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IMPORTANCE OF WORLD SUMMIT ON THE INFORMATION SOCIETY (WSIS) IN GLOBAL MEDIA GOVERNANCE

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Abstract

This paper is aimed to thoroughly look into the importance of World Summit on Information Society (WSIS), a revolutionized step toward shaping a comprehensive citizen-focused and development-centered information. This summit was an initiative of United Nations (UN) at the beginning of the 21st Century completing two phases in 2003, and 2005. The aim was to highlight increasing problems like digital divide, promote ICTs, and set rules for the global internet and media governance. This paper is also aimed to look into the background, objectives, documentation, and implementations of WSIS. This summit was held at a very crucial time period as globalization, neoliberal economic policies, and technologies were engaged in giving new shapes to media systems and power corridors worldwide. Furthermore; a report titled Many Voices One World or The MacBride Report; an important document prepared in 1980 to know the gaps of communication and how to fill them globally is also discussed.

Keywords: WSIS, global media governance, ICTs, Digital Divide, Internet, Globalization, BRICS, NWICO, Media governance

1 Introduction:

It was month of December in 2003, when the first phase of World Summit on Information Society (WSIS) came to conclusion at Geneva, during which numerous questions regarding the issues and methods that were to characterize communication in the 21st century was discussed (Raboy Marc, 2004). In the declaration of summit (WSIS, 2003a, art. 67) they were firmly convinced that as a whole world was entering into a new era of huge potential, that of information society expanded human communication. In that emerging society, information and knowledge could be produced, shared and exchanged through all the networks available in the world. If the necessary measures are taken a new information society could be formed that would be based on shared knowledge and global unification and a good understanding between people and nations. WSIS has given a latest phase in the terms of global governance in general, through a specific mix of official and corresponding actions, the methods disclosed the issues concerning communication worldwide (Raboy Marc, 2004).

Latest dialogues about the strategies of communication for the world intend to ahistorical descriptions focusing on methodological problems. This phenomenon known as worldwide communications should be engaged with two schemes. Firstly, latest problems should be looked upon in historical context, and secondly, those problems should have a theoretical framework in the context to the escalation of the politico-economic economic structure, known as neo-liberalism. Two vital worldwide strategic platforms engaged for that dominance: the United Nations Educational, Scientific, and Cultural Organization (UNESCO) started dialogues in the seventh and eighth decades of the 20th century (1970s and early 1980s) were well regarded as the New World Information and Communication Order (NWICO), and the latest discussions at the World Summit on the Information Society (WSIS) sponsored by International Telecommunications Union (ITU). Though both the similarities and dissimilarities among NWICO and WSIS have outstanding repercussions for communications globally, the differences in structure and importance among those two events give a compelling analytical opportunity (Pickard Victor, 2007).

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2 Objectives of WSIS:

According to Sally Burch (2003), as far as the media coverage of the summit was concerned it was assumed that in this advanced era of technology, communication, and media, it would have a high-profile coverage in the mainstream media. The record of the people who participated in handling issues at WSIS was unfortunately not as good as expected than those who sought to influence debates about media and communications some 25 years ago. A report titled 'Many Voices, One World' also recognized as the 'MacBride Report' dealing with international communications to conduct research on problems concerning communication was published in 1980 by UNESCO. An Irish rights' activist named Sean MacBride had chaired the commission.

Since 2004, and onwards to acknowledge its importance in the current discussions and debates about the growth of information societies, it was once again published by Rowan and Littlefield, 'Many Voices, One World' was a major report and became a milestone regarding the debates ongoing since the 1970s. WSIS in 2003 was held at Geneva and in 2005 at Tunis (Mansell & Nordenstreng, 2006).

2.1 Time of ICT and COVID19

While thoroughly reviewing the literature regarding this summit, it was known that WSIS went through two major phases, first in 2003 known as the Geneva Phase emphasizing on the provision of common understanding and principles for the information society. And the second phase in 2005, known as Tunis Phase (Mansell & Nordenstreng, 2006) focused on implementing mechanisms and internet governance. The literature also suggested that this summit was held at a very crucial time period as globalization, neoliberal economic policies, and technologies were engaged in giving new shapes to media systems and power corridors worldwide.

