



The Rise of Asia 70 years after Bandung: What possibilities to build the world anew?

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Special sessions / Panels / Roundtables Co-organised by



Faculty of Law & Hakubi Center
Kyoto University, Japan

ALTERNATIVE MEDIA / MAINSTREAM MEDIA: in Conquest of Public Awareness

CALL FOR ABSTRACTS, PRESENTATIONS AND PARTICIPATION

The conference is open to individual and group paper presentations. Those willing to present their papers are invited to submit their abstracts until December 31, 2024. The notification of selected abstracts will be communicated to their authors progressively according to their availability from September 2024. The earlier the abstracts are submitted, the sooner the authors will get notified. The presenters and participants are supposed to find the necessary funds for their own participation (visa, international and national transport, accommodation). No travel grant is provided by the organising committee to any participant. Abstracts of approximately 200-300 words (excluding figures, tables, and references) and basic personal data of the authors are to be submitted online at:

<https://forms.gle/zmWFCzk2P1unChV96>

INTRODUCTION

The post-colonial world continues to be dominated by the West through the monopoly control over five fields (ref. Samir Amin): 1) Sciences and Technology; 2) Information, Communication and Media; 3) Financial System and Institutions; 4) Mass destructive weapons; 5) Controls over access to natural resources. Is this monopoly control remains unbreakable?

In term of Information, Communication and Media, the global “mainstream” media, particularly in covering international politics, remain dependent on sources controlled by Western news agencies: Associated Press (AP), France Press (AFP), United Press International (UPI), and Reuters. To a lesser extent, we can include the Spanish agency EFE and the German agency

DPA. Outside the Western circle, there are Russian TASS, Chinese Xinhua and recently Qatar's Al Jazeera, but their audience is far limited compared to the Western ones.

As for the TV channels, the global coverage is dominated by the Western circle of BBC, CNN, Euro News, France TV, Sky News... Their editorial approach is basically in tune with the interests of traditional Western news agencies. More recently, with the emergence of digital technology of communication, a space has opened up for a greater plurality of voices brought mostly by State-owned television broadcasting system such as CGTN (Chinese Global Television Networks), Russia Today, Al-Jazeera (Qatar), India Today, WION (India), but also by private initiatives especially through YouTube channels such as Dialogue Works, Neutrality Studies, Geopolitical Economy Report, Afrique Média, Paix et Guerre, etc.

The attempts to break the Western monopoly control over media is not new. In the 1970s, the NAM (Non Aligned-Movement) raised the issue and put it in the UNESCO agenda. In response to the New International Economic Order (NIEO) of 1974, the expression "New International Information Order" (NIIO) was established to protest the disadvantages countries in the Global South faced in relation to information and communication. The Non-Aligned Movement alleged that news agencies in the Western world controlled 95 percent of worldwide information flows, namely Associated Press (AP), Agence France-Presse (AFP), United Press International (UPI), and Reuters. Following the NIIO, the NAM established the NANAP (Non Aligned-News Agency Pool) allowing the NAM countries to have access to news and information sources outside the Western ones, to make news coverage more pluralistic and to strengthen media outlets in the NAM member countries. The aim was also to broaden the offer of content in languages spoken by the African, Asian and Latin American populations, avoiding the monopoly of the use of the languages of the colonial powers. The NANAP did not live long. It disappeared progressively in the 1990s. In 2005, under the leadership of Malaysia, the NAM transformed the NANAP into NNN (NAM News Network) based in Kuala Lumpur. However, little is known about its functioning.

What is the state of affairs of the “mainstream” and “alternative” medias at different levels of society? How do they play role in shaping public awareness on global issues? Is there any progress achieved by the “alternative” medias in breaking the monopoly control of the “mainstream” medias?

It is to discuss those questions that this panel is organised. It is also proposed to review the current situation of mass media at international level and to open space for the presentation of case studies in different regions and contexts, which show the potential for change in the information field.

Coordinators

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