994. The government has been criticized for not moving quickly enough to settle land disputes.

The political debate over land reform has stepped up a level ahead of next year's elections.

Farm seizures, as described in the Fox report, are not ongoing in South Africa. However, President Ramaphosa announced on July 31 that the ruling African National Congress would seek to change the country's constitution to explicitly allow land that was seized during apartheid to be expropriated without compensation.



Ramaphosa delivers his State of the Nation address in Cape Town in February.

On Wednesday, Ramaphosa told parliament that expropriations formed one part of a broader land redistribution and agricultural development program that would only be introduced following public and parliamentary consultation.

"Acceleration of land redistribution is necessary not only to redress a grave historical injustice, but also to bring more producers into the agricultural sector and to make more land available for cultivation," he said.

In an [article](#) published in the UK's Financial Times early Thursday, Ramaphosa described access to land as one of the areas where "severe inequality between black and white South Africans" is "most devastating."

Killings of farmers at a 20-year low

Despite Trump's claims about the "large scale killing of farmers," research published in June 2018 by AgriSA, one of the country's largest farmer organizations, showed that killings had reached a 20-year low.

Forty-seven farmers were killed in 2017-18, according to AgriSA, marking a steady decline from the 153 farmers who lost their lives in 1998.

Crime is a serious problem in South Africa more broadly. There were more than 19,016 murders nationwide in 2017, according to police statistics, a slight increase from 2016.

The New York-based Anti-Defamation League (ADL) said it was "extremely disturbing" to see Trump echoing "a longstanding and false white supremacist claim that South Africa's white farmers are targets of large-scale, racially-motivated killings by South Africa's black majority."

In a [statement](#) Thursday, the ADL called on Trump to "understand the facts and realities of the situation in South Africa, rather than repeat disturbing, racially divisive talking points."

Tweet was 'ill-informed' and 'incendiary'

In a speech to farmers in Bela Bela, Limpopo, which was prepared before Trump's tweet, South Africa's deputy president David Mabuza insisted the government would "discourage" those aiming to divide the country over land reform.

"We would like to discourage those who are using this sensitive and emotive issue of land to divide us as South Africans by distorting our land reform measures to the international community, and spreading falsehoods that our 'white farmers' are facing the onslaught from their own government," he said.

"This is far from the truth."

Trump is not the first foreign politician to take aim at South Africa's land reform policies.

In March, South Africa reacted sharply after Australian immigration minister Peter Dutton suggested white

Ruth Hall, a leading expert on land issues in South Africa and a professor at the University of the Western Cape, described Trump's tweet as "ill-informed."



"The kind of statement that Trump made is characteristic of him. It is unfortunate, ill-informed, it is incendiary. What it does demonstrate is that the white right wing in South Africa has been successful in internationalizing their agenda," Hall told CNN.

"It also puts a spanner in the works of the concerted effort that President Ramaphosa has been making to clarify the land reform issue to the international community and investors. The government has clearly stated that there will be no land grabs."

Trump's tweet comes a month after his predecessor, Barack Obama, delivered a speech alongside Ramaphosa in Johannesburg in which he warned against the rise of "the politics of fear."

Obama's speech was seen by observers as a veiled criticism of some of Trump's policies.

This story has been updated with the correct transcription of Trump's tweet and the correct date of Ramaphosa's proposal for constitutional reform.

CNN's David McKenzie and Brent Swails reported from Johannesburg, James Masters wrote and reported from London.