However, it came to the knowledge of the reviewer that the major objectives and priorities of WSIS were as under:

- To fill the gap created by global digital divide among developed and under-developed states/nations: Digital Divide is considered as an important issue as it limits the Least Developed Countries (LDC) in their response to the ongoing challenges such as climate change, so to achieve common humanitarian goals usage of digital technologies was promoted (WSIS Outcome Document, 2021, pp.16). The purpose of the 19th article of Universal Declaration of Human Rights, which has been intact since 1948, a person is entitled to find, get, and share knowledge and views by using any kind of medium and he/she could do that without any restrictions of borders had at last found its enabling technology. The Net is influencing every walk of life, affecting ways people lead their lives and do their jobs, get knowledge and conduct research, do shopping, socialize or how they get amusement. Even though if more than one billion people are online today, this means five billion have zero access to the Internet. Bridging the gap of digital divide on regular basis has become one of the greatest challenges to the contemporary world. The basic requirements to fill this massive gap is to form policies, establish infrastructures and educate people so that everyone could enjoy communication right in information age through reach to the Net. The bombardment of communication beyond borders between people and organizations has even created a whole new series of issues including: how to manage important online connection resources; how to overcome online based crime; and how to protect rights of people online and the copyrights of material available online (Kleinwachter Wolfgang, 2007, pp.12-13)
- To make sure ICTs were globally affordable and reachable, and to promote ICTs for health, development, education, and governance: It is pivotal to influence the use of ICTs in the health sector, the advantages of ICTs as a tool in this sector, especially in countering the COVID-19 pandemic. Since the reach to education was minimized during the pandemic after lockdowns were announced, ICTs played a very important role in this regard as well (WSIS Outcome Document, 2021, pp.16). WSIS had set many goals to be achieved by 2015 without specifying the instruction of how to measure them. In that regard the International Telecommunication Union (ITU) offered four definite pointers

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to be utilized to quantify development achieved by the states towards the fundamental Target 10, which was to bring ICTs within the access to almost entire population around the globe. Two of these pointers were for the registration and usage of mobile, and the other two were for usage of Internet by persons and by families. However, of the four, pointers 1 and 3 still occur, though having substantial disadvantages. ITU proposed that the most valid method of measuring Internet users was through demand-side or household surveys, same as for the users of mobiles. However, those demand-side surveys were expensive and way too hard to arrange and many countries were unable to conduct such surveys on regular intervals. When the data of surveys is not available, in that case the way to sort out Internet users is to calculate an estimated number from the sum of all registrations by multiplier to account for people using Public Internet Access Points (PIAPs), or people using the Internet at offices, schools, or other public places (Samarajiva & Lucas, 2010).

- Freedom of expression and communication rights were to be ensured: Freedom of expression, cultural and linguistic diversity must be preserved, through the increased interoperability and harmonizing tech solutions between countries (WSIS Outcome Document, 2021, pp.16). On the issue of freely expressing thoughts and ideas and protection of rights of the people Chinese authorities tried to sabotage the rules ensured in the Universal Declaration of Human Rights by using the documents of the summit, since China faces worldwide criticism of violating them. Cuba and Vietnam were in support of China's stance of downplaying freedom of expression. The US and Europe refuted, but it was not as strong as ever, especially the US seemed too soft regarding this problem, probably it felt that in the era of worldwide extremism this bold stance might have adverse implications. "A need to respect cultures" became the greatest loopholes that essentially legitimized censorship in the WSIS Declaration. On the other hand, Iranian President Mohammad Khatami addressing a press conference justified Iran's censorship of the web, calling it preservation of morals and culture; and furthermore, stated that the strategy his country was not opposite to that of the French (Cukier Neil Kenneth, 2005).
- To build comprehensive models of media governance and internet: It is responsibility of national governments to regulate media (Puppis, 2008). As media are not considered as simply any other business. Societal regulations are very important often going beyond the economics. Strategies for media were directly impacted by standardizations and political contemplations especially after the World War II in Europe. Even today debates and dialogues take place regarding the need of multiple regulations other than the economic approach (van Culienberg & Mcquail, 2003). In the past decade, these have been an evident swing from regulating to governing media. On one side, personal and joint regulation are becoming much vital. Likewise, the impact of the foreign regulation is on rise too (Puppis, 2007).
- The European Union (EU) at present happen to be a key factor in spreading regulation in Europe. Furthermore, governance of media worldwide happens to be largely related. Though since the nineteenth century International governmental organizations (IGOs) have been in existence; but governance of media worldwide has just transformed significantly in the recent years. This progress of media's governance worldwide and the foundations of IGOs in media could be distinguished into three periods as discussed by O'Siochru and Girard in 2002 (Puppis, 2008).
- The first period is called 19th century to World War II, in which the financial and methodological progress was an incentive for global association. The second period started after World War II and continued till 1990s, it was designed by recently organized UN, in post-war world rights of people turned out to be very essential in governance of media globally. For instance, a suborganization of UN named UNESCO, strives for culture, media and freedom of expression. The third period began from 1990s focusing on the liberalization agenda in media worldwide. It was not just that independent commerce turned out to be the most important agenda of media's governance globally, a shift in authority has also been witnessed (ibid, 2008).

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- In the third phase World Trade Organization (WTO) became the most powerful and vital factor of media's governance globally with a target of eradicating hurdles in international trade. In this regards WTO was given extraordinary powers to sanctions breeches of rules. At present WTO monitors agreements regarding trade in goods, services, and trade concerned intellectual property rights. Each handled through different monitors such as General Agreement on Tariffs and Trades (GATT) monitors trades in goods, General Agreement on Tariffs and Services (GATS) monitors trade in services, while Trade-related Intellectual Property Rights (TRIPS) monitors aspects related to intellectual property rights. Garber (2003) mentions that the GATT in two ways is relevant with media, firstly the basic rules are eligible upon inter-border commercial activities with traditional products such as compact disks, films, magazines, books, and newspapers. The market nevertheless, in the print is more concerned with linguistic domains moreover national and local frontiers, so the conflict of trade is unlikely, even though there are certain exceptional cases like the famous case of 'Canada Periodicals'. Secondly GATT has an exception from the national treatment of motion pictures allowing preferential treats in regard with local movies. Likewise, TRIPS focuses on protection of copyrights following the precedents of world trade regulations. Like other agreements of WTO, the foundational rules include MEN and national treatment, which include Articles 3 and 4 of TRIPS.
- The media's governance worldwide at present yet is taken as void domain and the market forces are focusing on to take over that area. As the global communication systems such as the Internet and transitional media are growing, it has become the need of the hour to have dialogue on worldwide governance mechanism and strategies related to communication and media from the perspective of common people's need (Burch, 2003). In a situation where nation states and governments have been just restricted to the role of managers of market strategies imposed by large multinational corporations, and the agreements are being prolonged to communications and culture, governments are losing grip of regulating and monitoring media. Furthermore, the rapid growth of multinationals in this particular area is changing the customary relationships among media and the state. A free and independent press in the tradition of liberalism is taken as the major assurance of freedom to express diverse worldview, the medium to build well aware point of view of people and a monitor towards the misuse of authority by State (ibid, 2003).
- The very basic rule of the governance's reform agenda is to establish much competitive and responsible countries that are answerable in front citizens; for that free, diverse, and independent media systems could play a very pivotal role in this process as the free and active media provide awareness and organize society around issues domineering for effective democratic processes to work. This admittance is pivotal to improve the conditions for the trust between people, media, and state, and to enforce and sustain the agenda of governance (Martinsson, 2009). It might be seen that media and communication experts are not quite clear with regards to the explanation of this terminology and frequently there happens to be no unanimous definition of governance in context of media. This might not be taken as a surprise as the very term did not actually emerge in the corpus of media and communication, on the other it was borrowed from other fields of social sciences such as: economics, international relations, law, and public policy. From 1990s, governance has become a buzzing concept and a framework for studies that seemed above the statutory arrangements and recognized aspects of state, politics, and strategy (Ginosar, 2013).
- Padovani and Pavan (2016), state that globalization dynamics have beseeched reevaluation of arrangements regarding governance, focusing the part played by the various parties engaged and the implication of parties' decision-making multiplicity. In this regard most of the attention is given to the social and political changes taken by the information and communication technologies (ICTs), with specific prominence on civil involvement and joint action subtleties. It is well-known that methods of domination, which were designed around state-to-state relationships had predominantly been spots of rendezvous for diverse participants including private and commercial units, NGOs, and also official

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and unofficial grids including: municipals, intelligentsia, scholars and academics, and clusters at grassroot level.

- The variations on the worldwide stage hinder with the division among local and international political process and representations invented within a state-oriented perception are not anymore satisfactory to comprehend political realities (Padvoni and Tuzzi, 2004). The most important sector at WSIS that came under discussion to be given space was the civil society, so that it could discuss the democratization of communication and communication rights. Nonetheless, how concisely to refer to these media in global policy context is far from clear (Hadl & Hintz, 2005).
- Previously a lot of discourse has been done regarding globalization, universal domain or even global village. Live coverages throughout the world and numerous satellite TV programs give a picture of recognition of those ideas. The mass media assumingly have the capability to unify all the countries upon the proceedings of global impact like the Olympic Games or the inauguration Presidential ceremony in United States, which trillions of people watch on their TV-sets. The age of the assumed globalization has likely reached a period of much critique of the segmentation of international communication. During the dialogue regarding New International Communication Order (NICO) during the 1980s, many scholars and politicians criticized the global authoritative role of news agencies and other media of West (Hafez Kai Dr., 2009).

Furthermore, WSIS focused on such approaches that gave main attention to the citizens, and considered communication as a basic human right.

3 Brazil, Russia, India, China & S.Africa (BRICS) Bloc:

In a age that is known because of massive changes regarding governing economically, the development of the Brazil, Russia, India, China, and South Africa (BRICS) bloc is a representation of an influential axis as far as multilateralism is concerned, as it offers a new viewpoint on integration and cooperation of economic goals between rising economies. During the dialogues on reformation of economy worldwide, the concept of an optimum currency area (OCA) in BRICS bloc comes out as a fascinating stability within the dynamic collective. This bloc through the fast economic progress and increasing geopolitical significance represents an entirely new case of exploration of the projections and hardships of elevated financial amalgamation, including the pushy visualization of focusing on OCA (Marida Nach & Ronney Ncwadi, 2024). Keeping in view this difficult interchange of economic policies, diverse structures, and geopolitical concerns, it requires an in-depth review of literature. The present structure of finance all around the world is dominated by the US dollar, creating shortcomings, particularly when it comes to address the hardships bore by evolving and rising economies. Majority of such states bear the risk of paying obligated debt, and others are at the verge of becoming defaulters for not paying the debt. In a conference of United Nations on Trade and Development (UNCTAD) it was stated that in the year 2021, the worldwide debt reached an all-time high of $ 303 trillion, showing an increase by 10per cent that of 2020. This report also suggested that as many as 60per cent countries with low-income were facing impending threat of debt distress (Marida Nach & Ronney Ncwadi, 2024). Furthermore, the same study Nach & Ncwadi (2024) stated that according to UNCTAD by 2023, the joint financial prudence of this alliance summed in total more than 25 per cent of world's financial resources, having 45 per cent of population of the globe. It was a crystal clear fact that from last decade of the 20th century to the second decade of the 21st century (1990 to 2015), the alliance known as BRICS went through outstanding changes and witnessed a remarkable uplift in their joint share of global economic output, rising from 5.85 per cent to 21.6 per cent, this remarkable enlargement shows that BRICS donated approximately to one-fourth of financial production of the globe, with collective minimal Gross Domestic Production (GDP) of $ 14.9 trillion. Jointly, the BRICS bloc also upheld an accumulated four trillion dollars in merged external exchanged investments, and engrossed at least eleven per cent of overseas transnational investments of the entire world. It is being noted that BRICS bloc, jointly have an economic capability to move a head from

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the countries that are members of the Group of the Seven (G7) thought to be richest nations by 2050. BRICS might still prove to be the league redesigning progress globally and financial strategies, particularly after its expansion in 2023, to include Saudi Arabia, Egypt, Ethiopia, Iran, and the United Arab Emirates (UAE).

BRICS has achieved significance at world level due to numerous reasons. Certain experts highlight the fact of massive Chinese economy to promote the group as a whole, while other group of scholars look upon it as an advent against the milieu of the global catastrophe and the comparative financial strength the league achieved on the expanse of Europe and the USA, the third group of scholars is of the opinion that it is a step forward to softly counter USA's monopoly. Since 2006, Brazil, Russia, India, and China are engaged in promoting their consolidation as a political group, and in 2009, with the first BRIC summit held at Yekarinburg, Russia, it became was recognized as a real political force. The bloc continued to organize summits including Brasilia (2010), Sanya (2011), New Delhi (2012). It was 2011, when South Africa joined the bloc as member and 'S' was added to the acronym (Fabiano Mielniczuk, 2013). During the first summit held at Russia in 2009, leaders of BRIC agreed to support the G20 to counter the economic disaster, advancing the reforms of IFIs, and promoting a static, probable and expanded IMS. The leaders explained BRIC(S) targets of establishing just, multidimensional, world order and endorsing assistance between the member countries. Synchronization on the vital problems of the international institutions (IIs) plan and pursuance of economic design transformation became an essential aspect of BRICS process. The meeting of FMCBG held in September 2009, asked for a swing of proportions and stocks of seven per cent in International Monitoring Fund (IMF) and six per cent in the World Bank (WB) in favor of growing market and developing countries. This proposal eventually became verdict on proportion swings of six per cent and five per cent respectively in G20 summit held at Seoul. Furthermore, BRIC called for a meeting of agriculture ministers of member countries to discuss shortage of food (Kirton J. and Larionova M., 2022). Nevertheless, the display and formal gathering at South Africa, BRICS started to drop most of its gleam. Much information is surfacing discussing in detail its collapse. Such as in November 2012, the U.S. Conference Board issued a financial stance addressing the question of BRICS miracle, termed it as easy picking fruit from inexpensive employment and borrowed expertise that has already been in use. The document claimed the Chinese multi-digit growth rates would in near future be a forgotten love story as progress would decline rapidly during upcoming years very soon, venture earnings would witness a quick downfall as a massive financial disaster would hit China badly. By 2018, India too would witness a downfall in the development rate, it would fall from 5.5 per cent, and would reach to 4.7 per cent. The document further claimed as China, India, Brazil, and other countries settle from quick, venture exhaustive catchy progress, the operational speeding of their economic progress is certain to go down (Hash V. Pant, 2013). The IMF has estimated that the growth of world population from 1960-2015, might reach 138.2per cent, while in emerging countries it would be 165.1per cent. At present BRICS bloc has increased by 132.7 per cent of the population, compared to 192 per cent in Latin America or the Middle East and Africa with an increase of 295 per cent. In the last two decades of the past century, the average GDP growth was 2.9 per cent in developed economies and 3.6 per cent in developing countries, compared to the 2000-2010 era when average rates were 1.9 per cent and 6.2 per cent respectively. IMF estimated that the difference would remain between 2011 and 2015 (6.6 per cent developing countries and 2.5 per cent for advanced ones). Among the developing countries BRICS bloc stands out due to their GDP growth with an average rate 7.9per cent between 2000 and 2010, and would be uplifted to 8.1per cent between 2011 and 2015. The economic growth of Brazil, India, and Russia depends mostly on local needs, most of it being consumption. In Brazil, consumption accounts for 80per cent of GDP while external demand is only 2.3 per cent. Compared with other progressing countries, Brazil has a low investment rate approximately 20 per cent. However, in 2007, PAC was launched by the Brazilian government

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targeted to uplift the investment rate to 25 per cent. Likewise, India's progress depends mostly on local demand. Here also consumption is pivotal (50 per cent of GDP). And in Russia consumption is up to 60-70 per cent of GDP, and investment stands at 20 per cent and 10 per cent net exports (Irina Gabriela Radulescu, and el.at, 2014). The hype that was given to BRIC bloc at its start is most certainly not the same at present as per the statistics provided claiming the past ten years were most tempestuous financial time duration after massive economic recession during 1930s. Nonetheless, jointly the states in this bloc are stakeholders in the fair share of financial activities worldwide, therefore recognizing this bloc happens to be essential in the context of economics, the bloc isn't a remedy to the griefs of Europe and America. So, BRIC bloc must overcome hurdles to stable its economic progress over coming decades. In the present economic scene BRIC bloc is yet looked upon as the alternative market to sustain the progress. Instead of certain shortcomings yet participation in BRIC markets could become precious learning opportunity for overseas enterprises and financiers (Atale Nikhil, 2013). The weakness of the bloc came forward when the great maneuvering happened during the rise an unexpected controversy in succession of Dominique Strauss-Kahn as head of IMF. At start, entire BRICS bloc showed an agreement for rejection--- and legally so--- the European domination to lead International Monitoring Fund. Nonetheless, few members, particularly China and Brazil, were led to the pursuance of slim countrywide calculations, which brought in the actual contradiction, and that happened to be withholding of backing of the only nominated contender from an evolving country; which was the Mexican contender. For example, China was well aware that Chinese candidacy would be premature and unexpectable for all. Hence, China was with the choice of whether to back some other contender nominated by developing nations or lock the second top position at IMF, along with a quick rise in Chinese rights to vote. It opted for the latter option. Brazil was also in the same dilemma (Zaki Laidi, 2011). However, it seems that BRICS bloc is a crucial bloc to counter US and European monopoly on economic policies.

4 New World Information and Communication Order (NWICO):

In 1970s, there were demands regarding New International Economic Order (NEIO) and a New World Information and Communication Order (NWICO), they happened to be benchmarks for a global level discourse at UN, including all the associated agencies with it, and also the NGOs that were actively participating in economic and media sectors. The major players promoting that discourse happened to be associates of Non-Aligned Movement, and also LDC governments plus a good number of scholars. The demand was much reasonable stack of global financial and communication resources, especially increased democratization of media and more outreach by the world's 'many voices.' Countries that were not in west and were not industrial economies felt aggrieved to the west's dominance of radio, television, film, and satellite communications. So, these countries started demanding of much more equality in distribution of limited radio frequencies around the globe, reduced international postal costs on books, magazines, and newspapers, affordable telecommunications tariffs, minimum restrictions on copyrighting laws, safety from interference of directly broadcasting satellites, furthermore, denunciation of the defiance that media were just advertising commodities, instead of tools to ensure progress (Mowlana Hamid, 1993). One such tool of existing communication inequality was the foreign media system. The call for the NWICO became need of the hour due to worriedness shown by UNESCO about the fact that even though advanced media were being utilized for longer intervals of time by the progressing countries, the achievements were not at all satisfactory by the method of active infiltration of underdeveloped societies and usage of communication. This implied that beside advanced means of communication, the native means of communication play a pivotal part in assuring directives among prevailing voids in communication (Kenechukwa Stephen, 2015).

Stephen (2015) furthermore stated that communication was unavoidable in life as it was the foundation of human interaction, nevertheless, there was gap in the landscape and notch of collecting,

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dispensation and distributing knowledge on global stage, there was ostensible communication inequality while collection and distribution of information among progressive states of West and developing countries of Asia and Africa. West had such control over media worldwide that it created space for system domination. This study of Stephen was aimed to analyze the nature of communication inequality in media around the globe, the role of NWICO, while addressing inequality of the communication worldwide, and proffering viable options to address issues of communicative inequality among the progressive and progressing nations.

At present the world was experiencing a NWICO, where there was unrestricted flow of unfiltered communication that was media easily reachable to everyone. Social media being sub-aspect of ICTs have grown as a powerful instrument in the hands of common citizens, directly posing a challenge to the manipulation of the media used by the masses through rich corporations of first world. This free flow of information had given rise to a brave new world, where the voice of the third world was no longer oppressed. As European Commission mentioned the vitalness of ICTs laid not much in technology itself rather in its capacity to establish a larger outreach to info and communication among marginalized groups of people. In a report titled 'Public Media 2.0: Dynamics, Engaged Publics, co-authored by Jessica Clarke and Patricia Aufderheide in 2009, it was mention that it was well described that commercial media still dominated the scene, but the audience were less engaged with older formats of media. Majority of audience at present inhabited a multimedia-saturated environment that span highly interactive mobile and gaming gadgets, social networks, chat--- and only occasionally televisions or newspapers. People were throwing away landlines for cellphones, while watching movies and TV shows on computer screens (Mepfhuo Neipechau, 2016).

Concerns about the methods of global news flow was fundamentally uneven and had engaged the landscape of dialogue for long time. Underdeveloped countries during sixties outcried against the inequality of the magnitude, integrity and course of the flow of news, witnessing that greater consideration was heaved upon progressive states of the North America, Europe, and certain Asian states as compared to the underdeveloped countries of the Africa, Southeast Asia and other such parts of the world. This controversy came to an end in 1970s, as NWICO was introduced. However, certain scholars had claimed that the growth of ICTs for worldwide news circulation: through overseas cable facilities to satellite television systems and to cooperative multimedia systems had given birth to dire changes in the character of news flow worldwide, while other scholars still emphasize that although the advanced technologies had uplifted the number and worth of information drifts, they had not still posed danger to those basic hierarchical structures of flow. The tie among power corridors including financial and politico-militia forever had relied upon effective communication networks plus the vitalness of sending and receiving messages had been shown in their usage for propaganda around the globe and also for the progress of society and economics (Akinfeleye R A, et.al, 2020, pp. 3-4). It was during the mid-1970s that the countries that were not allies started demanding for an updated set of rules and regulations regarding overseas info sharing, this was an extension of already voiced demands for a new world economic order. Though countries that were not allies were rarely recognized as a part with regard to ideological and politico-economical networks, as a team it inclined towards the major groups. They had upheld significant joint anterior regarding the issues of an updated set of rules and regulations for overseas info networks. The major factor in this regard happened to be tremendous modification which took place in the world oil market. The 'OPEC Crisis' or 'fuel crisis' that raised in 1973 almost stripped USA from its position of almost entire supremacy that it was enjoying from more than hundred years, furthermore, it gave the states that were not allies an unparalleled negotiating spot (Carlsson Ulla, 2005).

It was Europe, USA, plus certain progressive countries of Asia such as Japan and China that regularized the African actions with regards to their financial matters, social issues, and culture. According to that progress certain countries of Africa were called upon as 'third world' countries

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among other states in North America and Eastern Asia occupied a marginal status on international stage, moreover, progressive countries remained at the peak. Explanations for African backwardness and European progressiveness could not be exaggerated. The international means of communication (media) have been exposed of being viable agents of globalization. The main issue of this dialogue was that the technological advancement of the West had made information and communication of their cultures possible to Africans without the Africans having the opportunity to possess all equal capabilities of media networks to talk least about their trends, traditions and value systems. The requirement for redressing this unpleasant tendency of drift of info just from single side increased the need for establishment of NWICO, having basic objective to give birth to possible methods of redirecting the ongoing global info and communicative system, particularly suitable to the countries referred as third world (Essien Edet & lyorza Stanislaus, 2009).

5 'Many Voices One World' or The MacBride Report:

In 1980, UNESCO published a 318 pages commission report under the title 'Many Voices One World', the motive happened to be advancement towards an updated, effective and justice-based system. A commission presided by Sean MacBride of Ireland was formed thus the report is likewise called the 'MacBride Report'. Other participants of the commission included Elie Abel (USA), Hubert Beuve-Mery (France), Elebe Ma Ekonzo (Zaire), Gabriel Garcia Marquez (Colombia), Sergei Losev (USSR), Mochtar Lubis (Indonesia), Mustapha Masmoudi (Tunisia), Michio Nagai (Japan), Bogdan Osolink (Yugoslavia), Fred Isaac Akporuaro Omu (Nigeria), Gamal El Oteifi (Egypt), Johannes Pieter Pronk (Netherlands), Juan Samavia (Chile), Boobli George Vergheese (India), and Betty Zimmerman (Canada). The report was divided into five parts including Part-I: Communication and Society, having three chapters, Part-II: Communication Today, having six chapters, Part-III: Problems and Issues of Common Concern, having five chapters, Part-IV: The Institutional and Professional Framework, having six chapters, and Part-V: Communication Tomorrow, further divided into two categories A and B.

Describing the term 'communication' the report stated that it maintained and animated life and civilization (Many Voices One World, Report, 1980, pp.2), it led different groups of people from predisposition to stimulus, with multicolored procedures and methods of query, command and control; the report created mutual puddle of thoughts, strengthened feelings of being together over exchanging communications and translating thoughts in actions, and reflected all emotions and requirements from the meekest errands of persistence of humanity to the ultimate indicators of creativeness---- or annihilation. It integrated awareness, institute, and authority, and ran as a strand that connected man's earliest memories to advanced ones.

Through the course of history, humans had sought for betterment in their skills to obtain and adapt knowledge about their settings and simultaneously uplifted the rapidity, lucidity and diversity of their own approaches for transmitting knowledge. It was pivotal initially to generate consciousness of hazards that ought to lurk and afterwards to exchange apparition of the social opportunities of meeting such damages (ibid, pp.3). Slowly and steadily, communiqué became customary within tradition---like it had been in advanced---Cultures. Interpersonal and Public institutional communication, in the shape of the transfer of standards and traditions occurred in superimpositions. 'Since communication became thus customary, there ascended specialized groupings as protectors of mutual reminiscence and accountable for the diffusion of definite type of communication: griots, poets, wizards, tribal chiefs, travelling merchants, Panchayat Serpanches, local administrators, performing artists, transcribers, and so on (ibid, pp.5).

Moreover, it is also stated in the report that the sum of information in reach for those who have access to today's advanced technologies has been highly increased by the growth in the latest science of informatics. Computers and other devices used for storage of data could be utilized to assemble, save and transfer uncountable bits of data. The discovery of IC chips has deducted the space needed to

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safeguard propositions. A new language has been invented through the transformation of binary codes, practically eradicating interruptions (ibid, pp.11-12).

Advancement in technology in overall--- and specifically the growing usage of communication and information technology--- was not adequately progressive for it to be probable to predict developments and to explain projections, as well as to categorize dangers and hurdles. Science and technology were at regular intervals making such advancements that would one day be able to facilitate breaking down hurdles among individuals and nations. Without any doubt that trend was irreversible (ibid, pp.32). On page no. 35, the report states that the international measurement of communication related problems had its roots in the actualities of the growing world state. More specifically the worries, assertions and skirmishes that gave birth to the present-day dialogue popped-up from convinced adverse aftermaths of doctrines embraced from distant past, which had occupied shape of discrepancies and disparities. When the UN and UNESCO were founded, the civic around the globe had set specific target: to create and nurture freeness of information. That principle was gravely declared in different overseas tools that dealt with human rights and freedom.

5.1 Mandate of MacBride Commission:

The Director-General of UNESCO ordered for the formation of a global committee to be presided by Mr. Sean MacBride of Ireland; it was given the target to carry out research on total issues pertaining with sharing of knowledge and information in today's world. Following were the four main lines of inquiry and discussions included as mandate of the commission:

(a) to find out the present state of the sectors of sharing ideas and knowledge, and to find out issues that required renewed act at state level and a determined overall approach at the global stage. The examination of the situation of sharing ideas and information prevailing across the globe at present, and specifically of info issues in totality, must look into the multiplicity of social and financial circumstances and stages, also categories of progress;

(b) to give specific consideration to the issues related with the independent and objective drift of info around globe, and also particular requirements of underdeveloped states, within the context of the verdicts of the 'General Conference';

(c) to examine issues related to sharing and receiving of ideas and info in diverse dimensions, within the perception of formation of a latest worldwide financial system, plus the settlement of steps with regards of fostering the institute of a 'new world information order'; finally

(d) to explain the characteristic that sharing and receiving of ideas and info could undertake while building perception of common people having an understanding of main issues hampering globe, in briefing it to these issues and aiding at the state and global stage (Many Voices One World (Report), 1980, pp.42-43).

During the 20th session of the General Conference of UNESCO, held in October-November, 1978, at Paris, an interim report was submitted by the International Commission in accordance with those terms of reference. After taking notice of that Report, a resolution 4/9.1/3 was adopted by General Conference. The operational para 1. clarified the committee's decree by inviting Director General 'to regulate the participants of the commission for the conduct research on issues related to communication to address themselves, in the progression of formulating their final report to examination and suggestion of tangible and applicable measurement of more just and effective world information order (ibid, pp.43).

In the mid-1970s, two technological breakthroughs were most important including telematics and informatics, both of them opened up an entire new world of application in the age of larger dissemination of information (ibid, pp.93).

5.2 Findings and Recommendations of the MacBride Commission Report:

One of the major findings of the report regarding consumption of mass media especially in Asia, Africa, and Latin America revealed shocking facts and figures, for example among five per cent of

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Asian population, Japanese newspapers were circulated to the sixty-six of the population, forty-six per cent of its population was radio receivers, another sixty-three per cent population owned television sets, and eighty-nine per cent of population was telephone users (Many Voices One World (Report), 1980, pp. 126).

Furthermore, it stated that underdeveloped nations of Asia, Africa, and Latin America had three quarters of world's population but only half of the number of all newspapers and only a quarter of their total circulation. Circulation averages at one copy for 90 people in Africa and for 15 people in Asia. Though India had 835 different newspapers, they circulated almost entirely in towns and cities; circulation stood out 16 copies for 1000 of the population. Eight African states or territories and three Arab states had no daily newspaper at all; 13 other African countries had only one newspaper ((ibid, pp.126-127).

6 Implementation of WSIS:

In its effectiveness the summit that had acknowledged involvement of civil society as spectators was sighted by many Civil Society Organizations (CSOs) not just as a vital platform to influence strategy for common people, as well as a window of opportunity to unify those problems at global stage. It was well-known that the world summits of UN had no role to regulate, neither their decisions were obligatory; however, they had capability to herd worldwide consent on principles regarding policy, so, the documentations including "Declaration of Principles" and "Plan of Action" could afterward be raised by CSOs to press governments and other players for their operative implementations to a people-centered vision, its foundations being on human rights, social justice, and sustainable development. However, from the first Preparatory Committee Meeting (PrepCom) for WSIS, held in the month of July of 2002, CSOs recognized that they were to face many hurdles. The main challenge included the dominant viewpoint at the summit that projected the information society as a world apart, pertaining to the digital dominion, having big challenge of ensuring connectivity specifically to the South---Globe, and to establish a working environment to invest and operate the electronic market. Keeping this in view the governments and private sector started to negotiate policies. CSOs were invited to share their 'hands-on-experience', but they were strongly opposed to fit into that mold and kept on insisting to widen the scope of agenda by including themes such as human rights, easily accessible info and knowledge without any cost, software with an easy access and without any cost, learning, education and research, diversified cultures, consideration to those who were differently able, and gender perception. In this regard the drive for the Communication Rights in the Information Society (CRIS), as the initial extensive group arranged around the WSIS played an important part while endorsing self-organization of Civil Society. Clusters and committees by refrain, sector, or area were shaped to make pitches and look for consent on genera; grounds and pushing documentations (Burch Sally, 2003).

7 Major Documents of WSIS:

This review study suggests that two major documents came out from the summits including:

a) Setting Principles: this included an outline of a shared vision for a comprehensive information society built on human rights, gender equality, cultural diversity, active participation in democratic process and communication focusing on development.
b) Action Plan: this document set guidelines including infrastructure building for development, to increase capacity and digital literacy, e-governance and initiatives for e-learning and lastly global cooperation and mechanisms for financing.

From the review of literature, it was known that advantages of WSIS included worldwide realization of digital divide as an important problem in development. Institutionalizing ICTs when it came to policies of development, larger participation of civil society in communication dialogues and

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discussions throughout the globe, and establishing follow-up mechanisms like WSIS+10, and WSIS+20.

Likewise certain disadvantages were also observed like digital inequalities within the countries and among other countries. It broadly focused on technology, while ignoring structural socio-economic problems. The influence on cooperate dominance in digital platforms globally seemed very limited. Scholars and researchers were of the opinion that WSIS rhetoric mostly outran the real policy implementation, especially in underdeveloped countries.

Conclusion:

WSIS is an important achievement in the history of communication worldwide. It has an immense influence while shaping global dialogue on digital rights, media governance, and development communication. It focuses on comprehensive participation at the grassroot level. It keeps on ensuring about human-centered technology and is continuously influencing the policy discourses in the age of artificial intelligence (AI), platform capitalism, and digital observation. In future WSIS should strive beyond policy declarations toward a solid, equal, and more locally suitable plans of digital transformation.

Recent dialogues on worldwide policies regarding communication intend toward ahistorical accounts focusing on procedural problems. This phenomenon known as worldwide communications should be engaged with two schemes. Firstly, latest problems should be looked upon in historical context, and secondly, those problems should have a theoretical framework in the context to the escalation of the political economic order, known as neoliberalism. Two vital worldwide policy platforms bookend that ascendance: the United Nations Educational, Scientific, and Cultural Organization (UNESCO) started dialogues in the seventh and eighth decades of the 20th century (1970s and early 1980s) were well regarded as the New World Information and Communication Order (NWICO), and the latest discussions at the World Summit on the Information Society (WSIS) sponsored by International Telecommunications Union (ITU).

It was well-known that the world summits of UN had no role to regulate, neither their conclusions binding; however, they had the capability to bring international consensus on guidelines regarding policy, so, the documents including “Declaration of Principles” and “Plan of Action” could afterward be raised by CSOs to press governments and other players for their effective implementations to a people-centered vision, its foundations being on human rights, social justice, and sustainable development.

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